2023 CSMFO ANNUAL CONFERENCE



JANUARY 31 - FEBRUARY 3, 2023

Public Speaking for Financial Folks

Steve Yu, MBA

CFO and Assistant Dean, UCLA School of Law



<u>Agenda</u>

- Importance of Public Speaking
- Fear of Public Speaking
- Effective Communication
- Non-Verbal Communication

CEL

Wrap Up and Q&A



- Presentations
- Interviews
- Networking
- Meetings (w/ Council)
- Budget Hearings
- ANY Social Situation





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!

noun –

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

Whether the threat is real or imagined

Fear Definition

noun a distressing emotion aroused by impending danger, evil, pain, etc. whether the threat is real or imagined



"Fight or Flight"

- Nervous system (survival mechanism)
- Automatic response
- Physiological symptoms
- Rewire your response







Eye Contact

- Information
- Intimidation
- Intimacy
- Influence





Record Yourself

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



Summary

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





"Your Body Language Shapes Who You Are"

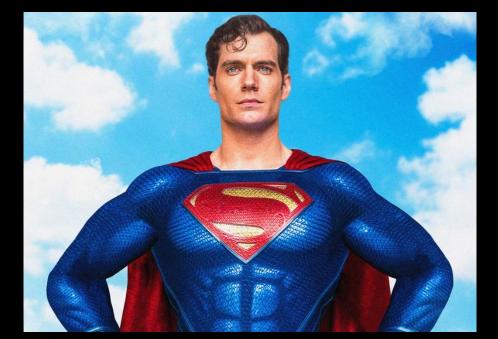
By Amy Cuddy

2012 TED Talk

64 million views









"People will forget what you <u>said</u>,

people will forget what you <u>did</u>,

but people will never forget

how you made them <u>feel</u>."

- Maya Angelou, American poet

Steve Yu, MBA CFO, UCLA School of Law

in https://www.linkedin.com/in/steveleeyu/