

CLD1-10-ANR



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 through public speaking plays an important role in society. From recruitment to persuasion, from informing to initiation, effective public speakers can directly lead to more successful results for any group or organization.

Program Goal:

To enhance individual public speaking skills to more effectively influence others

Program Objectives:

- To recognize the three common reasons for influential public speaking
- To distinguish the elements involved in speaking with integrity in order to gain audience trust
- To demonstrate anxiety-reducing techniques to enhance confident public speaking

Pre-Program Preparation/Materials:

- Read and make copies of the *Speaking for Success* (CLD1-10) factsheet.
- Secure Internet access, computer, and LCD projection equipment for introductory activity.
- Copy **Appendix A** for **Learning Activity 1**.
- Copy and cut up phrase cards (**Appendix B**) for **Learning Activity 2**.
- Obtain a new package of index cards.
- Copy **Appendix C** for **Learning Activity 3**.

Introduction:

Effective communicators influence and engage others. The words you say and how you say them helps build an atmosphere of trust and, ultimately, the willingness to take action. To be an effective communicator you must be able to speak to influence others, whether communicating with your neighbors, client groups, or community organizations.

Introductory Activity:

View a clip of Ronald Reagan's address at the Brandenburg Gate in 1987. This is the famous "Mr. Gorbachev tear down this wall" speech. <http://www.youtube.com/watch?v=WjWDrTXMgF8&feature=related>.

This speech is an example of Reagan's ability to connect with his audience. He influenced world history and began the end of the cold war with the Soviet Union. How do you feel Reagan's speaking skills affected world history?

Alternate Introductory Activity:

Have the group identify some individuals they know or have heard that are great public speakers.

Ask the group to identify some qualities that made these individuals great (stage presence, passion, speaking voice, knowledge).

Discuss what made the speeches powerful, persuasive, or thought-provoking (connection with audience, speech appropriate for audience, challenged audience).

This leadership curriculum was developed by Agriculture & Natural Resources (AG) agents along with University of Kentucky specialists. Therefore, the examples used in the facilitator's guides are geared toward an ANR/Horticulture audience, such as Master Gardener groups. Please feel free to modify and reproduce the facilitator's guide for any appropriate educational or training purposes with other audiences.

Objective 1. To recognize the three common reasons for influential public speaking

One may speak in public for a variety of reasons. Three common reasons for speaking in public are to inform, to persuade, or to mark special ceremonies. In leadership situations we often use all three.

Learning Activity 1:

Ask three volunteers to present the mini-speeches (**Appendix A**) related to the topic of the local Farmers Market. Ask the audience to identify the purpose of each speech (informative, persuasive, or ceremonial). Discuss reasons for each speech type. To reinforce the purposes, identify other situations in which:

- An informative speech is most appropriate for Farmers Market Association Members (sharing Farmers Market reports with the County Extension Council, the local Farm Bureau, or the Chamber of Commerce)
- A persuasive speech is most appropriate for Farmers Market Association Members (persuading someone to join the farmers market, persuading an elected official to allow the farmers market to sell on city-owned property, persuading the local agriculture development board to fund a farmers market cost share application)
- A ceremonial speech is most appropriate to Farmers Market Association members (introducing speaker at farmers market banquet, presenting an award at the local agriculture appreciation breakfast)

Objective 2. To distinguish the elements of speaking with integrity in order to gain audience trust

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

Learning Activity 2:

Ask the following two open ended questions:

- What is integrity (*adhering to moral and ethical principles, being honest*)?
- What role does integrity play in public speaking?

Distribute to the audience cards (**Appendix B**) with the following phrases on them. Have the audience members read each card aloud and discuss how each

action could potentially destroy integrity in public speaking.

- 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

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

Objective 3. To demonstrate anxiety-reducing techniques to enhance public speaking

George Jessel said, “The human brain starts working the moment you are born and never stops until you stand up to speak in public.” Public speaking gets easier as you gain confidence. The more experience you have, the easier it gets. There is an old joke of a man asking pianist Arthur Rubinstein, “Pardon me, sir, but how do I get to Carnegie Hall?” and Rubinstein replying, “Practice, practice, practice.” This holds true with public speaking. The more we practice, the more confident we become.

Public speaking does not come easily to everyone, but it can be learned. To many of us, public speaking is stressful. Following a few simple tips can help reduce anxiety and boost one’s confidence when speaking in public. Although the fear may never totally go away, several methods can help reduce anxiety.

Learning Activity 3:

Share the following scenario with participants:

You have been asked to speak on the topic “Why buy from the local farmers market?” at a monthly chamber of commerce membership luncheon. Discuss how to use each of the seven tips to increase confidence and reduce anxiety when talking before this group of leaders.

- **Be comfortable with your setting.** What size room are you in? Do you need a microphone? Is it hand-held or clip-on? How are the chairs arranged? How many people will be in the audience? What is the composition of the audience? Will audio/visual equipment be available? What is the dress code for the event?

- **Visualize success.** Many of us can visualize making solid contact with a baseball or hitting a solid drive in golf. We can also visualize success in public speaking. What is a successful presentation in this situation? How will watching the audience help you know you are successful? How will you create immediate interest with your speech? How will you appear strong and confident? How will you dress to create a positive image?
- **Don't think about your speech right before you give it.** Why listen to the remarks of others that preface your speech? How do you gauge the mood of the audience before speaking? What do you focus on before you speak to prepare yourself? Is there a favorite object or habit you rely on? (You might use such as object as a visual aid.)
- **Be prepared.** How can you use personal stories to draw the listener in? Have you preplanned your talking points and summary? Have you supported your points with facts and sources?
- **Don't forget to breathe.** What breathing techniques can you practice in advance to help in your presentation? What pace do you set to keep your breathing relaxed? (If you can't get a breath between words you are probably speaking too fast.) How can posture affect your anxiety level?
- **Let your voice be heard.** What role does pronunciation, voice projection, and modulation play in speaking? (If you wonder if you need a microphone you probably do.)
- **Concentrate on the message you are giving.** How can you keep distractions to a minimum? Are jokes or stories enforcing or taking away from your main point? Don't let the only thing someone remembers about your speech be a story you told.

Learning Activity 4:

Distribute index cards to participants and ask them to take 10 minutes to prepare a 1-minute public speech. The speech can be informative, persuasive, or ceremonial. Stress that 1 minute is a very short period and encourage participants to stay on point.

Have participants give their speeches in front of the group. (Consider how long this activity will take. Allow 10 minutes of prep time and 2 minutes per participant for their speeches.)

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 feeling more confident and less anxious when speaking in public. By understanding these basics and putting them to use, any individual can shine at public speaking.

References:

- Grimes, S., M. Nall, & S. Quick (1988). A guide to public speaking.
- Nation, P. (1989). Improving speaking fluency. *System* 17(3): 377–384. Retrieved from <http://www.victoria.ac.nz/lals/staff/Publications/paul-nation/1989-Fluency.pdf>.
- Rockler-Gladen, N. (2007). Types of public speaking. Retrieved from: http://collegeuniversity.suite101.com/article.cfm/types_of_public_speaking.

Developed by Greg Drake, Butler County Ag and Natural Resources Agent

Appendix A

Informative Speech:

We have an active farmers market association here in our county. We organized our farmers market in 2008 to give members of our community access to locally grown food. Members of our association produce fruits, vegetables, home processed foods, hand made goods, and wine. Our market is open on Tuesdays from 10:00 a.m. until 6:00 p.m. and Saturdays from 7:00 a.m. until noon. Our market operates from April 15th until Halloween this year. Our farmers market is registered with the Kentucky Department of Agriculture. Our market features only locally grown produce. Members must produce what they sell. Members are inspected each year to insure the items they sell are locally and safely grown. Our members are trained in Good Agriculture Practices in order to give our samples legally and those that are selling home processed foods have been certified and do so safely. Customers of our market can feel reasonably certain that what they buy has been raised and prepared for sale according to the law and the latest best management practices. Our market and members work with the UK Cooperative Extension Service to stay current on food safety and production practices. Our intention is to be an asset to the community by providing safe local food for our citizens.

Persuasive Speech:

I am speaking today to explain the many benefits of being a member of our county farmer's market association. Membership in our organization will help you in many ways. First you will be able to have a booth to sell your farm products when our market is open. Our market association works to collectively market ourselves as the best location to buy farm products and home processed foods and crafts in the area. We focus on locally produced and safely handled goods. We have a great location for our market. There is a high traffic count and we are recognized as "the farmers market" by both city and county government. Our membership fees are only \$30 per year. This buys you a spot in the market each market day and allows you access to market your products through our efforts and our relationship with the media. Finally by being a member of our market association you will be invited to educational events where you will learn about food safety, improved production practices, and dealing with customers. Our market is growing and most producers sell out each market day. For a market application and set of our guidelines see me after this meeting or check out our website at... www.localmarket.govt

Ceremonial Speech:

I am here tonight to introduce this year's Chamber of Commerce farmer of the year. This year's honoree is Mr. Bill Smith. Please join me in a round of applause for Mr. Smith as he joins me at the podium. Mr. Smith operates the Little Muddy Cattle Company. The farm has been in his family since the Abraham Lincoln administration. He and his family run four hundred registered Hereford cows. They have a production sale each spring where farmers from fifteen states come to our community to buy breeding stock. They also have produce fourteen hundred acres of grain crops in two counties. Mr. Smith has served in many volunteer roles in our county. He helped form the county cattleman's association in 1973. He also has been on the soil conservation district board, chairman of the county ASCS committee, and was president of the local Farm Bureau from 1991-1996. Mr. Smith was county judge from 1986 until 1990. During this time he and his fiscal court enacted the county extension service taxing district which allowed us to build the extension education center we are in tonight. Mr. Smith enjoys riding horses, bird hunting, and making furniture. He and his wife Shannon have four children and two grandchildren. Please join me in another round of applause for this year's farmer of the year. Mr. Bill Smith.

Appendix B

*No evidence
for main
information
point*

*Name-calling
or
mud-slinging*

*No credit for
quotes or
outside sources*

*Gross
exaggeration
or fact distortion*

*Blatant
lies or
fabrications*

*Condemning
people or ideas
without a source*

Appendix C

I am here today to encourage you to join our farmers market association. Membership in our organization will mean the difference in profitability of failure of your farming operation. I hope you realize that the farmers market that meets in the hospital parking lot is full of imported produce that is sprayed with many dangerous pesticides and I have recently heard they invite baked goods from the day old bakery. As a matter of fact I had a niece that spent the night in the hospital after eating a bowl of cherries from the other market. The president of the other farmers market only allows his family and political cronies to participate in their market. Finally, if you want to be successful in your endeavor you should join our market. I was thinking the other day about the members of our market. "I bet they have a chicken in every pot." I will see you in the spring.