



Engage & Amaze

Whether you're a seasoned professional
or a budding speaker, this session is just for you.

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Most common fears

1. Fear of flying
2. Fear of heights
3. Fear of the dark
4. Fear of intimacy
5. Fear of death
6. Fear of failure
7. Fear of rejection
8. Fear of spiders
9. Fear of commitment
10. Fear of public speaking

5 MOST Common fears



1. Fear of flying
2. Fear of heights
3. Fear of rejection
4. Fear of spiders
5. Fear of public speaking





Agenda

- Fear factor
- Deliver your message
- Best practices
- Opportunities for action



Calm the noise

“98% of our anxiety is over concern about what others will think of us.”

- Albert Ellis



Why do people fear public speaking?



- Looking foolish
- Forgetting something
- Audience uninterested
- Freezing up
- Feeling unprepared

People want you to **SUCCEED!**



Symptoms of nervousness

- Fast pulse
- Shallow breathing
- Muscle spasms
- Dry mouth
- Cold extremities
- Sweaty palms
- Stomach butterflies



Using nervous energy to your advantage

- Don't fight it
- Be prepared, arrive early and know your material
- Visualize your success
- Relax. Breathe deeply & slowly
- Engage with your audience

Delivering your message



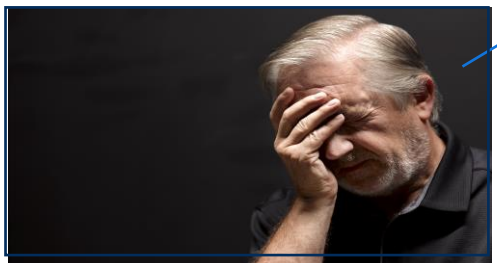
Your delivery...

What percentage of impact does each of these have on your message?



- Nonverbal – 55%
- Voice & tone – 38%
- Content – 7%

Nonverbal Communication



Confident

Scared

Overwhelmed

Relaxed

Nonverbal communication – 55%

- Facial expressions
- Gestures
- Body language
- Eye contact
- Appearance



Tips for nonverbal communication



- Proper hand gestures to enhance your message and improve confidence
- Movement
- Making proper eye contact

Voice & tone – 38%



How your voice is measured

- Volume
- Pitch
- Pace
- Quality/Tone
- Fillers



Content – 7%



Audience analysis



- Knowledge of topic
 - Level of understanding
 - WIIFM
- Know your audience
 - Commonalities
 - Attitude towards topic
 - Setting
- Motivate your audience

Strong opening

- Set the tone for your presentation
 - Bold statement
 - Impactful statistic
 - Thought-provoking question
- Gain the audience's attention
- Reveal the purpose
- Establish credibility



Tips for writing a strong opener

- Identify the emotion of your speech
- Leave “thank you” for the end
- Connect with your “why you?” before you begin
- You’re on before you start
- Smile, pause and breathe

Jeff's Opener-

First Time Homebuyers

Hey folks,

My wife and I bought our first home in 1995. While looking at the home, our 2 year old daughter rolled down the basement steps. That was scary but buying our first home was even more scary. I was a couple years into working in the mortgage industry and still learning. We had so many questions as a first-time homebuyer. Now having 30 plus years in the mortgage industry, I have a true and empathetic understanding and I'm able to educate today's FTHB. Statistics show that the average age is 33 and the average down payment is approximately \$8500. I am able to assist realtors and their customers to understand ALL of the in's and out's.

Storytelling



- Prove, illustrate or introduce your point
- Use language that explicitly connects your point
- Use scene-setting, volume and pausing
- Be concise
- Explain what happened and what you learned

Closing statement

- End with impact
 - Use facts and statistics
 - Check for understanding
 - Summarize key information
 - Emphasize a sense of urgency to shift mindset
- Give a clear CTA



Tips for writing a strong closing statement

- Try to end your presentation on a positive note
- End with a memorable quote
- Avoid a Q&A session, engage throughout
- Close with a story
 - Virtual: End with a powerful image



Visuals

- PowerPoint
 - Simple
 - Minimal words
 - Illustrations
- Handouts
 - Support the purpose
 - Future use of presentation
 - Bullets vs. narrative



Leaving a lasting impact

- Know your audience
- Strong opener
- Storytelling
- Visuals
- Strong closing statement

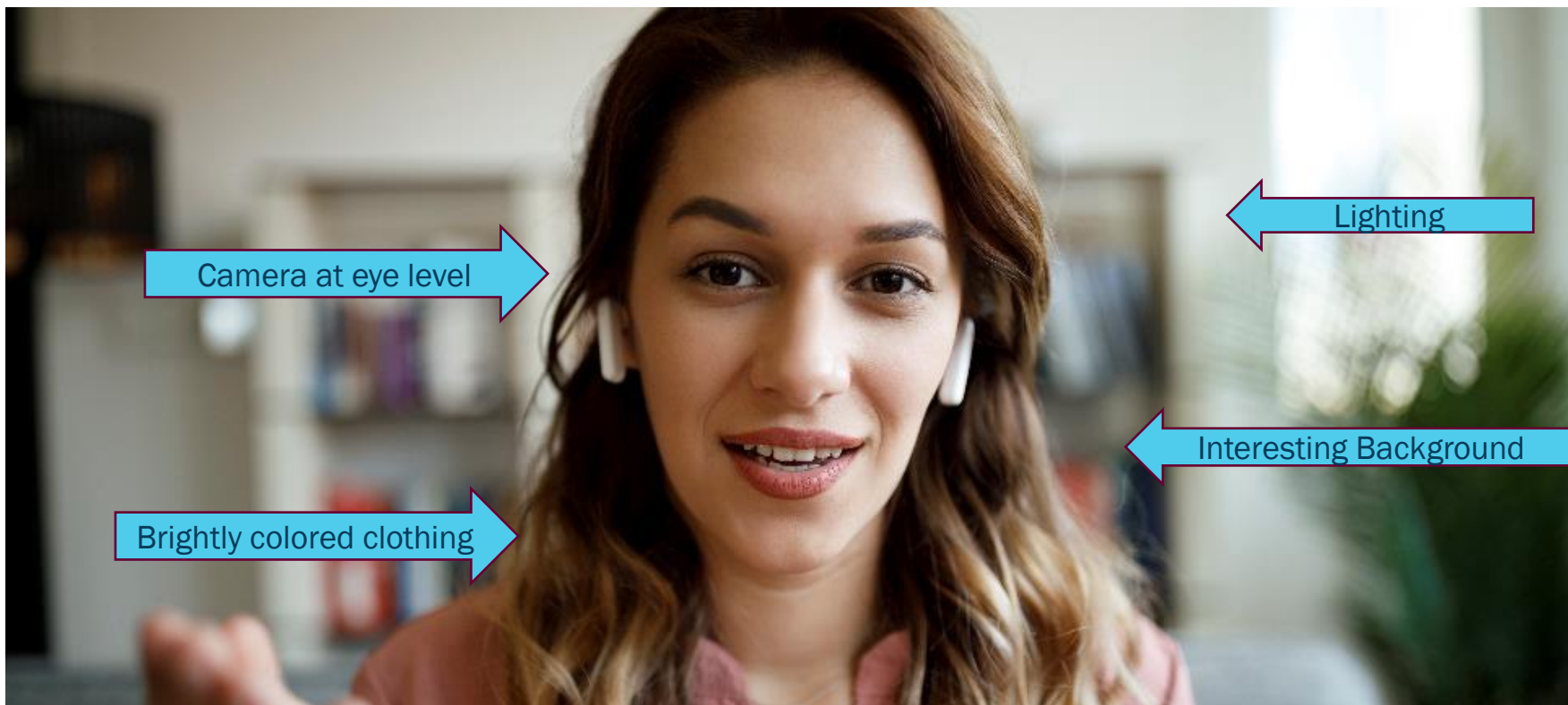


Seated presentations



- Everything you have learned still applies – just modified
 - Select your seat wisely
 - Body language/eye contact/voice
 - Converse

Video best practices



Engage your participants



- Breakout rooms
- Chat box
- Polls
- Q&A
- Raise hand
- Screenshare
- Whiteboard

Practice! Practice! Practice!

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1. Start by crafting your story
2. What, why, next
3. Record yourself
4. Prioritize the beginning and end
5. Use some humor and simple language



So, now what?



Opportunities for action



Just do it, then do it again!



Thank You

