



Public Speaking for Finance Professionals

Steve Yu, MBA
Chief Financial Officer
UCLA School of Law

AGENDA

Uses for Public Speaking

Fear of Public Speaking

Effective Communication

Focus on Non-Verbal Communication

Wrap Up



Uses for Public Speaking

- Presentations and Trainings
- Interviews
- Meetings with Board; Staff
- Auditors
- Networking
- Leadership
- ****ANY Social Situation****



Memorable

- Knowledgeable
- Evokes Emotion
- Funny
- Engaging
- ****Charismatic****
- ****Confident****



Top Ten Fears & Phobias

10. Darkness
9. Zombies
8. Strangers
7. Flying
6. Claustrophobia
5. Blood/Needles
4. Drowning
3. Bugs/Snakes
2. Heights
1. Public Speaking!



Fear Defined

noun –

A distressing emotion
aroused by impending
danger, evil, pain, etc.

Whether the threat is
real or imagined



“Fight or Flight”

- Survival mechanism
- Automatic response
- Physiological symptoms
- Rewire your response



Record Yourself

- Sound/look awkward
- Fastest way to get better
- Look for nervous ticks



Effective Communication

55% Body Language

38% Vocal Tone

93% “Non-Verbal”

7% “Verbal” (e.g. words)

100% Effective Communication



Body Language

- Posture
- Facial Expressions
- Gestures
- Composure

Steve Three S's

1. Sit/Stand Tall
2. Smile
3. Slow Down



Eye Contact

- Information
- Intimidation
- Intimacy
- Influence



Voice/Speaking Techniques

- Tone
- Volume (loud)
- Pitch (high/low)
- Speed (slow/fast)
- Pauses



Summary

- It's Important
- Overcome the Fear
- Focus on the 93%
- Body Language
- Eye Contact
- Vocals



Power Pose

“Your Body Language Shapes Who You Are”

By Amy Cuddy

2012 TED Talk

64 million views





*“People will forget what you said,
people will forget what you did,
but people will never forget
how you made them feel.”*

- Maya Angelou, American poet

Steve Yu, MBA

CFO, UCLA School of Law

 steveleeyu

