

— *A Complete Guide to* —

PUBLIC SPEAKING

— *2nd Edition* —

Skills & Software Tools for
Business / Technical Presentations



JOE GRIPPO

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藏書章

JOE GRIPPO

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PREFACE: THE GENESIS OF THIS BOOK

This is the second edition of my book on public speaking that was published in 2009. During the past five years there has been an explosion of software tools and aids for designing and conducting presentations. Some examples will be mentioned herein merely as illustrative of what can be used but, rest assured, others will have been marketed by the time this is printed. Thus, it can never represent a complete list of tools available but, it should provide a clue and a guideline when shopping for whatever appeals to you.

I spent a lot of time in my career in corporations making many types of presentations. There were small informal project presentations in department meetings, formal presentations to the boards and managements of companies when presenting the results of consulting studies, and multi-media presentations to large groups as part of management training seminars which I and others at SRI International conducted around the world. At SRI, before presenting our consulting results to clients, we usually developed visual aids to

augment the presentations and rehearsed our material to others in the department or elsewhere in the organization. In those days we usually drafted flip charts that contained the main points. As the years went by, we adapted to transparencies, then to 35mm color slides, and finally, to rudimentary PowerPoint presentations. PowerPoint emerged as the “gold standard” and was used, for example, even when teleconferencing between continents. It still is the preferred tool for displaying information but, as will be discussed later, it has been greatly enhanced and is used in conjunction with other newer tools.

After leaving SRI I became the CFO of three small companies in Silicon Valley. Though my academic background was far afield from biotech, since I spent 22 years at SRI, a highly-technical environment, I enjoyed hearing about our science projects and attended weekly briefings conducted by our staff. It was a good way for me to not only find out about project results in the laboratories but, to learn about problems as well as achievements. These so-called science seminars were usually conducted by project managers who were brilliant doctorates in such fields as Microbiology, Biochemistry and so on. Though these members of our staff were extremely well educated, and some were recognized leaders in their fields, more often than

not, I felt that many presentations could have been improved if the presenters had received some simple public speaking tips and used even rudimentary visual aids to help them be more organized and to keep up the audiences' interest and assist them in following the results.

In one of the companies Human Resources conducted a survey of the staff to determine what fields of educational seminars and management training the staff desired. Among the usual topics by the technical staff were how to conduct staff performance reviews, project management, basic supervisory techniques and so on. These were typical areas that highly-educated scientific and technical staff missed during their formal education curriculum as well as their business experience.

Beyond the topics just cited, a surprising number of the staff expressed a desire for public speaking training. Some revealed that they were outright afraid to speak in public! Besides not engaging in this during their education or experience, a number of the staff came from abroad and were shy and uneasy about speaking in English. Others simply had few chances to speak in front of groups.

Thus, the staff in Human Resources searched for outside consultants to conduct seminars in a number of the high-priority topics. What was found in the area of public speaking was determined not to be satisfactory. Since I had the previously-noted experience in conducting presentations not only in business but during my undergraduate days in college as well, I volunteered to develop a training seminar for the program on my own time.

So, after conducting some outside research and adding in my own experience and observations on public speaking over the years, I developed a seminar and conducted it regularly as a component of our corporate management training program.

Besides the seminar being well-received by the staff, it also led to my being asked to conduct some private sessions for staff members after daily work. Some had upcoming presentations and desired help while others merely wished to practice public speaking in front of others. In fact, even after my retirement I was contacted by scientists who were elsewhere in Silicon Valley by then, who wanted me to conduct sessions in their new organizations.

What follows, then, is a step-by-step approach that

can be used to prepare your presentation beforehand and deliver it in an effective and professional manner. Regardless of whether your audience is small and the setting casual, or whether your presentation will take place more formally in front of a large audience, the public speaking principles and tips described herein can be useful and the approach can be scaled up or downward to fit your need. Additionally the step-by-step structure for preparing a speech can also be useful as a guide for preparing written reports.

So, that's the genesis of the book.

I. INTRODUCTION

It is said that human communication was revolutionized with speech approximately 100,000 years ago. The earliest recorded symbols were ochre drawings by cave dwellers on their rock walls such as in Chauvet-Pont-D Arc, France around 30,000 B.C. Approximately 20,000 years later the ancients finally carved images into the rocks, which are called petroglyphs. Perhaps these might be categorized as the ancients' version of Facebook posts.

It wasn't until around 6000 B.C. that the Egyptians carved their symbol-by-symbol hieroglyphics on walls and columns to depict their pharaohs, their families, conquests and other significant events of the day. One might claim that these were early versions of PowerPoint "bullets" .

Fast forward through history and one finds that humans eventually communicated by writing on cylinders, wood, parchment and sent their versions of Tweets via sending smoke signals and beating drums. It wasn't

until 1838 that Morse invented the telegraph and advancements accelerated thereafter with the inventions of the telephone (1876), radio (1896), TV (1927), the ENIAC electronic numerical computer (1946), PC (1983), Internet (1960's-1980's) and the iPhone in 2007.

Now, in the 21st Century, humans can communicate anytime and from anywhere via electronic devices and new inventions are announced almost daily in our media. People now complain that so much information is developed and communicated that it's easy to experience "information overload".

In the midst of these myriad means of communication and "big data" readily at hand, until we have intelligent robots, people in the workforce will still have to develop and conduct their own presentations.

There are many types of audiences that people are called upon to address. This book, however, will focus on three main categories, which comprise most presentation settings. They are essentially job-related rather than political, civic or other venues.

The three we will focus on are: