

SUMMARY LIST OF PUBLIC SPEAKING PRACTICES

1. Start by focusing the listener's attention on your subject. Try making a startling statement, telling a story, asking a question, or referring to something relevant a previous speaker said.
2. Prepare the audience to listen to you speak on the subject. Be friendly and show a personal interest in the topic. Show the listener that he needs the information you will present.
3. Organize the speech so that it leads the listener's thoughts logically to the conclusion.
4. Use transitions which are clear and interesting. Always let the audience know where you have been and where you are going.
5. Articulate clearly, pleasantly, and with proper emphasis. Avoid mumbling and the overuse of ah, er, uh, and so forth.
6. Speak correctly, using accepted grammar and pronunciation.
7. Maintain an attitude of alertness, displaying appropriate enthusiasm and confidence.
8. Employ bodily language to best advantage. Use it to emphasize points and to assist in communicating concepts and ideas.
9. Avoid stiffness or rigidity of bodily action.
10. Look the audience in the eye and talk directly to your listeners.
11. Avoid excessive movements, fidgeting, and signs of nervousness.
12. Punctuate the presentation with reference to visual aids. Make them a part of the report story.
13. Keep your temper, even when faced with unfair opposition. To lose your temper is to lose control of the presentation.
14. Move surely and quickly to the conclusion. Do not leave a conclusion dangling, repeat unnecessarily, or appear unable to close.
15. Stick to your time frames.

Adapted from: An Outline of Principles of Public Speaking by E. Steele, M. Dobkin and R. Young, 1965 (no publisher given)

Business Communications: Theory and Application, 5th Ed. By Raymond V. Lesikar. Homewood, Illinois: Richard D. Irwin, Inc., 1984 pp. 486-493

