



# How to become a great speaker: A step by step guide



# GLOSSOPHOBIA



**FEAR**



There are two kinds of  
speakers: Those that are  
nervous, and those that  
are liars.

Mark Twain



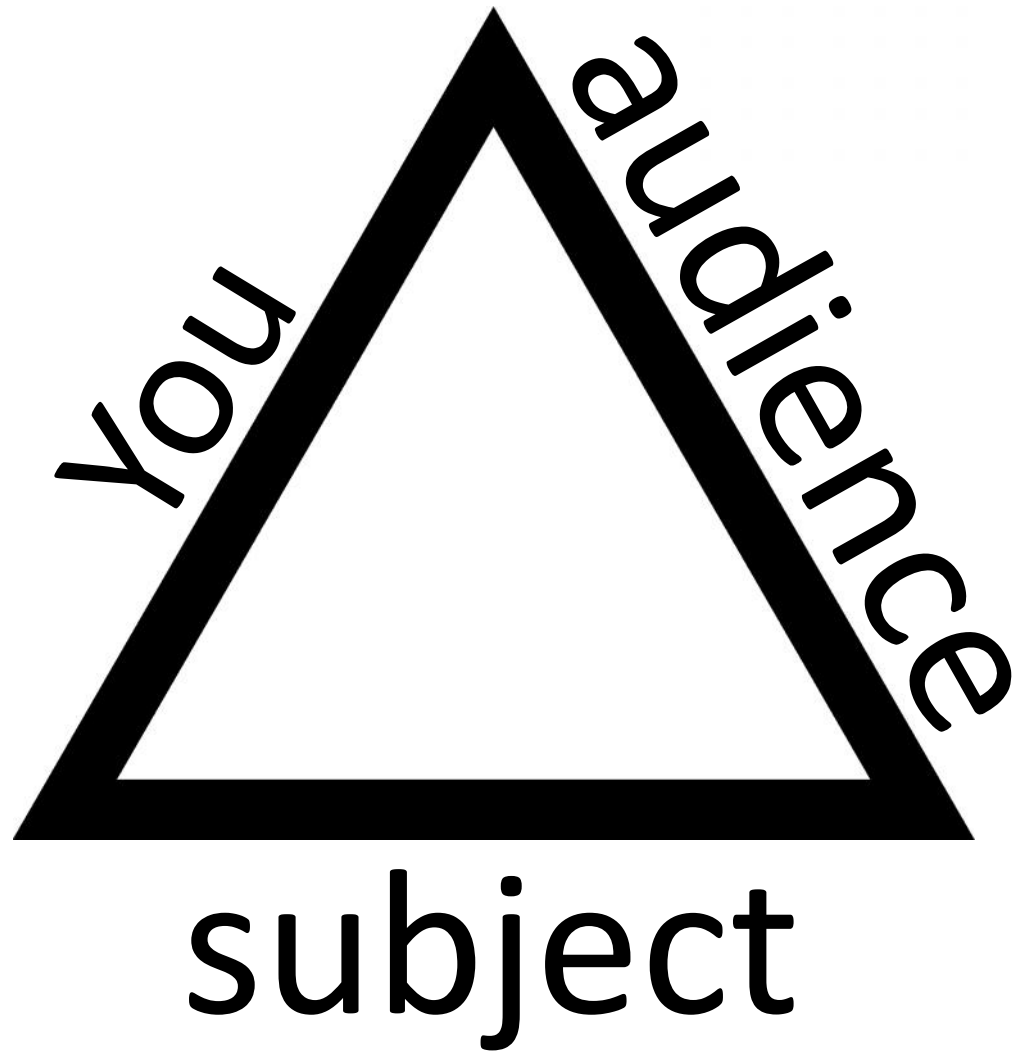
**Let me help...**





# PREPARATION





















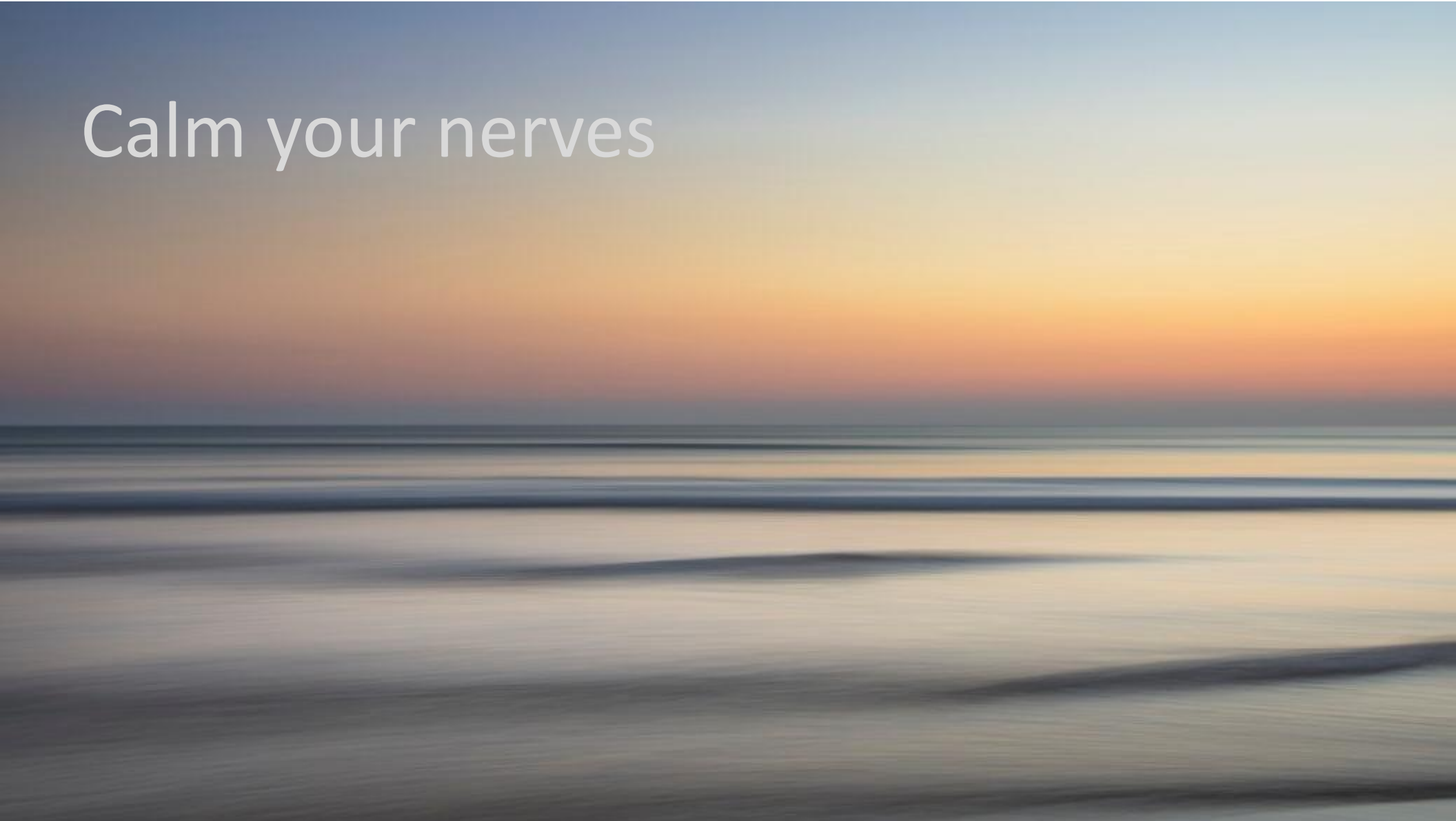
It matters.







Calm your nerves







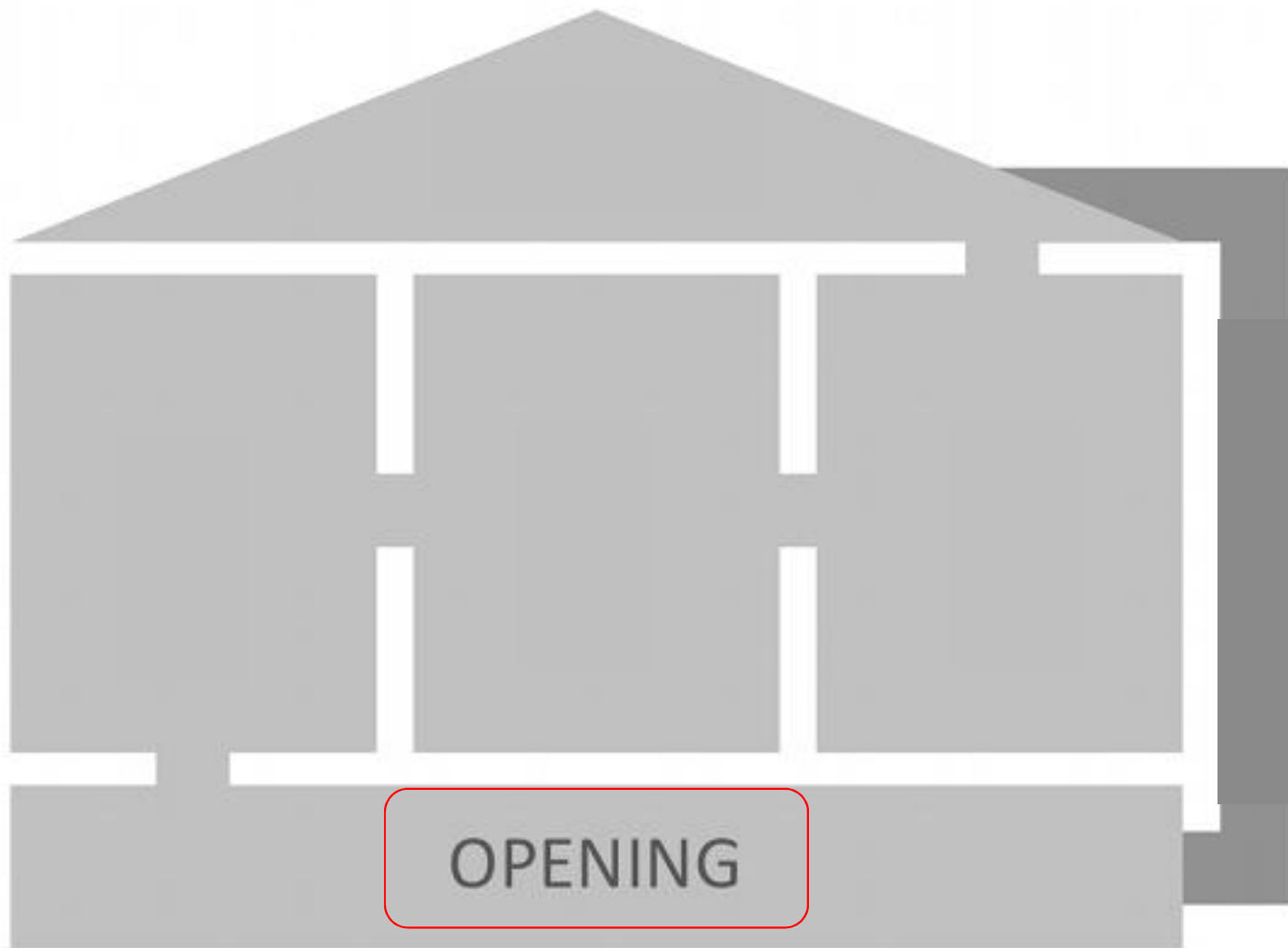












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30 Sec.

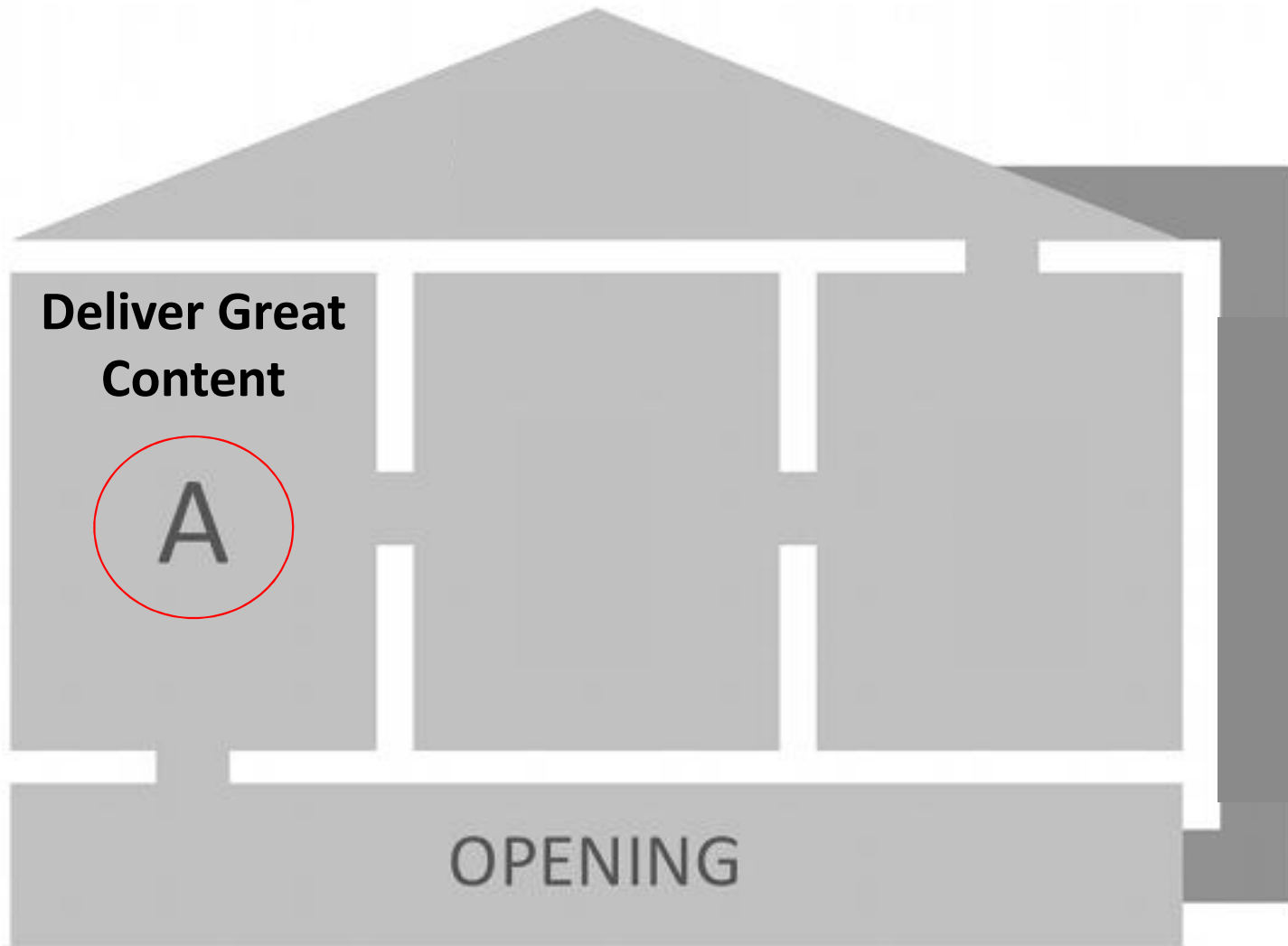
Hello, my name is... blah,  
blah, blah

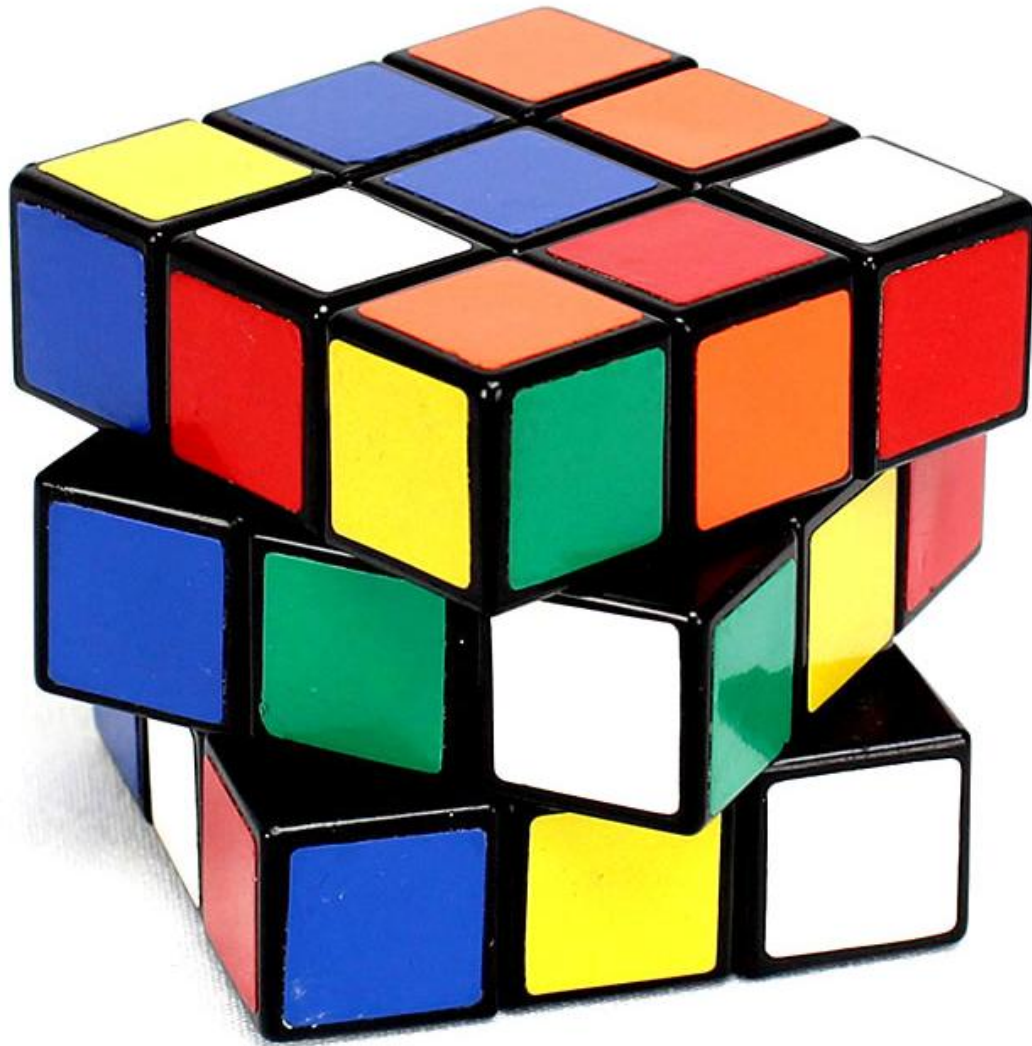












**Less is more.**

# Metaphors

# positive rhetoric

PLEASE  
RELAX ~~STEAL~~ DANCE TOUCH  
~~LIRT~~ ~~SMOKE~~ WONDER FEEL  
USE ~~EAT~~ SING LISTEN TALK  
~~TOUCH NEON~~ LOOK COMMUNIC  
EACH OTHER CAMERA ~~FLA~~

What's your  
story?







Anecdotes:

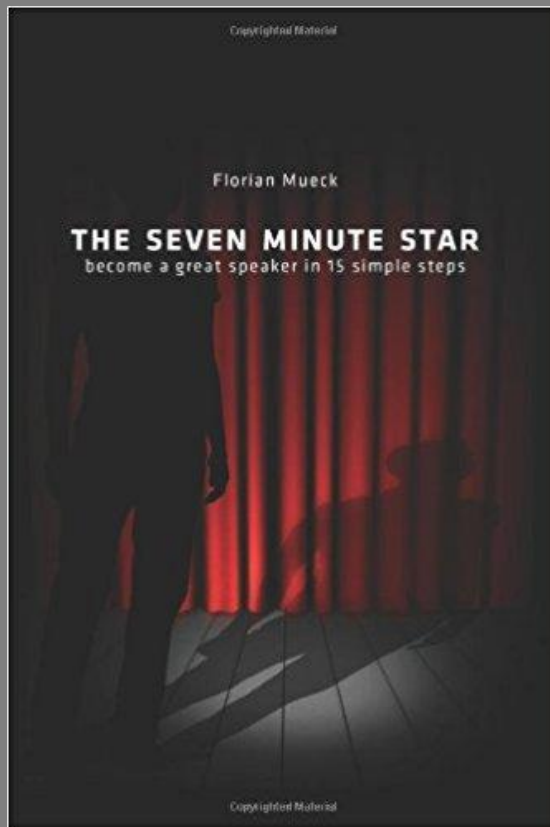
*A slice of life*



Microsoft  
BizSpark



Windows Azure



Florian Mueck



# Rhetoric

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## The Public Speaking Board Game

or...  
there  
is an  
**App**  
for  
that.





# Use Quotes

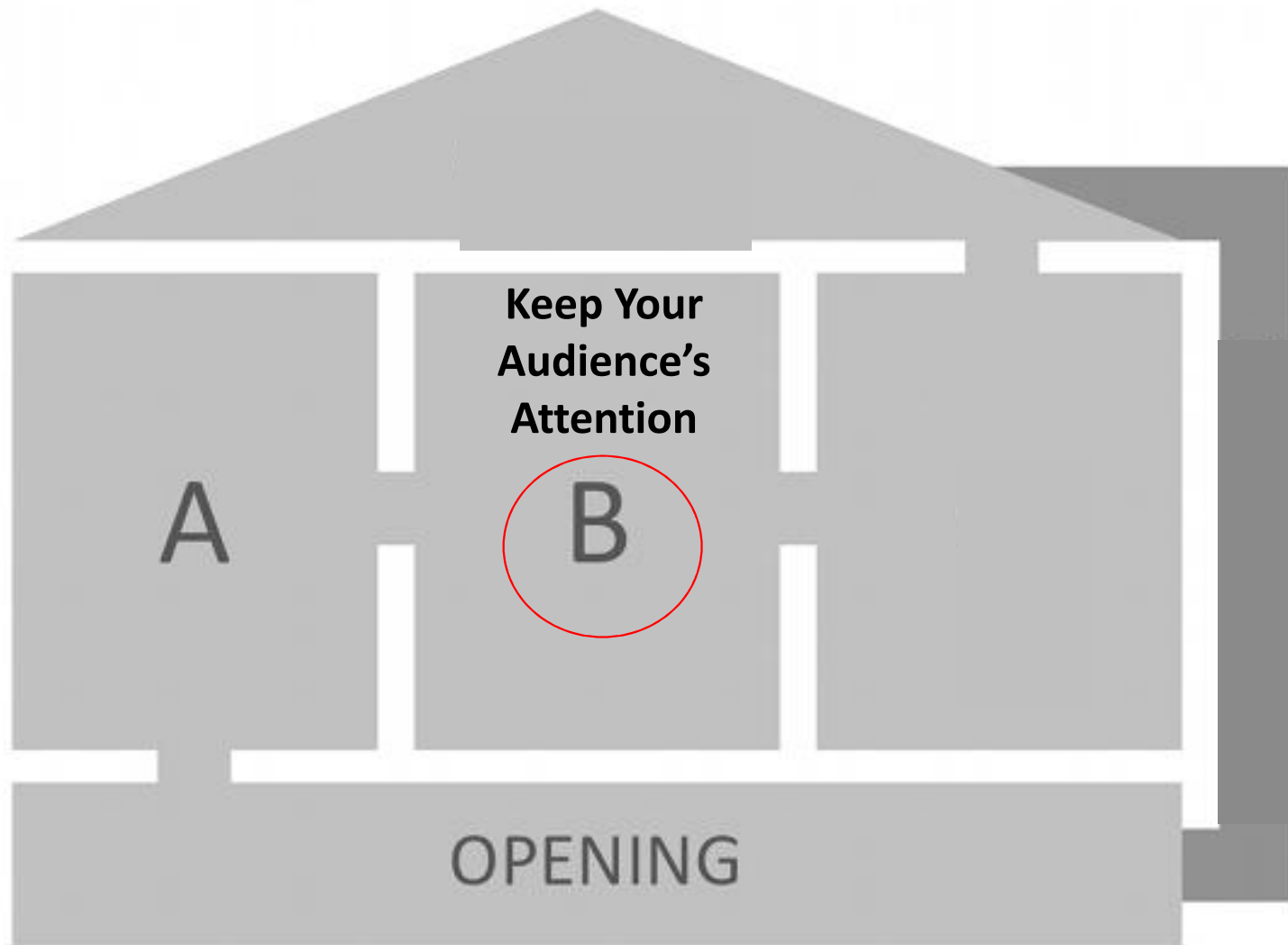
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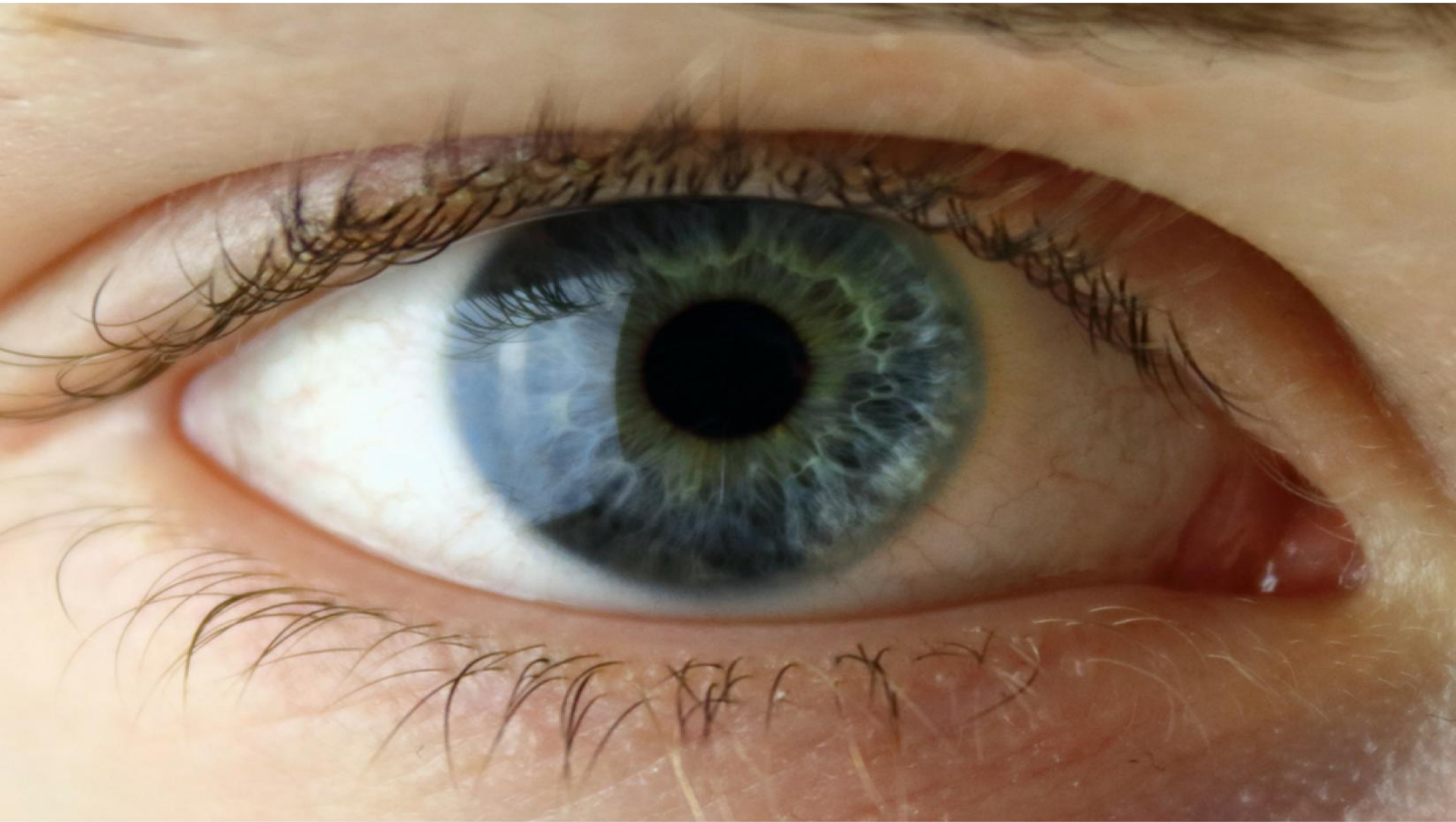
CUTTING  
LIBRARIES  
IN A RECESSION  
IS LIKE  
CUTTING  
HOSPITALS  
IN A PLAGUE.

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ELEANOR CRUMBLEHULME



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SLOW DOWN



# The Art of Body Language





# Visual aids





# Objects



# Animation



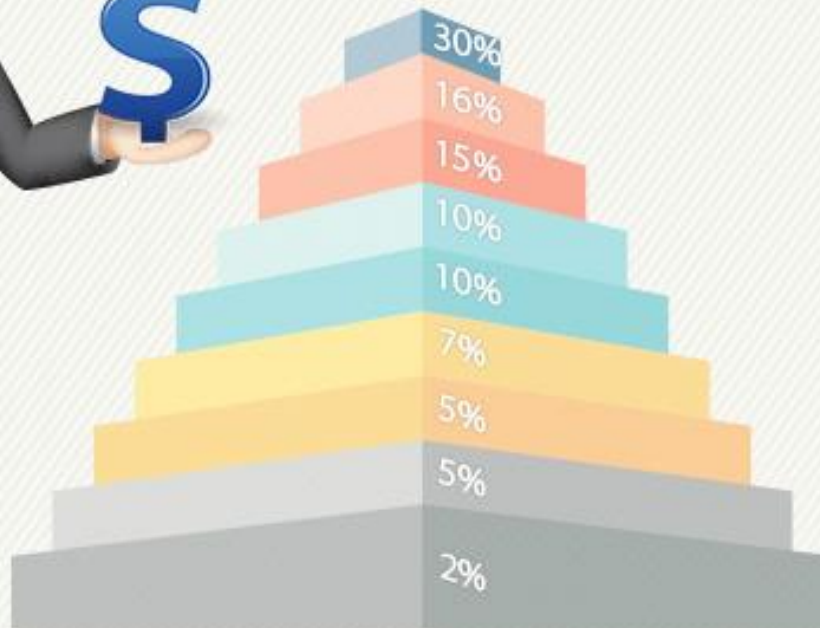
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S  
tatistics

# WHERE AMERICANS SPEND THEIR MONEY

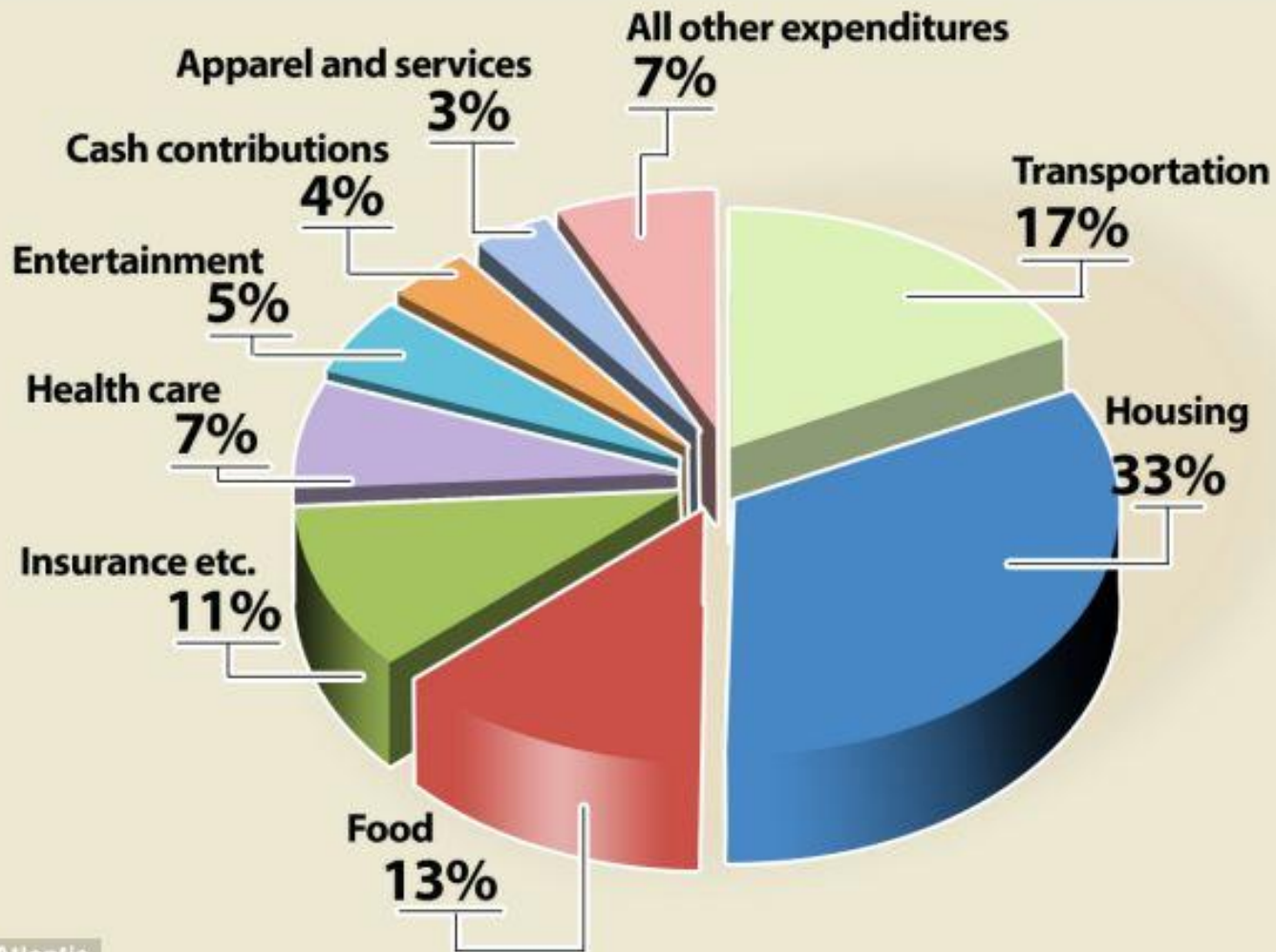
According to the U.S. Bureau of Labor Statistics, the average American family divides their budget in the following way:



- HOUSING
- FOOD (GROCERIES AND DINING OUT)
- TRANSPORTATION
- MEDICAL EXPENSES / INSURANCE
- SAVINGS
- ENTERTAINMENT
- CLOTHING
- NON-MORTGAGE DEBT PAYMENTS
- MISCELLANEOUS

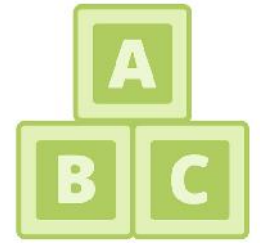
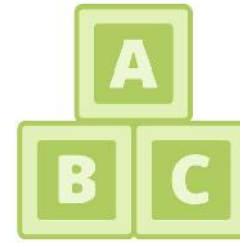


# How Americans spend their money



More Power  
To  
Your Point.

# Too much text...



- \* Why would I talk to you and give you information, and project the same content to the screen, so you all can read along. This is not a read along program for children to improve literacy!
- \* Just repeating what is projected on the screen is boring and a waste of your time.
- \* As soon as there is text on the screen, your brains feel the need to read it. You cannot not read it. Your brain automatically starts this process. The only way to turn it off, is to willingly look away from the screen. That also means that you are breaking the connection with the speaker. Don't do it!
- \* Your brain will also feel stressed, since it wants to listen to and process what I am saying, but you also have the urge to read the words on the screen. Multi-tasking in this case is not effective either way.
- \* Use only a few words per slide, and make it visually interesting and structured.

pictures and photos:

**Go**

**BIG!**

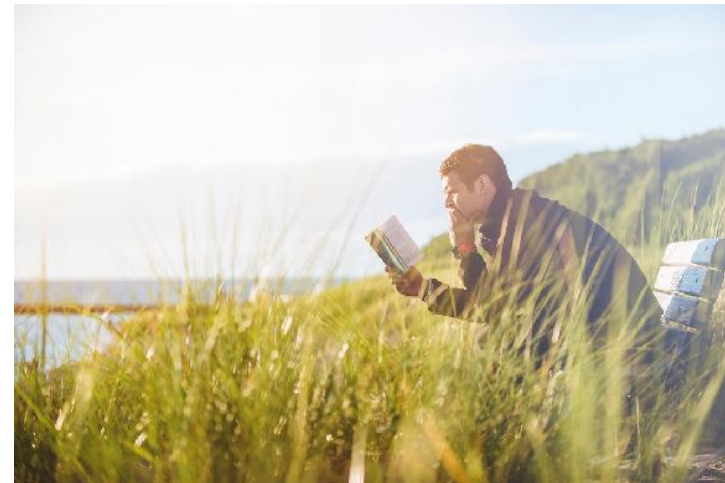


*I try to make a few points:*

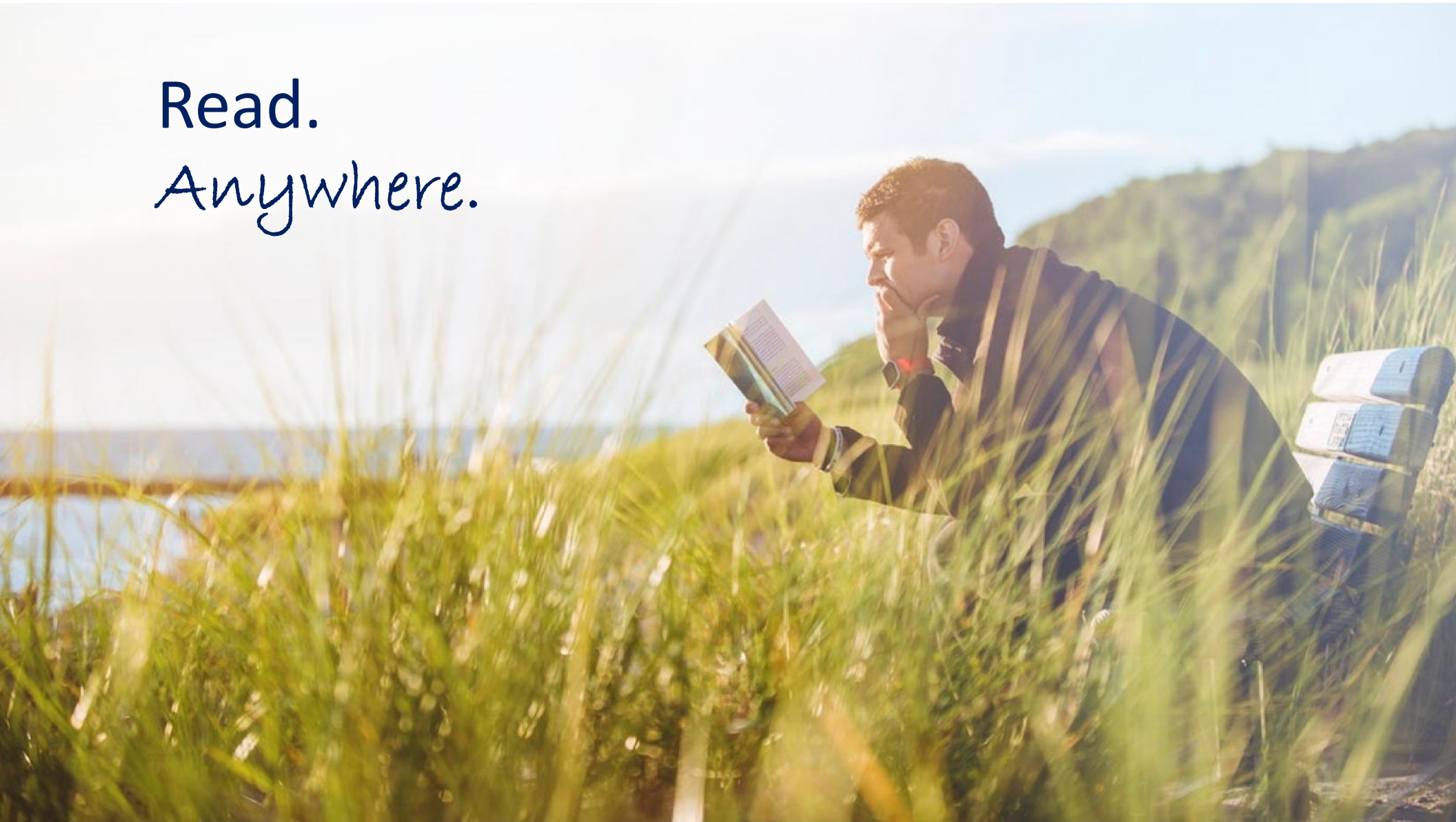
- *I'm just listing them*
- *One after the other*
- *While I talk about my points*
- *They are not structured*
- *The audience's eyes loose interest*

*Adding pictures is great, but:*

- *By trying to fit as many on one slide, the impact isn't very powerful*
- *But I'm just trying to pack as much information in as possible*



Read.  
*Anywhere.*





Read. Anywhere.

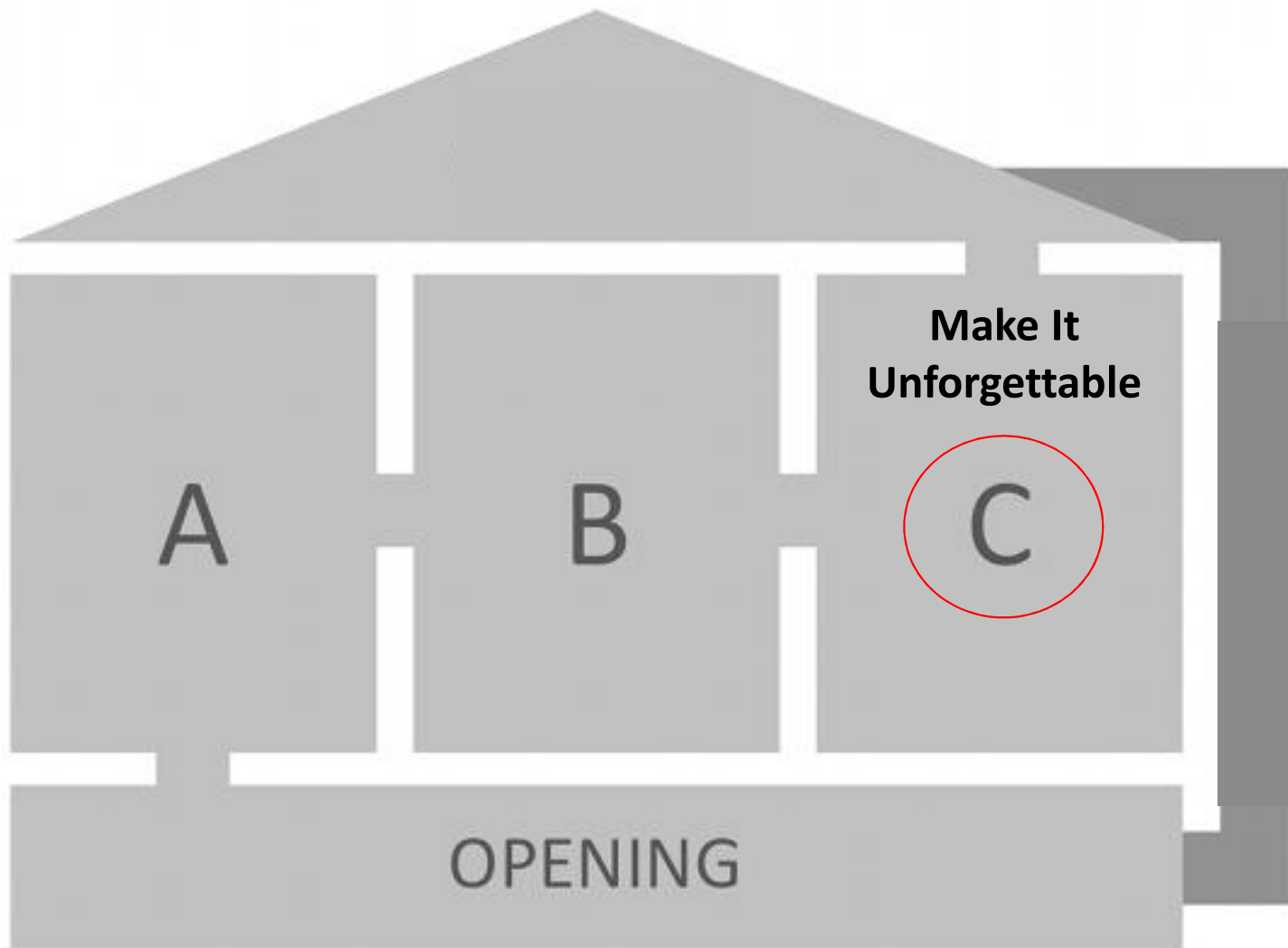






**Network.**

*Always.*



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Great *Art*  
Should Be  
Shown With  
Great  
Excitement.

Thomas Hoving



SMILE





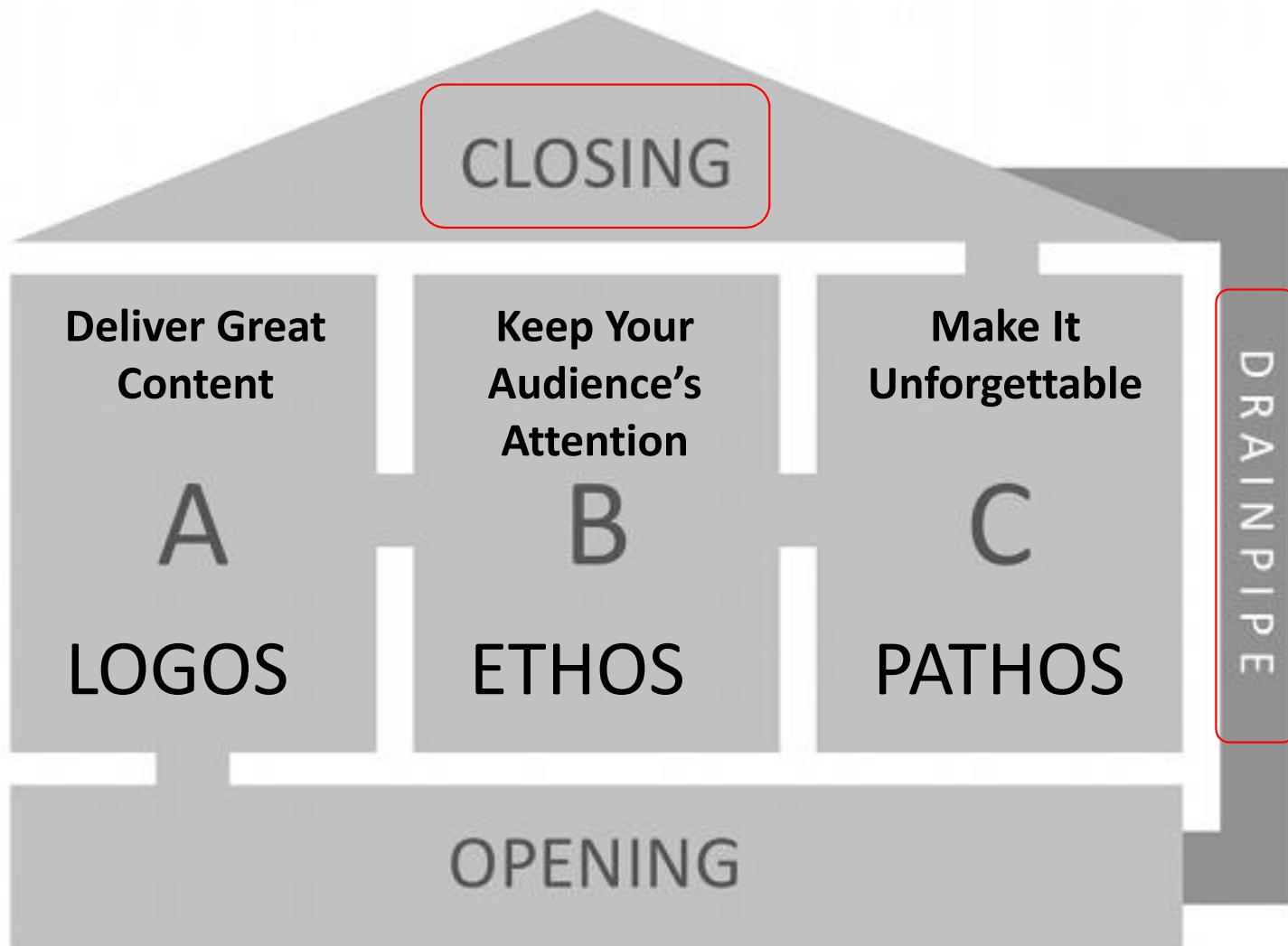
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ROADSIDE

JAKOB & RYAN

THOMAS TAUGHER



# Drain Pipe







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are liars.

Mark Twain



The only difference  
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attitude  
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