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Toastmasters International World Headquarters
 in Rancho Santa Margarita, California

Wednesday, May 5, 2010

Public Presentation and Leadership Skills Workshop	
Concepts and Guidelines	Notes
<u>General Rules</u>	
<ul style="list-style-type: none"> • Smile (let the public see you, know you and trust you) 	
<ul style="list-style-type: none"> • Slow down (a large group, people in a room, over a public address system, from a distance, etc. need to have you slow down from normal speech speed) 	
<ul style="list-style-type: none"> • Project Your Voice Outward (move your attention and intention beyond your own personal space in front of you to a larger sphere, to fully encompass the whole room, all the way to the back and around to both sides, and up through the back of the balcony, even beyond) 	
<ul style="list-style-type: none"> • Intention (this is a frame of mind which communicates without words, but makes an impact on the listeners when they know you definitely mean to be understood; you must intend the listeners to get your point without saying that in your speech; absent intention, nothing will come across.) 	
<ul style="list-style-type: none"> • Eye Contact (be sure to address all the people in the room, as they are addressing you and grant you their attention. See them, look at them, and make sure you reach to the back and both sides of the room. Corollary: if you don't look at them, they won't look at you.) 	

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<ul style="list-style-type: none">• Speak Only to Individuals (never address a group as a group; refer to the audience as you, singular; avoid “all of you,” “each of you,” etc. Use “you.” Make every reference to the audience personal to only them; after all, they are individually giving you their attention, you should respond in kind; make a relationship with each individual person.)	
<ul style="list-style-type: none">• No Fillers (No “ahs,” “ums,” “nows,” “wells,” “ands,” etc. It’s better to say nothing; then they think you are making a dramatic pause.)	
<ul style="list-style-type: none">• No condescending language or opening terms. Absolutely avoid the beginning words, “look” and “listen” preceding the point you’re making. Originally introduced by U.S. Secretary of Education William Bennett in the late 80s, it was offensive then and it’s resurgence now is both demeaning and arrogant, tantamount to scolding, despite the fact that nearly all political commentators and candidates in debates employ the practice in a false notion of obtaining altitude for their point of view or over the opposing viewpoint. It’s the verbal equivalent of sticking your finger in the listener’s chest as you make your point. (Makes me want to punch the guy’s lights out.)	
<ul style="list-style-type: none">• Absolutely No Hard Profanity It’s not cute, not cool, not accepted, except for a few drunken bikers in a beer bar in New Mexico. And, then they might just come up and punch <i>your</i> lights out for sporting fun.	

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<ul style="list-style-type: none">• No Light Profanity or Taboo Words (It sounds much worse than you think is does coming from a speaker, especially in a position of respect, like a toastmaster or specialist. Examples to avoid, “crap,” “God,” “Oh my God,” “damn,” “hell,” “pissed,” etc.	
<ul style="list-style-type: none">• Use Broad Gestures, Not Small Ones - Don’t stand there like a mummy. When you’re on stage, you must consider the spacial context you are in. Small gestures for personal conversations are puny when viewed from a distance. Be aware of the scale of your presence on the stage and act BIG. Do not OVER act, you’ll like a clown. This is a different scale than in front of the camera. Keep your most of your gestures within a short distance, say about within a foot, from either side of the lectern. Use your hands and arms, but be sure to have them high enough so all can see them above the lectern, but do not cover your face while doing so. Know your visual frame of reference and act according to that scale. A high school auditorium is a different scale than a head shot on a TV broadcast.	
<ul style="list-style-type: none">• No Pointing With Fingers Especially the index finger towards audience is intimidating; counting on fingers towards self okay for effect on points being covered in the speech. Never use your middle finger, even you plan to make it look like it didn’t occur to you. In Europe, our hand sign for “OK” is what we signal with our middle finger. Be sensitive to the cultural differences in your audience. Closed fist is for a protest rally, not a speech. Bent index finger (famously introduced by Bill Clinton) can work most of the time.	

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<ul style="list-style-type: none">• Impeccable Manners (Absolute respect for the audience, use Ladies and Gentlemen as often as necessary. Use proper forms of address, like “Mr. Speaker,” “Ms. Ambassador,” etc. Use reference materials on manners, forms of address, special dress codes, ethnic cultural preferences, etc.)• The first few seconds of your speech are the most important. Even if you take this time to address all the special audience members, dignitaries, etc. When you do so, even if it seems pompous to you, it is a very important signal of your respect to all the audience members and they will reciprocate by giving you their respect and attention in return.• Remember to smile while you do this, enjoy the moment, except is formal solemn occasions like a eulogy and so forth.	
<ul style="list-style-type: none">• Do Not Grab The Lectern (especially the sides of the lectern with one or both hands. Let your hands simply fall to your sides, or turn the pages of your notes, then return to your sides, unless you are making a gesture.)	
<ul style="list-style-type: none">• Never End By Saying “Thank You.” (This is a mark of a true amateur. Simply end the speech and turn the audience back over to the Master of Ceremonies by name, as “Ms. Audenbush” and point in the direction of the approaching Master of Ceremonies. The audience will automatically begin their applause on this cue. <i>I promise!</i>)	

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<ul style="list-style-type: none"> • Acknowledge the Audience (if they want to applaud, let them know you heard their message by a gesture, a nod, a brief comment, a bow, etc. These let the audience know you are in tune with them, you hear them, you acknowledge the relationship you are building.) Don't "step on their line" as they seek to reward you with their laughter or applause. Give them time to respond to you, and let them know you heard and enjoyed it with them. It builds that rapport so hard to get otherwise. And, they will love you for letting them join in with you. The energy is actually quite magical when this happens between you and the audience. 	
<u>General Structure</u>	
<ul style="list-style-type: none"> • Three segments of nearly all presentations: Open, Body, Close 	
<ul style="list-style-type: none"> • Some main elements of presentations (bolded items are <i>required</i>) 	
<ul style="list-style-type: none"> ▶ Transition 	
<ul style="list-style-type: none"> ▶ Introduction 	
<ul style="list-style-type: none"> ▶ Data or Information 	
<ul style="list-style-type: none"> ▶ Example 	
<ul style="list-style-type: none"> ▶ Demonstration 	
<ul style="list-style-type: none"> ▶ Joke 	
<ul style="list-style-type: none"> ▶ Anecdote 	
<ul style="list-style-type: none"> ▶ Visual Aid 	
<ul style="list-style-type: none"> ▶ Conclusion 	
<ul style="list-style-type: none"> • Content Parameters 	

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<ul style="list-style-type: none"> ▸ Ideally, Body should include not less than 3 main points, not more than 5 	
<u>General Proportions</u>	
<ul style="list-style-type: none"> • Introduction: maximum 10% or 2 minutes of time budget 	
<ul style="list-style-type: none"> • Close: maximum 10% or 2 minutes of time budget 	
<ul style="list-style-type: none"> • Body: balance of time 	
<ul style="list-style-type: none"> • Transition: 1 sentence, clever or insightful if possible 	
<u>Design Strategy</u>	
<ul style="list-style-type: none"> • Introduce the theme or main idea in the introduction, the “hook” 	
<ul style="list-style-type: none"> • Build on the theme or main idea during the body, keep the focus and train of thought on the main idea, do not waiver and digress, as it confuses and frustrates the audience, which angers them towards you 	
<ul style="list-style-type: none"> • Close should tie the theme to the body then conclude by reminding the audience you fulfilled their expectations with the payoff and that the promise in the introduction was kept. This gives the audience fulfillment, satisfaction and closure that you brought them full circle. This will also bring them to their feet, or at least a great sigh of satisfaction with uproarious applause. 	
<u>Introductions</u>	
<ul style="list-style-type: none"> • Introductions are small speeches, which have a specialized purpose and short duration 	

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<ul style="list-style-type: none"> • Introductions succumb to all the rules of presentations, but add a few more rules which are unique to introductions. 	
<ul style="list-style-type: none"> • One sentence introductions are worthless. 	
<ul style="list-style-type: none"> • Ideal budget is between 1 and 3 minutes, no matter who is the speaker being introduced. 	
<ul style="list-style-type: none"> • Included in introductions are the following objectives: 	
<ul style="list-style-type: none"> ▶ Thank the prior speaker completely, and then create a transition to the subject of the next speech (if applicable) 	
<ul style="list-style-type: none"> ▶ What is the subject 	
<ul style="list-style-type: none"> ▶ Why is the subject important to this audience 	
<ul style="list-style-type: none"> ▶ Why should the audience listen to this speaker on this subject 	
<ul style="list-style-type: none"> ▶ Announce the name of the speaker (be sure to get the perfect pronunciation and do not refer to your pronunciation ever.) 	
<ul style="list-style-type: none"> ▶ Turn the audience over to the speaker by good platform skills and etiquette 	
<p><u>Platform Etiquette and Turn Over Skills</u></p>	
<ul style="list-style-type: none"> • Never turn your back on the audience 	
<ul style="list-style-type: none"> • Never leave the lectern (podium is the short version which sits on a table) unoccupied or abandoned, even temporarily, not even for a second 	
<ul style="list-style-type: none"> • Keep your attention on the audience, not looking down at your notes for moments at a time 	

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<ul style="list-style-type: none"> • LEAD THE APPLAUSE after introducing the next speaker, CONTINUE the applause until after the speaker arrives at the lectern. 	
<ul style="list-style-type: none"> • Turn to the speaker, reach out for the handshake, smile warmly and assuredly (s/he may be nervous), <i>pull them toward the lectern center gently</i> and leave the stage quickly and unobtrusively (the attention should be now on the speaker) 	

More Information: Toastmasters International, World Headquarters, 23182 Arroyo Vista, Rancho Santa Margarita, CA 92688 (949) 858-8255 www.Toastmasters.org