

CLD1-10-FCS



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, being an effective public speaker 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:

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

Pre-Program Preparation/Materials:

- Read and understand the *Speaking for Success Factsheet* (CLD1-10).
- Secure Internet access, and LCD projector to download link for **Introductory Activity**.
- Copy Appendix A for **Learning Activity 1**.
- Copy and cut up phrase cards (Appendix B) for **Learning Activity 2**.

Introduction

Effective communicators ultimately 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 your friends or neighbors, co-workers or client groups, church or community organization.

Introductory Activity:

View a clip of John F Kennedy's inaugural address at <http://www.youtube.com/watch?v=VB6hLg3PRbY&feature=fvwrel>. This is an example of a speech and a speaker who influenced a generation of youth to action. What role do you feel his public speaking skills played in influencing a generation?

Alternate activity:

Reflect on individuals you may know or have heard that you would consider to be great public speakers. What were some of the qualities that made that individual an effective public speaker (such as stage presence, passion about message, comfortable with setting, good voice projection, familiarity with the material they were presenting)? What made their speeches powerful, persuasive, or thought provoking (such as connecting with the audience, speech written appropriately to audience, message challenges the audience)?

Objective 1. Recognize the three common reasons for influential public speaking.

There are many reasons one may have to speak in public. Three common reasons for speaking in public are to inform, to persuade, or for ceremonial purposes. In leadership situations we often use all three.

This leadership curriculum was developed by Family & Consumer Science (FCS) agents with University of Kentucky specialists. Examples in the guide are geared toward an FCS audience such as Kentucky Extension Homemakers. This guide may be reproduced or modified for educational or training purposes and used with other audiences.

Learning Activity 1:

Three volunteers will share a short speech related to the topic of Homemaker membership. See if you can identify which speech accomplishes which of the three purposes: 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 informative, persuasive, or ceremonial. Discuss the general reason for each speech type.

To reinforce the three speech purposes, identify other situations in which:

- An informative speech is most appropriate to KEHA members. (*Sharing KEHA reports with County Extension Council, Area Annual Meeting President's report, sharing KEHA accomplishments with others such as Chamber of Commerce, Rotary Club, etc.*)
- A persuasive speech is most appropriate to KEHA members. (*Persuading someone to become a KEHA member, persuading someone to see your point of view, etc.*)
- A ceremonial speech is most appropriate to KEHA members. (*Giving a KEHA award, installing officers, etc.*)

Objective 2. Distinguish the elements involved in speaking with integrity in order to gain audience trust.

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 following two open-ended questions:

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

Distribute cards (**Appendix B**) to the audience with the following phrases, 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. 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. This does not have to be the case. 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, there are several tips we can use to help reduce that anxiety when speaking in public.

Learning Activity 3:

Share the following scenario with participants:

You have been asked to share the topic "Who are Extension Homemakers" at the Chamber of Commerce Breakfast during KEHA 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.** What size room are you in? Do you need a microphone? How are the chairs arranged? How many people will be in the audience? What is the make-up of the audience?
- **Visualize success.** 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 confident and strong in your presentation? 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 atmosphere of the audience before speaking? What do you individually focus on before you speak to prepare you? Is there a favorite object or a habit that you rely on when you speak?

- **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 or references and sources if appropriate?
- **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? How can posture affect your anxiety level?
- **Let your voice be heard.** What role does pronunciation, voice projection, and modulation play in speaking?
- **Concentrate on the message you are giving.** How do you keep distractions to a minimum? Are jokes, stories relevant or taking away 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 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:

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- Rockler-Gladen, N. (2007). Types of public speaking. Retrieved from: http://collegeuniversity.suite101.com/article.cfm/types_of_public_speaking.

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Appendix A

Informative

Extension Homemakers have played important roles in communities throughout the Commonwealth for over 75 years. The Kentucky Extension Homemakers Association, commonly referred to as KEHA or Extension Homemakers, is a volunteer organization that works to improve the quality of life for families and communities through leadership development, volunteer service and education. KEHA was developed in cooperation with the University of Kentucky Cooperative Extension Service. Across the state County Extension Agents for Family and Consumer Sciences work closely with KEHA members and clubs to provide educational programming and coordinate community activities.

Persuasive

When I first came to Putnam County I was miserable and lonely. The highlight of my day was when my husband came through the door at the end of the day. After a couple months and a long pep talk from my husband, I decided to start reading the local paper to find out what was going on in the community and to see what was out there. After a few weeks, I noticed several stories on a group called the Extension Homemakers. Around that time we had also found a church home and I met a lady who invited me to her Homemaker club. Since I had nothing else to do, I went. It was a decision that changed my life! I made new friends, found out where I could find the best bargains and what the community offered that might interest me. I found out about the many classes offered through the extension office and met even more people. Now my husband and I are active in our community and I love living in this county!

Ceremonial

Fifty years ago this year Virginia Johnson made a decision that changed her life. She embarked on a lifelong learning process, added lots of joy and many friends to her life. What did she do? She joined an extension homemaker club. As a member of the Nite Owl Extension Homemakers she set aside one evening each month to learn, have fellowship and enhance her personal growth. As the years passed, and her life changed she increased her involvement. Now 50 years later she has volunteered over 30,000 hours to helping her community and those in need around her. She has baked cookies, manned sales tables, distributed trees for Arbor Day recognition, helped with numerous 4-H projects, raised funds for Ovarian Cancer research, attended 27 state KEHA meetings and served as her club, county and area president. She has also been a public servant having served as city mayor and district magistrate. She credits her leadership skills and success in the public arena to the cooperative extension service and the many opportunities she had as an extension homemaker member. This year the Putnam County Extension Homemakers Association is proud to present Virginia Johnson a 50-year member pin and thank her for her many years of service.

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

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 Smart Car! All you have to do is pay \$7, regularly attend club meetings, make refreshments to share with each member and donate 10 hours of volunteer service each month. In addition, you will gain 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.