

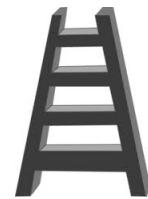
The middle

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Clear Structure

Point 1
Point 2
Point ...



Each point must be supported with:
examples / statistics / testimonials

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Signal where you are

- Guide the listener by using expressions to tell him/her where you are going



- *I **first** want to talk about...*
- *There are **three things** we have to consider: **The first**...*

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Use transitions

- Indicate the end of one section and the beginning of the next.
- *That's all I would like to say about... and now let us turn to*
- *Now that we've seen... let us talk about...*

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The most important rule ...

**DO NOT OVERLOAD YOUR
PRESENTATION with too
much information!!**

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What you need to avoid

Example:

- ✓ The issue is as follows:
 - ✓ Case 1a...
 - ✓ Case 1b
 - ✓ Case 2a
 - ✓ Case 2c
 - ✓
 - ✓ Case 7a
 - ✓



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Clarity

- make sure your speech is **comprehensible**
 - ✓ Go for short, comprehensible fragments
 - ✓ Give lots of

examples!!!!

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The power of images

- It is difficult to remember abstract concepts
- If we **speak by images** it is easier for people to remember what we say

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The power of anecdotes/personal stories

- Make speech more interesting, personal and involving → creates **empathy**
- The audience feels closer to the speaker
 - **more likely to remember their presentation**

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https://www.ted.com/talks/amy_cuddy_your_body_language_may_shape_who_you_are?language=it

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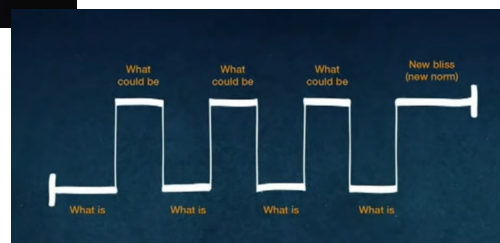
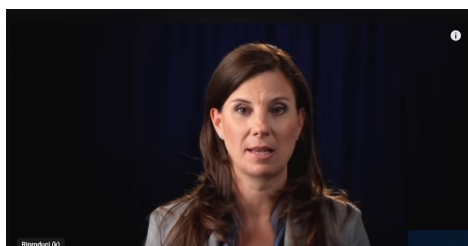
The power of storytelling

- Makes speech more memorable and easy to listen to

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the Power of What It Means to Share a Story So That It Engages



<https://www.youtube.com/watch?v=GY3u6QuZXE8>

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Sentence structure

Use plain, simple sentences

- English (especially spoken English) loves short, uncomplicated sentences

Ex. He came. He was hungry. He ate.

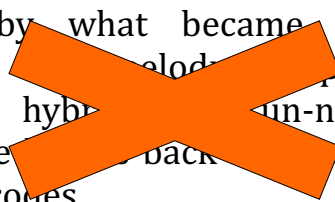
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Choosing your sentences

Simple and comprehensible sentences

Punctuated by what became ubiquitous
sound bites, melodramas, and
transgressive hybridity, the
representative of a back-to-back
heterovisual codes



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*One thing that the best public speakers have in common is that they keep their speeches and presentations **simple**.*

<https://www.businessknowhow.com/growth/keepsimple.htm>

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*Rather than trying to impress their audience, great speakers put their efforts into delivering a **clear, compelling message**.*

<https://www.businessknowhow.com/growth/keepsimple.htm>

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Your **take-home message**

- Must be expressed clearly **at the beginning**
- Must remain the **central point** of the presentation
- Must be remembered **at the end**

Ex.: Today I'll talk about **X ...**
... This is all I had to say about **X**

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The Conclusions

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The Conclusions

1. Remind the audience of
 - the main points raised in the presentation
 - the **take-home message**
2. Provide a **comment** that remains **memorable**

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Your last comment

- A message that logically comes out of the ideas developed in your speech
 - A commentary
 - The lesson learned
 - Some recommendations
 - Next step to take
 - Call to action

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https://www.youtube.com/watch?v=ka6_3TJcCkA

- Leonardo DiCaprio's Climate Speech at the 2014 United Nations Climate Summit in New York City
 - Opening and closing remarks (0:00-0:50; 3:07-end)

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What Leonardo does

Intro:

- I'm here today not as an expert but as a concerned citizen
- As an actor I pretend for a living.. I solve fictitious problems
- Humankind has looked at climate change as if it were a fiction
- ...

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What Leonardo does

Conclusion:

- I pretend for a living, but you do not
- You can act to make change happen
- We beg you to do so

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What Leonardo

Conclusion:

- I pretend for a living, but you do not
- You can act to make change happen
- We beg you to do so

Connects to the beginning and reminds the audience of what he said

Call to action

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