

CLD1-10-4H



## Facilitator's Guide

# Speaking for Success

## *How to Influence Others*

*To speak and to speak well are two things. A fool may talk, but a wise man speaks.*  
 —Ben Jonson

### Rationale:

Communicating with others through public speaking plays an important role in society. From dreaming to persuading to recruiting, from informing to inspiring to initiating; being an effective public speaker can lead to more successful results and outcomes for individuals, groups or organizations.

### Program Goal:

To enhance individual public speaking skills to more effectively influence others

### Program Objectives:

- Recognize the three common reasons for influential public speaking.
- Distinguish the elements involved in speaking with integrity in order to gain the trust of the audience.
- Demonstrate anxiety-reducing techniques which will enhance confident public speaking.

### Pre-Program Preparation:

- Read and understand the “Speaking for Success” factsheet.
- Secure Internet access, LCD projector and laptop computer to download link for the Introductory Activity.
- Duplicate Appendix A for Learning Activity 1.
- Develop the phrase cards for Learning Activity 2.

### Introduction:

To speak and to speak well are two things. A fool may talk, but a wise man speaks. — Ben Jonson

Effective communicators ultimately influence and engage others. The words you use and the manner in which you say them helps to build an atmosphere of trust, and ultimately, the willingness to take action. In order to be an effective communicator, you must be able to speak fluently in order to influence others; whether it be your friends, neighbors, co-workers or client groups, your church or a community organization.

### Introductory Activity:

View a clip of John F. Kennedy’s inaugural address at <http://www.americanrhetoric.com/speeches/jfkinaugural2.htm>.

This is an example of a speech and a speaker who influenced an entire generation of youth and mobilized them to take action. What role do you feel that President Kennedy’s public speaking skills played in influencing a generation?

### Alternate activity:

Think about individuals you may know or have heard speak whom you would consider to be “great” public speakers. What were some of the qualities that made that individual a “great” public speaker? (These

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qualities include stage presence, passion about message, being comfortable with their setting, good voice projection, voice inflection, timing, use of humor or real-life experiences, knew the material they were presenting, etc.) What made their speeches powerful, persuasive, thought provoking or inspirational? (These qualities could include connecting with the audience, delivering a speech that was appropriate to the audience, a message that challenged, resonated or inspired the audience, etc.)

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### **Objective One: Recognize the three common reasons for influential public speaking.**

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#### *Facilitator's opening statements:*

There are many reasons why one may need to speak in public. The three common reasons for speaking in public are **information**, **persuasion**, or **ceremonial** purposes. In leadership situations, all three are often used.

#### *Learning Activity 1:*

Three volunteers will share a short speech related to the topic of 4-H membership. See if you can identify the speech that accomplishes one of the three purposes, and identify which purpose is being used (information, persuasion or ceremonial).

Ask three volunteers to present each of the three mini-speeches (Appendix A) to the group. Ask the audience to identify each speech purpose as either information, persuasion or ceremonial. Discuss the general reason for each speech type based upon the information in the publication. To reinforce the three speech purposes:

- Identify situations when an informative type speech is most appropriate for 4-H Club meetings. (Giving committee reports at the 4-H meeting, reporting at a 4-H Council meeting, sharing accomplishments with the Fair Board, Chamber of Commerce, Rotary Club, etc.)
- Identify situations when a persuasive type speech is most appropriate for 4-H Club meetings. (Persuading someone to become a 4-H member, persuading someone to see your point of view, discussing an item of business at a 4-H

Club meeting, etc.)

- Identify situations when a ceremonial type speech is most appropriate for 4-H Club meetings. (Presenting a volunteer award to your club leader, giving a 4-H member an award, installing officers, etc.)

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### **Objective Two: Distinguish the elements involved in speaking with integrity in order to gain audience trust.**

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#### *Facilitator's opening statements:*

As a public speaker, you have certain responsibilities. You are responsible to your audience for what you say. Integrity is a basis for audience trust and support.

#### *Learning Activity 2:*

Ask the two following open-ended questions:

- What is integrity?
- What role does integrity play in public speaking?"

Distribute cards to participants with the following phrases:

- No evidence for main information points
- No credit for quotes or outside sources
- Blatant lies or fabrications
- Name-calling or mud-slinging
- Gross exaggeration or fact distortion
- Condemning people or ideas without a source

Discuss how each action could potentially destroy integrity in public speaking.

Ask a volunteer to read the revised persuasive mini-speech (Appendix B) illustrating actions that can destroy integrity. Ask participants to identify specific points in the speech that illustrate the negative actions previously listed on the cards.

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### **Objective Three: Demonstrate anxiety-reducing techniques which will enhance confident public speaking.**

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#### *Facilitator's opening statements:*

The human brain starts working the moment you are born and never stops until you stand up to speak in public. — George Jessel

Public speaking gets easier as you (the speaker) gain confidence. The more experience you have, the easier public speaking becomes. An old joke starts off with a guy asking pianist Arthur Rubinstein a simple question. "Pardon me, sir, but how do I get to Carnegie Hall?" and Rubinstein replies, "Practice, practice,

practice.” This holds true with public speaking. The more you practice, the more confident you become. Speaking does not come easily to everyone, but it is a skill that can be learned. To many people, public speaking is stressful. But this does not have to be the case. Anxiety can be reduced and self-confidence boosted when speaking in public, simply by following a few simple tips. Although the fear may never totally go away, there are seven tips that people can use to help reduce anxiety when speaking in public.

### Learning Activity 3:

Share the following scenario with participants:

You have been asked to share the topic “What is 4-H?” at the Chamber of Commerce Breakfast during National 4-H Week.

Discuss how to use each of the seven tips in this situation to increase confidence and decrease anxiety when talking before this group of community leaders.

- **Be comfortable with your setting.** (In what size room will you be speaking? Do you need a microphone? How are the chairs arranged? How many people will be in the audience? What is the demographic make-up of the audience?)
- **Visualize success.** (What does success look or feel like to you? What is a successful presentation in this situation? How will watching the audience help you determine if you are successful? How will you create immediate interest with your speech? How will you appear confident and strong in your presentation? How will you dress to create a positive image?)
- **Don’t second-guess your speech right before you deliver it.** (Why listen to the remarks of others that preface your speech? How do you gauge the atmosphere of the audience before speaking? How can you best prepare yourself to speak? Is there a favorite object or a habit that you rely on when you speak?)
- **Be prepared.** (How can you use personal stories to engage the listeners? Have you planned and prepared your talking points and summary? Have you supported your points with facts or references and sources appropriately?)

- **Breathe.** (What breathing techniques can you practice in advance to help in your presentation? What pace do you set to keep your breathing relaxed? How can posture affect your anxiety level?)
- **Let your voice be heard.** (What role does pronunciation, voice projection, inflection and modulation play in speaking?)
- **Focus on your message.** (How do you keep distractions to a minimum? Are jokes, stories or life-experiences relevant or do they detract from your main point?)

### Summary:

Effective public speaking is important for getting your point across in a variety of situations. Three important aspects for effective public speaking include: understanding different types of speeches, realizing the integrity behind effective public speaking and how to feel more confident and less anxious when speaking in public. By understanding these basics and putting them to good use, anyone can become a successful public speaker.

### References:

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# Appendix A

## Informative

4-H has played many important roles in communities throughout Kentucky for over 100 years. The earliest 4-H Club was organized in 1902 by A.B. Graham, near Springfield, OH. Mr. Graham organized a “corn club” as a means of introducing the benefits of hybrid seed corn to farmers. At that time, farmers selected the best ears from their corn cribs, shelled them by hand, and used the kernels for seed. In order to introduce the benefits of hybrid seed corn, Mr. Graham organized “corn clubs” whereby he gave hybrid seed corn to members and asked them to plant them next to their father’s fields. The hybrid seed corn outperformed the other so well that farmers quickly sought out Mr. Graham to purchase seed for the following year. Since 1902, 4-H has been used to share research-based information, developed at land-grant universities, with the public.

## Persuasive

When my family first moved to Jasper County I missed my friends and was very lonely. When school was out, there was nothing for me to do besides walk home and play on my cell phone and computer. My parents encouraged me to make new friends and join a club, but it’s hard to make friends when you’re new and shy. One day a lady came to our classroom and introduced herself as the 4-H Agent. I saw her speaking with one of my classmates and found out that he belonged to a 4-H Club that met after school. My classmate invited me to go to her 4-H club. Since I had nothing else to do, I went. It was a decision that changed my life! I made new friends, went to camp and entered projects in the county fair. Now I look forward to going to 4-H meetings, we are active in our community and I love living here.

## Ceremonial

Thirty-five years ago, George Johnson made a decision that changed his life. He embarked on a lifelong learning process, added lots of joy and many friends to his life. What did he do? He joined a 4-H club. As a member of the Hoofprints 4-H Club, he attended monthly 4-H meetings, went to camp, participated in contests and activities and showed animals and exhibited projects at the county fair. As the years passed, and his life changed, George increased his 4-H involvement and became a volunteer leader. Now 25 years after becoming a 4-H club leader, George has worked with more than 200 different youth in his community, who have joined the Hoofprints 4-H Club. George has recruited members, taught workshops, coordinated validation sites, served as the superintendent of the livestock shows at the county fair, coach judging teams and chaired the 4-H livestock auction. He has also been a public servant having served as an officer for the county Cattlemen’s Association and worked on the election board as well as being a deacon at his church. He credits his leadership skills and success in the public arena to the Cooperative Extension and the many opportunities he had as a 4-H member and volunteer leader. This year the 4-H Council is proud to present George Johnson the distinguished service award for his dedicated service to Jasper County 4-H.



# Appendix B

## Revised Persuasive Speech

The annual membership campaign has officially started. This year we are giving each person who joins \$50 and a chance to win a new I-Phone! All you have to do is join 4-H, attend club meetings regularly, participate in at least one community service project, and complete at least one project for exhibition at the county fair. In addition, you will make new friends, learn lots of new things and have fun! Interested? Contact me or another member to find out how you can be part of the “in” crowd. Join 4-H!

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# My First 4-H Club Meeting

1. What year did you attend your first 4-H meeting? \_\_\_\_\_

2. Who invited you to attend your first 4-H meeting? \_\_\_\_\_

3. Where was your first meeting held? \_\_\_\_\_

4. What do you remember most about your first 4-H meeting? \_\_\_\_\_

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5. What activities were conducted at your first 4-H meeting? \_\_\_\_\_

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6. What business was discussed at your first 4-H meeting? \_\_\_\_\_

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7. Were refreshments served? \_\_\_\_\_ And if so, what was served? \_\_\_\_\_

\_\_\_\_\_

8. Who took you to your first 4-H meeting? \_\_\_\_\_

Did that person stay at the meeting with you? \_\_\_\_\_

9. Were you excited to attend the meeting? \_\_\_\_\_

Were you nervous about attending? \_\_\_\_\_

What do you remember most? \_\_\_\_\_

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