

# Yes! You Are A Public Speaker!

Whether you like it or not...

PROFESSIONAL  
**DEVELOPMENT**  
Powered by **RAB**











# The Three "P's" To Al Schmidt's Speaking Success...



PURPOSE



PASSION



PREPARATION











# Opportunities to speak

Client  
Presentations

In station  
meetings

Chamber of  
Commerce  
events

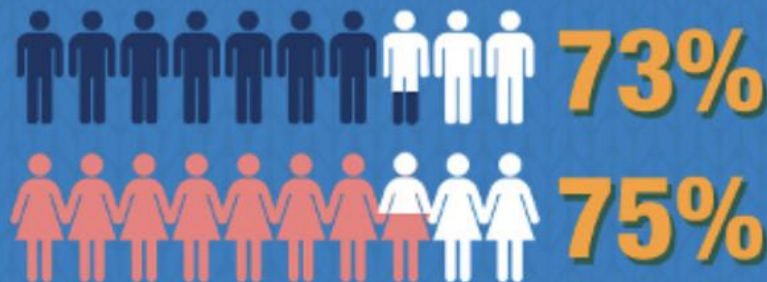
Other local  
business  
organizations

Group  
meetings





**74%** OF PEOPLE  
SUFFER FROM  
**SPEECH ANXIETY**



**Public speaking is the greatest fear that people have, even greater than spiders and death itself.**







# Glossophobia



I don't like being watched

I don't like the eyes on me

I don't like being in the  
spotlight





A portrait of Simon Sinek, a man with glasses and a blue t-shirt, pointing at the text 'to inspire' on his shirt. A large green number '1' is positioned to the left of his head.

# 1

## Simon Sinek

One of the most watched  
TedTalks® of all time

to inspire

# Don't talk right away

# Show up to give not to take

# Make eye contact



# Speak unusually slow

# Ignore naysayers

# Turn nervousness into excitement

**Say thank you when you are  
finished**



A portrait of Gary Genard, a middle-aged man with short, thinning hair, wearing a light-colored button-down shirt. He is resting his chin on his clasped hands and looking directly at the camera with a slight smile.

2

Gary Genard

[Genardmethod.com](http://Genardmethod.com)



# How to effectively open your speech



Ask a question



Tell a story



Use a quote



Use something visual



Use a statistic



Startling statement

Personal experience

Humor

Expert opinion

Sound effect

Physical object

Success story



# Story time...



# Movie Making Magic



The Hero



The hero has a goal they begin to pursue



The hero encounters trouble, conflict, setbacks



Magically a guide appears to help the hero overcome the setback



The hero reaches the goal

3



Tim Fry

468 Communications



# Forge the foundation



# Grab Attention





# Establish the setting



# Humanize





# Build Tension



# Deliver a turning point





# Communicate the outcome





# Five Ways to Captivate An Audience

1. Make Eye Contact
2. Have fun
3. Smile
4. Energize your voice
5. Body Language

# The three non-verbals

# 1. Joy

## 2. Confidence



# 3. Passion





**NASBA**

National Alliance of State Broadcasters Associations





# Some final thoughts

- Speak about things you are passionate about
- Prepare your presentation in advance
- Practice, practice, practice
- But remember not to overload your slides with content

Your client/staff/audience will listen to you or read the content but won't do both.

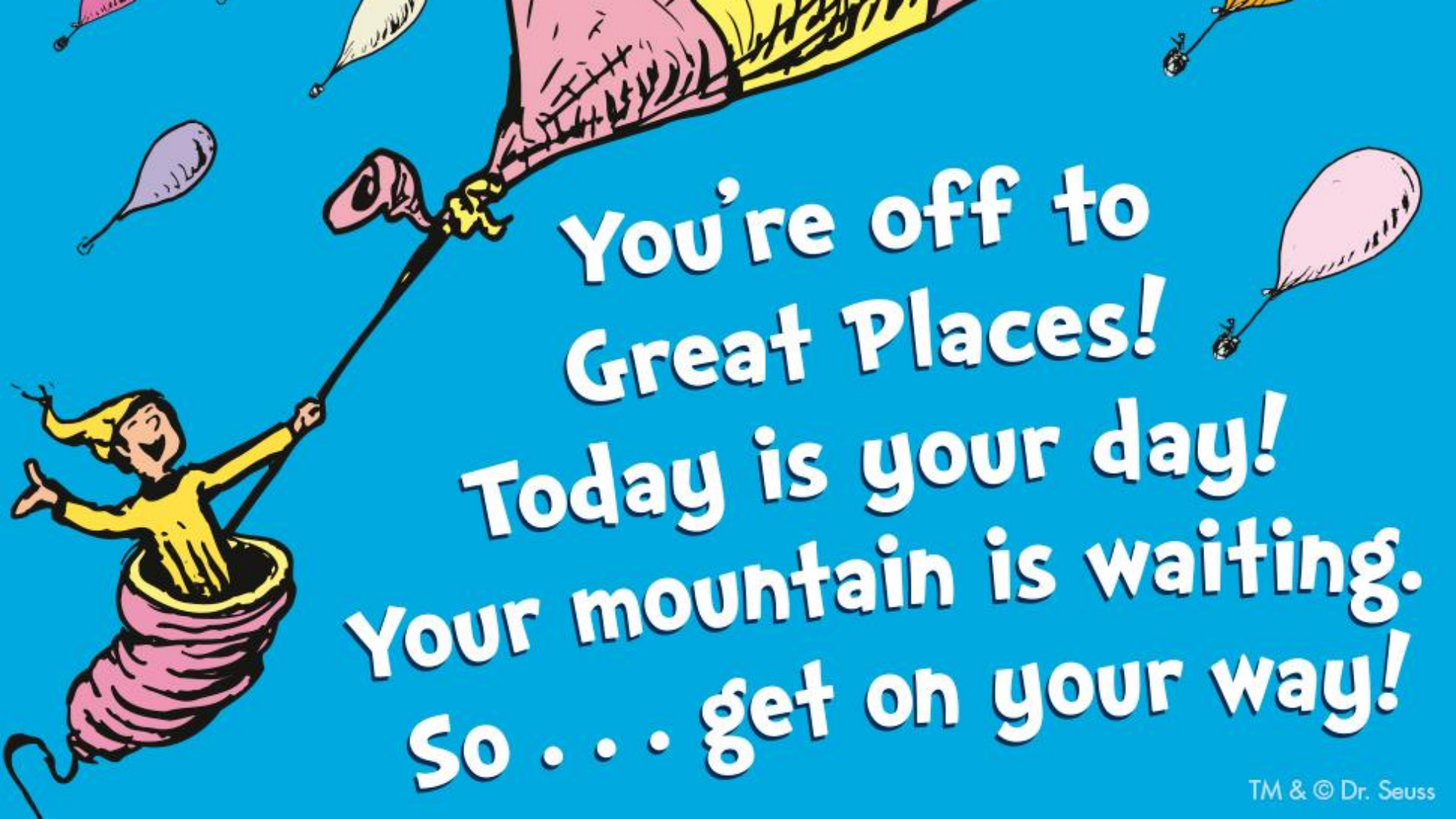


SPRINGER PLACE

STARBUCKS COFFEE

29

I'M  
PLEASE



**You're off to  
Great Places!  
Today is your day!  
Your mountain is waiting.  
So . . . get on your way!**



# THANKS!

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