



Public Speaking for Financial Folks

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Agenda

- Importance of Public Speaking
- Fear of Public Speaking
- Effective Communication
- Non-Verbal Communication
- Wrap Up and Q&A

AGENDA

Application

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



Memorable/Impactful

- 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!**

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.*

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EMERGENCY

“Fight or Flight”

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



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
- Self Hug
- Composure



Eye Contact

- Information
- Intimidation
- Intimacy
- Influence



Voice/Speaking Techniques

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



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



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

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