Unite, Inspire, Lead
Our Students, Our Union, Our Future

COM415
Say What!? Fundamentals of Great Public Speaking & Interpersonal Communications for Leaders

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NEA Strategic Goals and NEA Organizational Priorities this session will address include:

• **NEA Strategic Goals**
  – Strategic Goal 1: Strong Affiliates for Educator Voice and Empowerment
  – Strategic Goal 2: Empowered Educators for Successful Students

• **NEA Organizational Priorities**
  – Early Career Educators
  – Every Student Succeeds Act (ESSA)
  – Institutional Racism/Racial Justice in Education
COMPETENCY: COMMUNICATIONS

• NEA Leadership Competency progression level(s).
  – Level 1: Foundational and Level 2: Mobilizing & Power Building

• NEA Leadership Competency themes:
  – Develop a communication approach and style to fit appropriate audiences
  – Act as an effective speaker
  – Acts as a compelling advocate for the organization.
  – Identifies appropriate messenger for the audience.
Interpersonal Communication

1. **Verbal:** We choose our words because they have meaning for us however the meaning may not be shared by the receiver

2. **Para-Verbal:** The way we say words including tone of voice, pauses, volume and intensity communicates our meaning

3. **Body Language:** The way we stand, body movements, gestures, attentiveness, eye contact

4. **Personal Space:** Four zones of interpersonal space (intimate, personal, social and public), your appearance, and your work space.
Common Communications Barriers

1. Initial rapport is not established with listeners.
2. Body movements are stiff or wooden.
3. Material is presented intellectually, not involving the audience emotionally.
4. Speaker seems uncomfortable due to fear of failure.
5. Eye contact and facial expression are poorly utilized.
6. Humor is lacking.
7. Speaker's intentions are not made clear due to improper preparation.
8. Silence is not used for impact.
9. Energy is low, resulting in inappropriate pitch pattern, speech rate, and volume.
10. Language and material are boring.
How do you feel about Public Speaking?
What Makes a Great Speaker?
Some Barriers to Effective Communication

Appearance
- Clothes, accessories, hairstyle

Demeanor
- Comfort level, use of space

Mannerisms and gestures

Voice
*Pitch, volume, tone, emphasis
What Makes a Great Speaker?

Great Speakers are:

+ feeling not reading memorable
+ clear and concise
+ story-tellers not lecturers
+ practiced and purposeful
P.A.S.S. Public Speaking

P = Purpose
A = Audience
S = Substance
S = Style
Purpose – Why?

Prepare

Have a Purpose - Call to Action - Educate or Motivate

Emotional vs. Rational

Outcome

Parking Lot Conversation
Audience - Who?

Who are they?
What do they want?
How do you deal with different types?
What do you want them to do?

- Call to Action
Substance - What?

Do your homework
Key Message(s)?
Be timely
Call to Action
Less is more
Style- How?

Body (Most important tool)
- Face - Eyes
- Gestures
- Body Language

Tone (Listen to yourself)
- Pitch & Volume
- Convey Emotion with Intonation

Pace/Silence
- Pace to Audience Brain
- Important = slower
- Emphasis with Silence
Building the Speech

Know your purpose and audience - understand how to connect.

Outline Key Messages, Call to Action and Emotional Outcome

Practice, practice, practice
The Anatomy of a Great Speech
Importance of Storytelling

• Storytelling is one of the most powerful tools advocates can use to unite a movement.
• Your story is the “why” of advocating — the art of translating values into action through stories.
• It is an ongoing discussion process through which we construct our identity, make choices and inspire action.
• Each of us has a compelling story to tell that can move others.
• Let’s use our stories to advocate for our students, education colleagues, schools, communities and Association.
What’s Your Story?

• In order for your story to resonate, it must involve the head and heart AND move people to use their hands and feet in action.

• The key to this story-telling is understanding that values inspire action through emotion.

• Because stories allow us to express our values not as abstract principles, but as lived experience, they have the power to move others too.

Source: New Organizing Institute
QUESTIONS?
Session Outcomes

The content from this session can be used in the following ways in your current position/role:

– Improve your overall personal communications knowledge and skills;
– Demonstrate effective presentation skills when speaking to a variety of audiences;
– Deliver engaging and persuasive presentations that motivate audiences to take action.
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• Please complete the evaluation for this breakout session!

• Please visit the Leadership Development Resources website at www.nea.org/leadershipdevelopment