UNITING OUR MEMBERS AND THE NATION

Empowering leaders, educating students, strengthening communities

Public Speaking: Say What?!
Fundamentals of Great Public Speaking

COM311

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NEA Leadership Competency this session addresses: COMPETENCY: COMMUNICATION

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

• NEA Leadership Competency themes within the competency that this presentation is designed to address.
  – Acts as an effective speaker.
  – Develops individual communications approach and style to fit appropriate audience.
NEA Strategic Goal and NEA Organizational Priority this session addresses:

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

• NEA Organizational Priority
  – Early Career Educators
  – My School, My Voice
  – Racial Justice in Education
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.
Fear of Public Speaking

<table>
<thead>
<tr>
<th>Fear</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Death</td>
<td>68%</td>
</tr>
<tr>
<td>Spiders</td>
<td>30%</td>
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<tr>
<td>Darkness</td>
<td>11%</td>
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<tr>
<td>Heights</td>
<td>10%</td>
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<tr>
<td>Social Situation</td>
<td>8%</td>
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<tr>
<td>Flying</td>
<td>7%</td>
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<td>Confined Space</td>
<td>3%</td>
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<td>Open Space</td>
<td>2%</td>
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<td>Thunder/Lightning</td>
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You Are Not Alone

Public speaking is considered the greatest fear a person can have, even greater than the fear of death.

Copyright: <a href='https://www.123rf.com/profile_hin255'>hin255 / 123RF Stock Photo</a>
According to most studies, people’s number one fear is public speaking. Number two is death. Death is number two! Does that sound right? That means to the average person, if you go to a funeral, you’re better off in the casket than doing the eulogy.

Jerry Seinfeld
Maybe You Have “Glossaphobia”

The term comes from the Greek words “glossa” and “phobos.” “Glossa” means “tongue or language,” and “phobos” is in Greek mythology, the personification of fear.

It’s estimated that 75% of people suffer from speech anxiety, making it one of the most common phobias that exist.

Glossophobia, along with other social fears, is thought to begin at around age 13.

Why do so many people suffer? Perhaps it’s due to the fact that about half of the population are considered to be introverted.
How do you feel about Public Speaking?

What Could Possibly Go Wrong?
What Makes a Great Speaker?

Who Do You Consider to Be a Great Speaker?
Barriers to Effective Communication

Appearance
- Clothes, accessories, hairstyle

Demeanor
- Comfort level, use of space

Mannerisms and gestures

Voice
- *Pitch, volume, tone, emphasis

[Images of people in different contexts]
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, Motivate/Persuade, Entertain?

Emotional vs. Rational

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
PUBLIC SPEAKING TIP
Visit the place you’re going to be speaking at, beforehand. This will help you get familiar with the place and build confidence.
Substance - What?

Do your homework

Key Message(s)?

Be timely/relevant

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
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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*Say What?! Fundamentals of Great Public Speaking*

- Please complete the evaluation for this breakout session by using the **NEA Summit Mobile APP**!

- Please visit the Leadership Development Resources website at [www.nea.org/leadershipdevelopment](http://www.nea.org/leadershipdevelopment)
QUESTIONS?

Thank You!

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