

Public Speaking For Leaders



LedeStrategies



A
B
O
U
T

M
E



Amber Macdonald

- Lede Strategies
- Obama Appointee
- U.S. Congress





A
B
O
U
T

M
E



Amber Macdonald

- Degree in Theatre
- Former Clown
- Brief Standup Career
- UCB Comedy



Preparing for your
Presentation

A good speech starts
with... a good speech



Speech **writing** and the art of persuasion:

ETHOS

Credentials

Personal Connection

Voice

LOGOS

Sound Argument

Statistics*

Historic Context

PATHOS

Stories

Emotional Pull

Call to Action



A **Good** Presentation Answers:



A Good Presentation Answers:



Why should I listen to you?



A Good Presentation Answers:



Why should I listen to you?



What problem are you solving?



A Good Presentation Answers:



Why should I listen to you?



What problem are you solving?



What is your solution; will it work?



A Good Presentation Answers:



Why should I listen to you?



What problem are you solving?



What is your solution; will it work?



Who cares?



A Good Presentation Answers:



Why should I listen to you?



What problem are you solving?



What is your solution; will it work?



Who cares? But, really, why should I care?



A Great Presentation:



Convinces



Entertains



Inspires to Action



A Great Presentation:



Convinces—logical argument, factually accurate



Entertains



Inspires to Action



A Great Presentation:



Convinces



Entertains



Inspires to Action



A Great Presentation:



Convinces



Entertains—you must compete with phones



Inspires to Action



A Great Presentation:



Convinces



Entertains



Inspires to Action

Tips and Tricks
of a Good
Speech





Talk **like** a
human

~~Utilize~~
~~Silo~~

~~Synergy~~
~~Ideate~~

~~Operationalize~~

~~Granular~~

~~Paradigm Shift~~



ONC is now wrestling with interoperability requirements of the 21st Century Cure which grew partly out of her recognition of the need for tighter regulation of health IT. We as a country learned that the private sector is not going to solve the data availability issue and data is not going to be liquid unless it's forced. The approach was less regulatory on the vendors and I wanted to be more prescriptive about the need for open source APIs and opportunities for data to be shared.

*~Quote
from a real,
actual
human.*



Talk **like** a human

- Write how you talk
- Don't use jargon
- Simplify argument for clarity



Do **your**
research





**“The best way
to predict
the future
is to
create it.”**

Abraham Lincoln





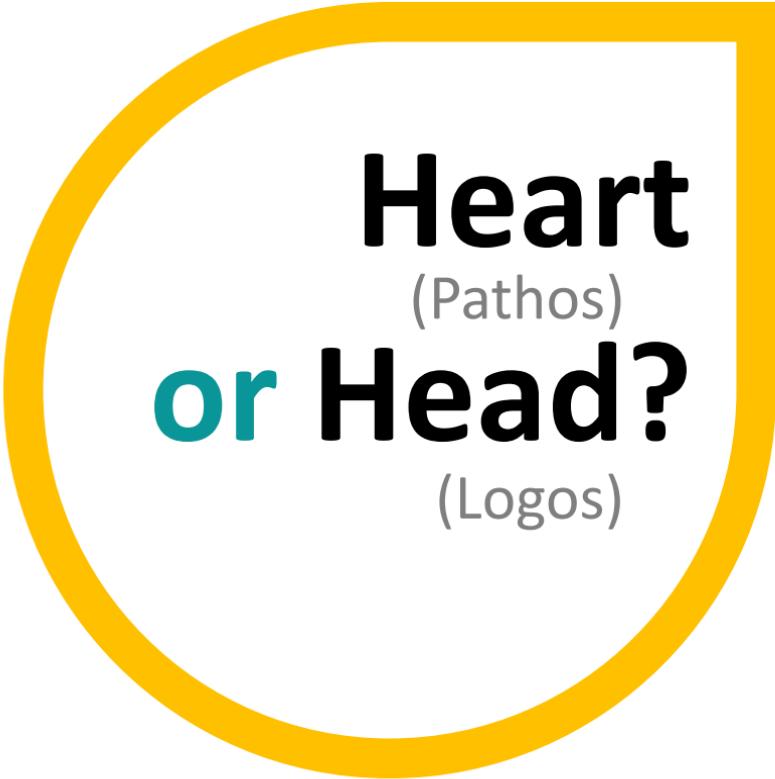
Do **your** research

- Know your audience
- Know the opposition
- Factcheck



Know **your** message

- What's your "headline"?
- What is success?
- *Tell a good story*



Heart
(Pathos)
or Head?
(Logos)



Heart
(Pathos)
to **Head?**
(Logos)



The Basics of Public **Speaking**

How to talk good and
not pass out.



Inside all of us...

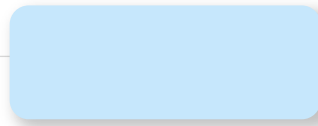
Inside all of us
is a scared little

Bunny





Public **speaking** makes your
body want to:





Public **speaking** makes your
body want to:

RUN

Speak too fast

Miss audience cues

Pace or fidget



Public **speaking** makes your
body want to:

RUN

Speak too fast

Miss audience cues

Pace or fidget

HIDE

Shrink

Mumble

Drop Words



Public **speaking** makes your
body want to:

RUN

Speak too fast

Miss audience cues

Pace or fidget

HIDE

Shrink

Mumble

Drop Words

HYPERVENTILATE

Run out of breathe

Shallow Voice

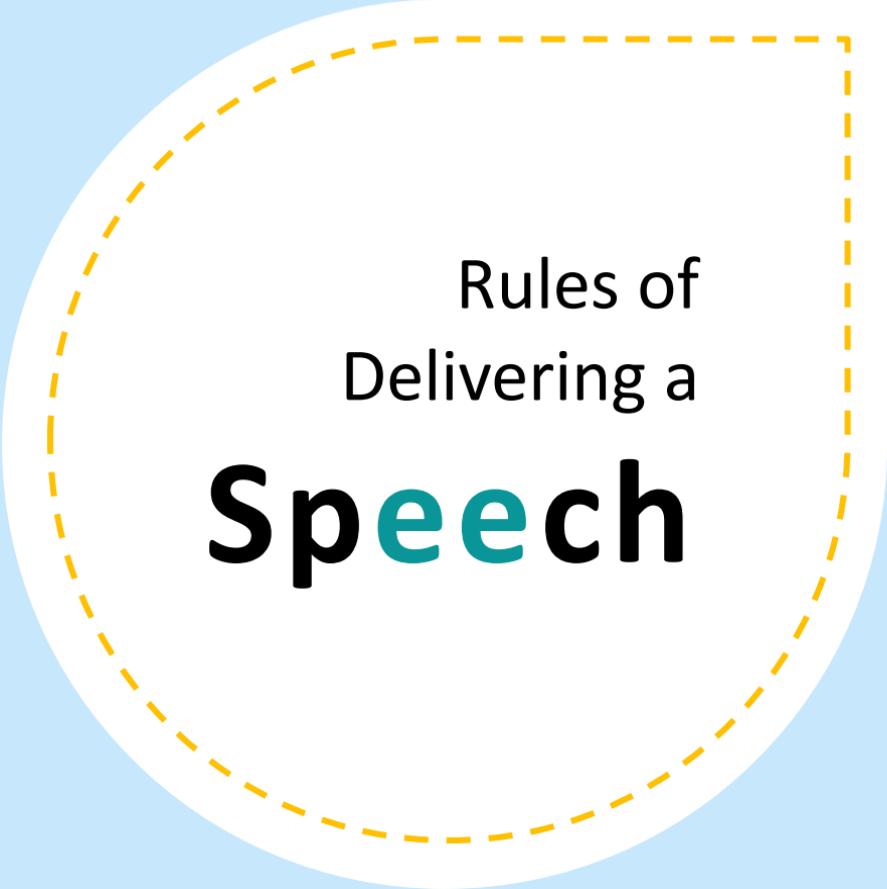
Pass out



Shake It

Out

Crazy Eights



Rules of
Delivering a
Speech



1. Breathe





1. Breathe

Stop. Take a breath.

Center yourself. No one
will mind.





1. Breathe
2. Smile





1. Breathe

2. Smile

It tricks your brain and
makes you seem friendly!





1. Breathe
2. Smile
3. Slow down



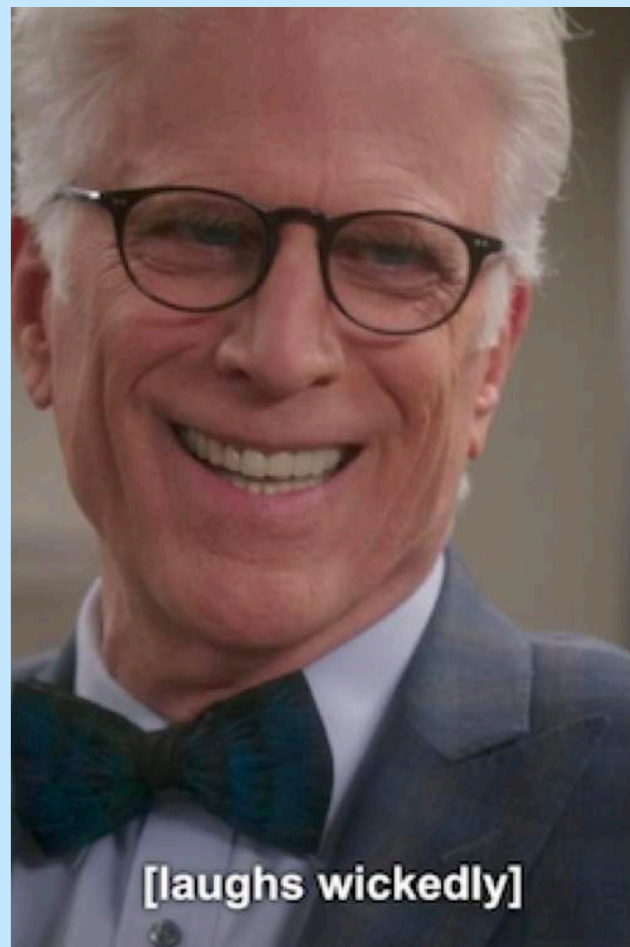


1. Breathe
2. Smile
3. Slow down

We want to understand you!



How to seem
likable
(persuasive)





Speech **writing** and the art of persuasion:

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Speech **giving** and the art of persuasion:

ETHOS

Confidence

Authoritative Voice

Body Language

LOGOS

Known Material

Clear Words

Audience Appeals

PATHOS

Eye Connection

Emotion

Rhythm



Another way to think about it:

ETHOS

LOGOS

PATHOS



Presence

Voice

Delivery



Presence and Body Language

Power Stance!

Cheat to the Audience

Intentional movements

Posture, planted feet

Smile!





Voice: For the guy in the back

Vary your rhythm

Project from your diaphragm!

Use pauses for drama

Play with volume: loud for power, soft for intimacy





Delivery: Connect with your audience

Know your speech well

Read down, speak up

Make eye contact (gulps not sips)

Speak to individuals

Show emotion

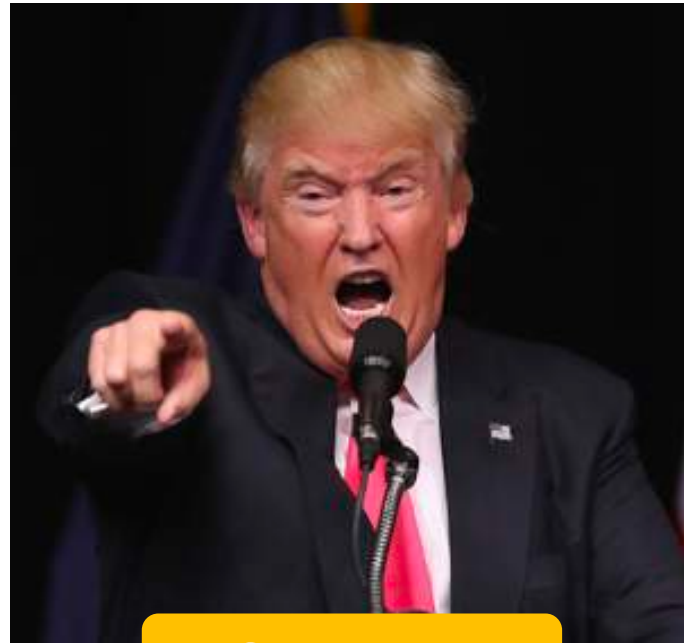




Remember, You'll Never Be:



Obama



Or Trump

Find your own

Style!

Practice, practice, practice



Do you have any
Questions?



Visual Presentation Tips





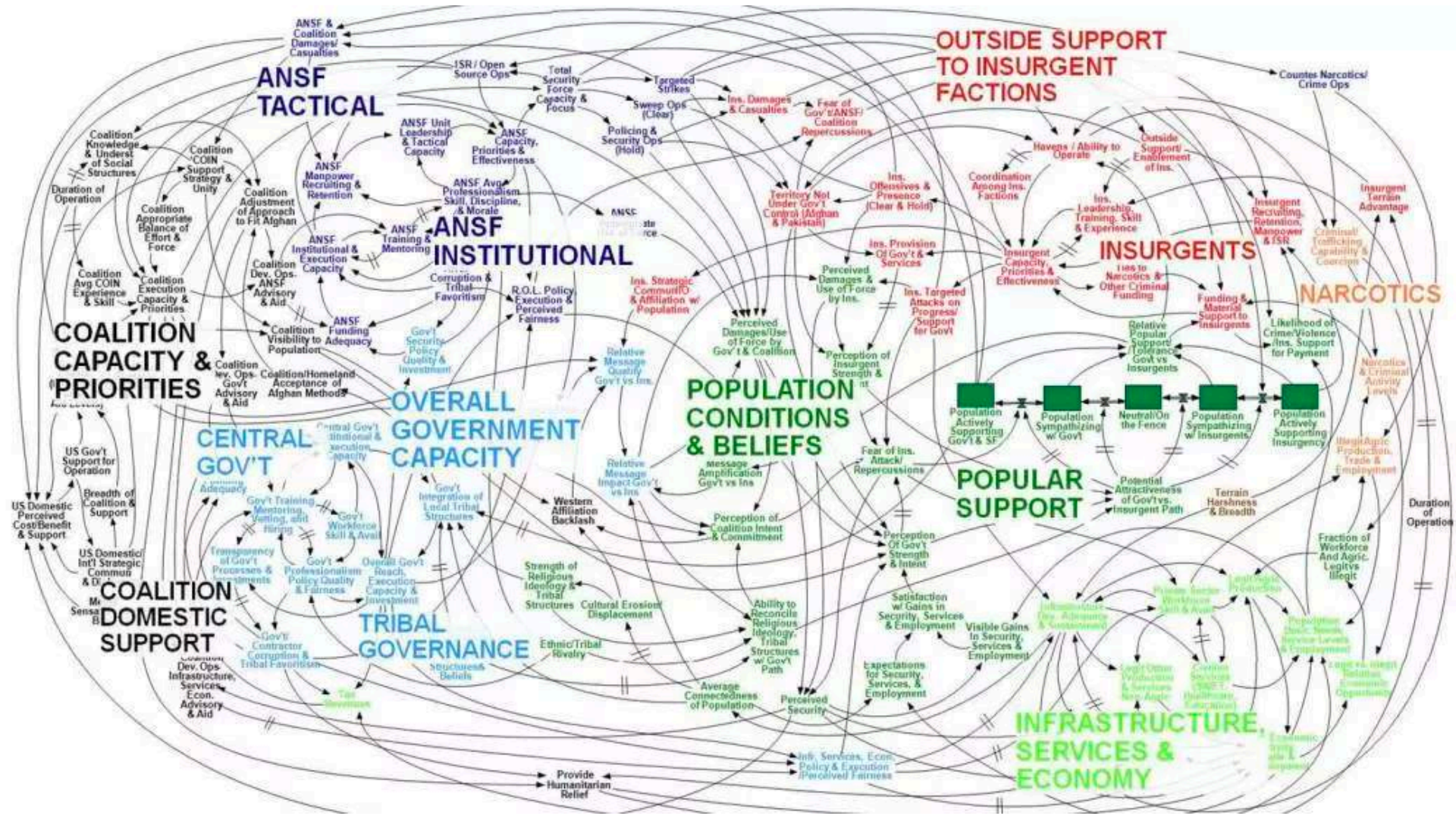
No one can read **this**

And you'd better hope they can't.

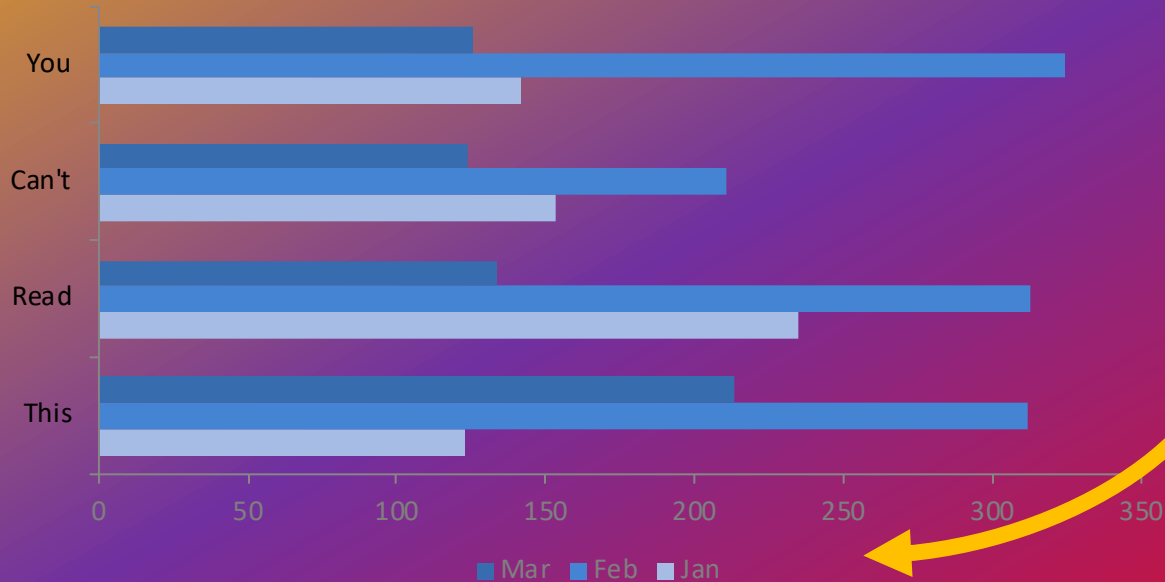
Wow, thank you so much for coming to my talk today. After years in my field, I really feel like I have a lot to say, and I hope that you all are paying attention to my anecdotes and fascinating pieces of wisdom. One thing that's very important to me, is to make sure you understand the basics of my point, which is why I've written them all out here. Of course, it's not a great strategy, is it? Because if you are trying to read this, then you probably aren't listening to me, and if you are listening to me, you're probably not really understanding what you're reading.

Why would I want to compete with myself? It's a fair question, since I do things that aren't in my own self interest all the time. But really, the answer is that I wouldn't want to compete with myself. I digress. The point of this slide is to let you know that ultimately, putting a lot of text on a screen is just hard to read. Think about the people in the back! It's ableist! Anyway, I really hope you aren't reading this right now because that means you're probably not paying attention. Yikes! Did this go off the rails? Do I have to keep blabbing on? No. No, I don't.





THIS SLIDE IS HARD TO READ!



52%

83%

27%

What is this????



Keep it

Simple

You're the show



Visual **Best** Practices



Use visuals that tell a story or illustrate your point.



Visual **Best** Practices



Use visuals that tell a story or illustrate your point.



Stick to one or two images.



Visual **Best** Practices



Use visuals that tell a story or illustrate your point.



Stick to one or two images.



Use a consistent theme.



Visual **Best** Practices



Use visuals that tell a story or illustrate your point.



Stick to one or two images.



Use a consistent theme.



Pick a color palate.



Text **Best** Practices



Use 24 point font or larger.



Text **Best** Practices



Use 24 point font or larger.



Use clear typefaces and avoid italics.



Text **Best** Practices



Use 24 point font or larger.



Use clear typefaces and avoid italics.



Avoid text blocks (no one can listen and read).



Text **Best** Practices



Use 24 point font or larger.



Use readable typefaces and avoid italics.



Avoid text blocks (no one can listen and read).



Vary text heavy slides.



Graphs **Should** Be Clear

And tell a story.



25%

Is it really necessary?



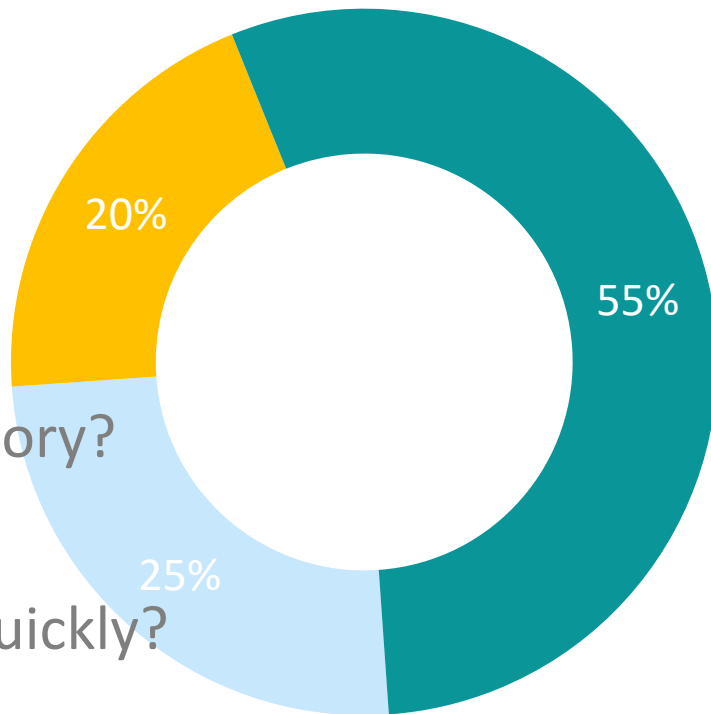
55%

Does this tell a visual story?



20%

Can it be understood quickly?





Do you have any
Questions?

Now, it's time for

Q & A

For you, not me.



Do **your** research

- Know your argument
- Know the opposition
- It's OK to admit your limitations



Stay **on** message

- Use plain language
- Keep telling your story
- Answer the question you wish they had asked



In an
emergency,
Bridge



The ABC's of Bridging:

A | Acknowledge

B | Bridge

C | Contribute



The ABC's of Bridging:

A | Acknowledge

B | Bridge

C | Contribute



The ABC's of Bridging:

A | Acknowledge

B | Bridge

C | Contribute



How about some
Practice?

Let's go to the moon!

THANK YOU



LedeStrategies