



ENVIRONMENTAL LAW INSTITUTE®

AN INDEPENDENT, NON-PARTISAN ENVIRONMENTAL EDUCATION AND POLICY RESEARCH CENTER.

How to Give the Best Speech Ever!

Tuesday, March 10, 2020

The event will begin shortly.

**POWER TALK:
Give Your Best Speech Ever**

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*Your brain starts
working the moment
you're born and never
stops until you stand up
to speak in public.*

Top Seven Fears (APA)

- 1. Speaking in public**
- 2. Heights**
- 3. Insects & bugs**
- 4. Financial problems**
- 5. Deep water**
- 6. Sickness**
- 7. Death**

WJEFM

**Educate and communicate,
not impress**

Transmission vs. Reception

**93% of Communication
is Non-Verbal**

Research the Event

- **Who is attending?**
- **Other speakers? Their topics?**
- **How much does the audience know?**
- **Why you?**
- **Length of time given to you**
- **Location? Room set up?**
- **Who will introduce?**

Three Questions + North Star

- **Who's the audience?**
- **What do you want the audience to know?**
- **What does the audience want to know?**

- **25 words or less – North Star, objective**

- **When I'm through, I want my audience to..**

**If you don't know where
you're going, your audience
won't know either!**

Outline for a Great Speech

- **Strong open**
- **Point 1, Example**
- **Transition**
- **Point 2, Example**
- **Transition**
- **Point 3, Example**
- **Transition**
- **Q & A**
- **Transition**
- **Strong close**

**Write Out Your Speech
&
Count the Words
(20 word sentences)**

Sequencing:

- **Tell ‘em..., tell’em, tell ‘em...**
- **Three points**
- **Chronological**
- **Problem – Cause – Solution**
- **Geographical**

Open

30 seconds-2 minutes to grab audience

- **Preview of what speech is about**
- **Startling statement, fact, or statistic**
- **Personal anecdote or experience**
- **Rhetorical or challenging question that involves the audience**

No jokes unless you're funny

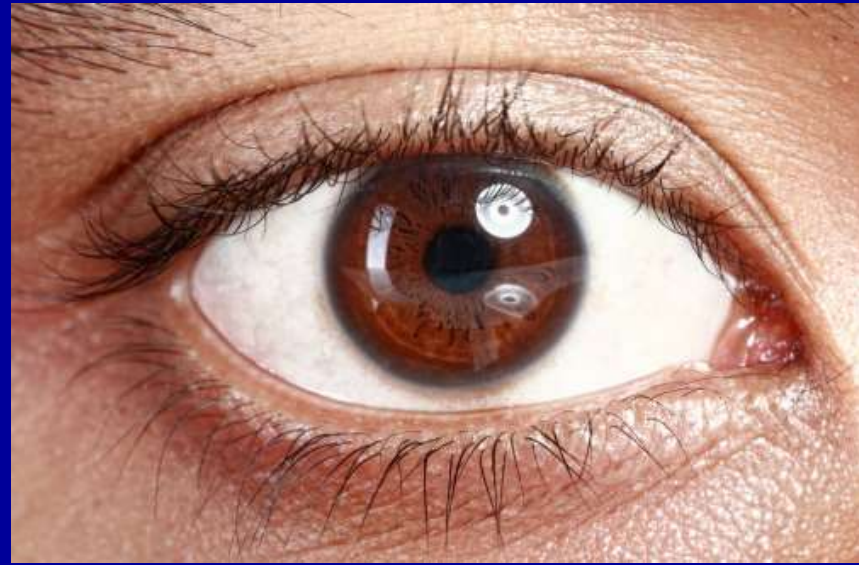
DO NOT APOLOGIZE FOR ANYTHING

Close

- **Repeat the open**
 - **Summary**
 - **Pledge or promise**
 - **Call to action**
 - **Predict the future**
 - **Rhetorical question**
- Finally – and mean it!**

**TOTAL eye contact for the
Open and the Close**

Writing for the ear vs. for the eye



"Fourscore and seven years ago our fathers brought forth, on this continent, a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal. Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived, and so dedicated, can long endure. We are met on a great battle-field of that war. We have come to dedicate a portion of that field, as a final resting-place for those who here gave their lives, that that nation might live. It is..."

**Use words that put
pictures in people's
minds...**

**47,000 sq ft = football
field**

**one part/billion = drop
in a bathtub**

Guidelines for Using PowerPoint

- **Prepare AFTER writing speech**
- **Don't look at the slides**
- **Don't read to the audience**
- **Use 52 pt for headers, 40 pt for text.**
- **Use only 5-6 key points per slide.**
- **Practice, Practice, Practice.**

5 Steps - Practice

- **Write your speech out**
- **Read aloud, make edits, mark pauses, underline emphases**
- **Practice into a mirror using stopwatch, record and playback**
- **Reduce to phrases, practice in front of mirror again, record, playback**
- **Review with an honest “coach”**

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- **Transition**
- **Strong close**

Q & A

- **Take questions from the whole audience**
- **Repeat all questions**
- **Don't announce the last question, or ask if you've answered the question, or ask if there are any more questions – transition to close when **you're** ready**
- **If you don't know an answer, say so, promise to get it – and do**

Q & A

- **Don't keep your eye on the questioner – look at the whole audience.**
- **Don't answer hypothetical questions – “You've asked ‘what if’ – let me tell you ‘what is’ and repeat a main point of your speech.**
- **If you get multiple questions, choose one, answer it and move on.**

Q & A

- ...“that’s a good point, we have other questions to get to, come on up afterwards and we’ll discuss it”. Change posture and take a question from the other side of the room.

Panel

- **Before - talk with other panelists to determine what each will say, the order, and where each will sit/stand during delivery and the Q & A**
- **Observe the time limit**
- **Don't be shy**
- **Address the audience, not panel members**
- **Make sure everyone has water**

How You Look

- **Strong color suit or dress with sleeves (limit pastels)**
- **Moderate heels**
- **No heavy makeup or noisy, dangling jewelry**
- **Hair combed and off your face**

Gesture a lot. It:

- Lets off nervous energy
- Makes you more engaging to watch
- Makes your voice more interesting
- Helps you illustrate certain words or phrases



Write Your Own Introduction

- **I did!**
- **You control what your audience hears about you.**

Tips

- **Short sentences (communicate, not impress)**
- **Short words – Churchill**
- **No jargon or initials**
- **Arrive early and meet people**
- **Eye contact**

Mark Twain: “By hard, honest labor, I’ve dug all the large words out of my vocabulary. I never write metropolis for 7 cents because I can get city for the same price. I never write policeman because I can get cop for the same price.”

Questions?

A good speech is short and simple.

A GREAT speech is shorter and simpler!

I don't object to people looking at their watches when I am speaking; but I strongly object when they start shaking them to make certain they are still going.



**Act like there is nowhere else
in the world you would
rather be. If you don't enjoy
it and get turned on by your
subject, your audience
certainly won't. If you have
to, fake it 'til you make it.**

Thank you for attending today's event!

For more information on WELL, please visit

<https://www.eli.org/women-in-environmental-law-leadership>

