Public Speaking

GW CS Senior Design

A Good Talk...

1) has well **structured** and appropriate content

2) infects the audience with your **enthusiasm**

3) takes a lot of **practice**

Public Speaking Boot Camp

Meets on a Saturday

9AM - 5PM

8 hours of presenting, discussing, practicing

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Kind of miserable… but effective!

You get the shortened version

Intermission!

Steve Jobs 3 new products (first ~2 min): https://www.youtube.com/watch?v=7ABFW6rv15g

What does he do well?

1. Structure

Limit your number of points

How many main ideas should you have?

Limit your number of points

How many main ideas should you have?

Three main points

- Details within those points
- but audience will only remember the high level stuff

Brain = array[3]

Use Metaphors, images, and stories

Do you need bullets? lots of text?

- Why do these slides have bullets?
- Why do these slides have words?

Use Metaphors, images, and stories

Do you need bullets? lots of text?

- Why do these slides have bullets?
- Why do these slides have words?
  - So that I (the presenter) can remember what to say
  - So that a month from now you can look back at the slides
  - **Neither of these may be relevant for your presentations!**

Are the words for **you** or **your audience**?

Repetition and Consistency

How to make people remember your message?

Repetition and Consistency

How to make people remember your message?

Consistent "vocabulary" of images/structure plus repetition of key points

- People have limited memories (e.g., max of 3 points)
- Reinforce the parts you want them to remember

> 1. Tell them what you will tell them
> 2. Tell it to them
> 3. Tell them what you told them

Intermission!

- Suzie Sheehy on Curiosity in Research (2 min): https://www.ted.com/talks/suzie_sheehy_the_case_for_curiosity_driven_research
- Andrew Blum on the Internet (2 min): https://www.ted.com/talks/andrew_blum_what_is_the_internet_really
- James Mickens on Security (6 min): https://www.youtube.com/watch?v=tF24WHumvIc

What is similar? What is different?

2. Delivery

The 7 Things

Eye Contact - 5 seconds!

Volume - loud!

Bad Words - uh, um, so, like, basically

Gestures - hands in the box

Posture - feet stable, shoulder width apart

Voice Modulation - pause and emphasize

Smiles/Happiness - even with a mask

The ~~7~~ 3 Things

1. **Speak** clearly
- Volume, Bad Words

2. **Position** your body
- Gestures, Posture

3. **Engage** the audience
- Voice Modulation, Smiles, Eye Contact

3. Practice
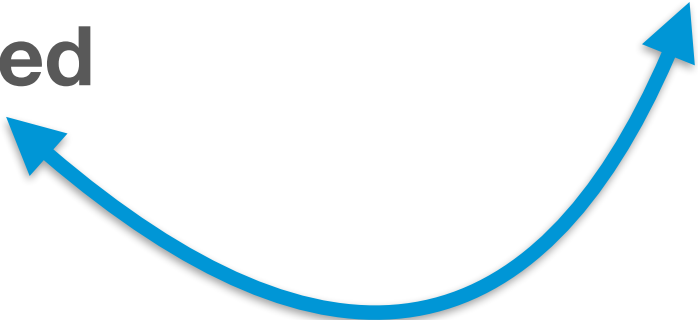
Prepared = Reduced stress!

Need to be comfortable in front of an audience
- General skill to build

Need to prepare material to present
- Need to repeat this for every talk you give (but it gets easier)

A good talk requires a **comfortable** speaker who is well **prepared**

Your Turn!

Speak for ~60 seconds on:

- Why your hometown is a wonderful/terrible place
- The best meal you ever ate
- Your best travel experience
- Why you think ____ is the best programming language
- Your favorite book/movie/band
- Your first memory from coming to GW
- (feel free to make it all up)

Speak clearly

Volume, Bad Words

Position your body

Gestures, Posture

Engage the audience

Voice Modulation, Smiles, Eye Contact

How to get better?

Practice!

Watch videos of good presenters

- Steve Jobs iPod announcement (first 9 min): https://www.youtube.com/watch?v=uvsuAZFem88
- Steve Jobs 3 new products (first ~2 min): https://www.youtube.com/watch?v=7ABFW6rv15g
- Andrew Blum on the Internet: https://www.ted.com/talks/andrew_blum_what_is_the_internet_really
- Suzie Sheehy on Curiosity in Research: https://www.ted.com/talks/suzie_sheehy_the_case_for_curiosity_driven_research
- James Mickens on Security (first 6 min): https://www.youtube.com/watch?v=tF24WHumvIc
- Nancy Duarte on the structure of presentations: https://www.ted.com/talks/nancy_duarte_the_secret_structure_of_great_talks

Practice with someone not in your field

Summary

A great presentation:

1. Has well **structured** and appropriate content

2) Infects the audience with your **enthusiasm**

3) Takes a lot of **practice**

1. Speak clearly
Volume, Bad Words

2. Position your body
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Presentation Guide

1. Have students set their phone up to record their talk

2. Tell them to take a breath and start
   ➡ **Make them restart if their first sentence has a bad word!**

3. If < 60 seconds, prompt them with a new topic

4. Applause!

5. Give them feedback:
   ➡ **Which area was the best?**
   ➡ **Which area do they need to practice?**

Speak clearly
Volume, Bad Words

Position your body
Gestures, Posture

Engage the audience
Voice Modulation, Smiles, Eye Contact

Topic Ideas:
- Why your hometown is a wonderful/ terrible place
- The best meal you ever ate
- Your best travel experience
- Why you think _____ is the best programming language
- Your favorite book/movie/band
- Your first memory from coming to GW
- (feel free to make it all up)