

Effective Public Speaking

Effective public speaking is one of those things where you know it when you see it, but you don't necessarily know how to define it. There is not a specific formula for building an effective presentation. However, all effective presentations have three things in common: they are organized, they are knowledgeable, and they are engaging.

Organization and Knowledgeability	
Organization	Knowledgeability
Organize your presentation around the answers to these questions	In addition to knowing the organization of your presentation, here are other questions you need to answer
What is the topic of your presentation? - Introduction	What are the limits of your presentation topic? - Your presentation needs a narrow and specific topic
What are the details of your presentation? - Body	What is the specific topic of each individual section of your presentation?
What is the point of your presentation? - Conclusion	What is the order of the sections of your presentation? - Knowing the order of sections will help you if you lose your place
The most important aspect is the <i>point</i> . The point of your presentation <u>must</u> be explicitly clear, therefore, should be the focal point of the organization.	What are the transitions, anecdotes, metaphors, and emotional appeals used in the presentation?
	What is the context of the presentation? - Audience, timing, setting, technology used, etc.
Being organized helps you be knowledgeable, and being knowledgeable helps you be organized.	

Engagement

Engaging presentations are dynamic and balanced across several factors

- Verbal Engagement – a balance of topic-specific information, metaphors, anecdotes, and emotional appeals tied together with transitions and internal summaries
 - Nonverbal engagement – a balance of nonverbal gestures and behaviors
 - Avoid doing too much (or too little) of these nonverbal gestures
 - Eye contact
 - Hand gestures
 - Body movement and posture
 - Volume, tone, and tempo
- Avoid being monotone and robotic, while also avoid being over-expressive

*For specific help or clarity, please reach out to Matthew Higgins @ matthew.higgins@cgu.edu, the public speaking specialist for the Center for Writing and Rhetoric.