

**Mastering Your Speech:  
How To's for a  
Memorable  
Presentation  
23 August 2013**



**Presented by:  
Dee Dukehart**

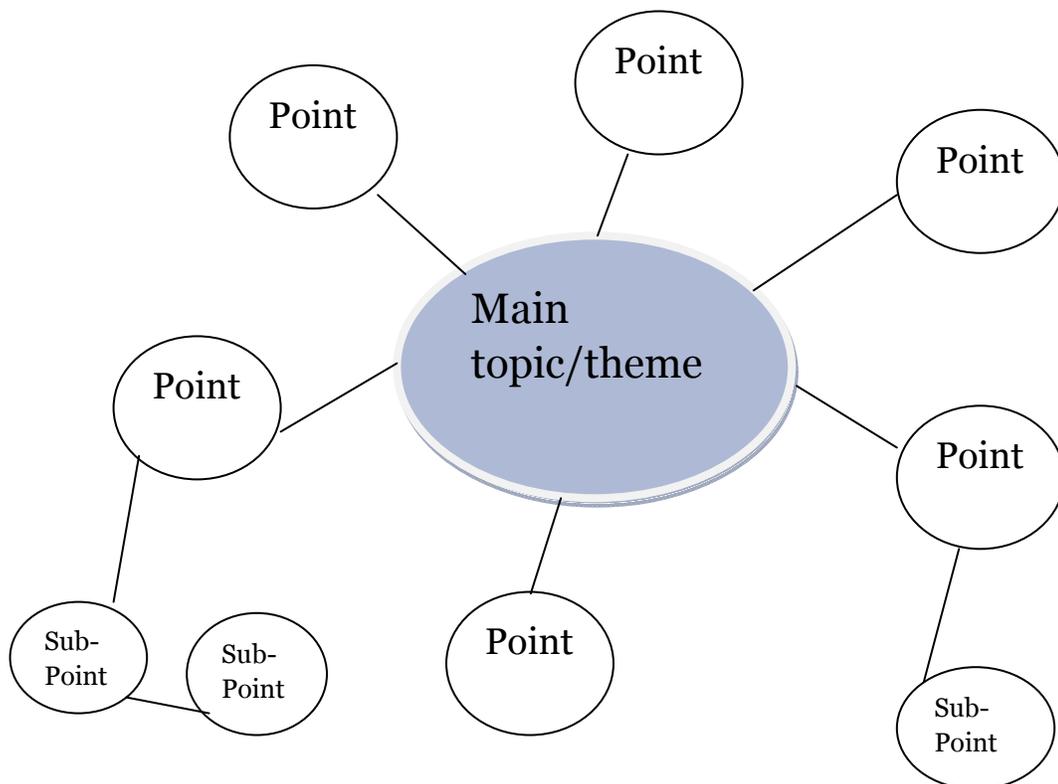
# Getting started:

## Planning:

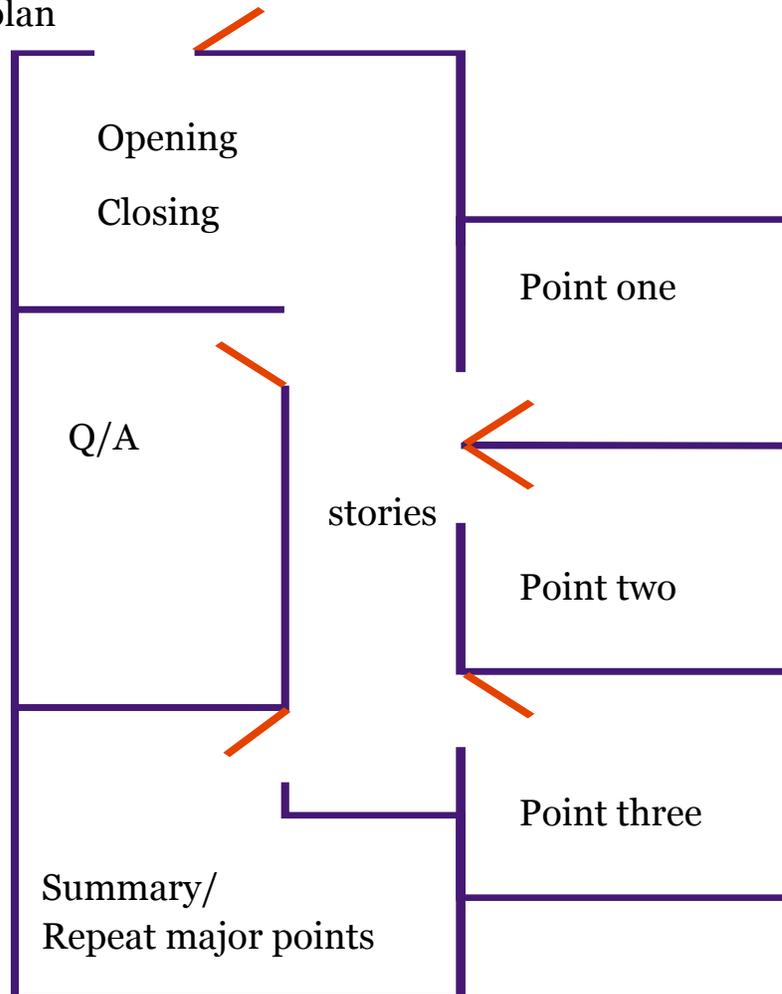
1. Who's your audience?
2. What are their needs/wants?
3. Topic/theme?
4. Points/sub-points?
  - a. Top three

## Organizing:

1. Mind map
  - a. Major message
  - b. Points
  - c. Sub-points
  - d. Prioritize



## 2. Floor plan



## 3. Opening/Body/Closing

### a. Opening

1. S \_\_\_\_\_
2. S \_\_\_\_\_
3. Q \_\_\_\_\_
4. Q \_\_\_\_\_
5. C \_\_\_\_\_ E \_\_\_\_\_

- b. Body
  - 1. Statistical information
  - 2. Facts
  - 3. Engagement
- c. Closing
  - 1. F\_\_\_\_\_ c\_\_\_\_\_ with opening
  - 2. C\_\_\_\_\_ -to-a\_\_\_\_\_
- 4. Practice, practice, practice

## Delivering

Opening – S\_\_\_\_\_ to t\_\_\_\_\_ seconds to hook

Four V's – all vital

- 1. V\_\_\_\_\_ = \_\_\_\_\_ percent of believability
- 2. V\_\_\_\_\_ = \_\_\_\_\_ percent of believability
- 3. V\_\_\_\_\_ = \_\_\_\_\_ percent of believability
- 4. V\_\_\_\_\_ = \_\_\_\_\_ percent: What they **remember**

### The Power of pause:

The power of pause: it gives the audience time to r\_\_\_\_\_ and c\_\_\_\_\_ the words, points and message. It also gives you time to breathe and think.

Substitute fillers: “Um,” “ah,” “so,” “you know,” “okay,” with a good pause.

Pauses:

- |  |   |
|--|---|
| <input type="checkbox"/> Create anticipation | <input type="checkbox"/> Emphasize points     |
| <input type="checkbox"/> Bridge humor        | <input type="checkbox"/> Engage your audience |

Listen for fillers: “um,” “a,” “so,” “you know.” Ask a friend to notify you when s/he hears you use them.

Fillers d\_\_\_\_\_ from your message; pauses a\_\_\_\_\_ to your message.

**“The right word may be effective, but no word was ever as effective as a rightly timed pause.”** Mark Twain

### **What’s the real point in a PowerPoint?**

- To add to your presentation
- To accentuate your points
- To give audiences a broader perspective on your message
- To define certain hard-to-conceptualize pieces of information
- To show audiences visual – and memorable – images

Q/A: Before you close

Close: What do you want them to remember? What points or challenge is paramount and beneficial for the listeners?

What does the property *look like*? How do you describe in *word pictures* what you want, what they need? Does the audience “see” the same description that you do?

### **Tools and tips:**

Write down *three tools* you heard this afternoon and a benefit of each:

1. \_\_\_\_\_  
a. Benefit: \_\_\_\_\_
2. \_\_\_\_\_  
a. Benefit \_\_\_\_\_
3. \_\_\_\_\_  
a. Benefit \_\_\_\_\_



## Dee Dukehart

Dee has been an international communications trainer and consultant since 1992. Her love of the English language and her desire to help others appreciate it drove her to start writing, training, coaching and consulting teams and individuals worldwide. She runs Sandbox Communications, an international consulting company that helps companies and teams bring more impact to their bottom line and more power, persuasion and influence in their communication.

She is a published author on her favorite subjects: writing, presentation skills and communication skills. She also conducts webinars, tele-seminars, full-day and two-day trainings on writing – e-mail, technical, and business – communication and presentation skills. Her strategic business coaching helps managers and executives express their points and needs in a clear, concise and concrete manner.

Visit her website: [www.DeeDukehart.com](http://www.DeeDukehart.com).

If you would also enjoy receiving her irregular e-zine, please write to her: [Dee@DeeDukehart.com](mailto:Dee@DeeDukehart.com). Also, let her know of some of the quirks, “ah ha’s” or “oh, no’s” in other’s presentations that come your way; she loves getting tidbits from around the world.

Here’s to “knock-‘em-alive” presentations.

