



Enhancing Management of EPI Programs through strategic use of data in Nigeria

Leadership, Management and Coordination Support for the Expanded Program on Immunization

Course Title: Effective Communication- Public Speaking

July, 2024



Session objectives



Today we will learn:

- To speak with confidence and sustain excitement during a presentation
- To develop body language and voice skills to communicate powerfully
- To hold your audience's attention and get your thoughts across effectively

And practice:

- Thought structuring using exercises
- Making a presentation

Participants' expectations

Why do you think you need this training?

What parts of your work do you think this training will impact most?

What personal competency goals would you like to set regarding effective communication and public speaking?

What do you expect to achieve today?

Content of today's training



**Introduction to
communication and
public speaking**



Mastering the art of
public speaking



Course wrap up/ Q&As

What is communication



- Communication is an act of **imparting information** for the purpose of **evoking understanding**
- Effective communication is all about conveying your messages to other people **clearly** and **unambiguously**
- It is also about receiving information that others are sending to you with as little distortion as possible

“

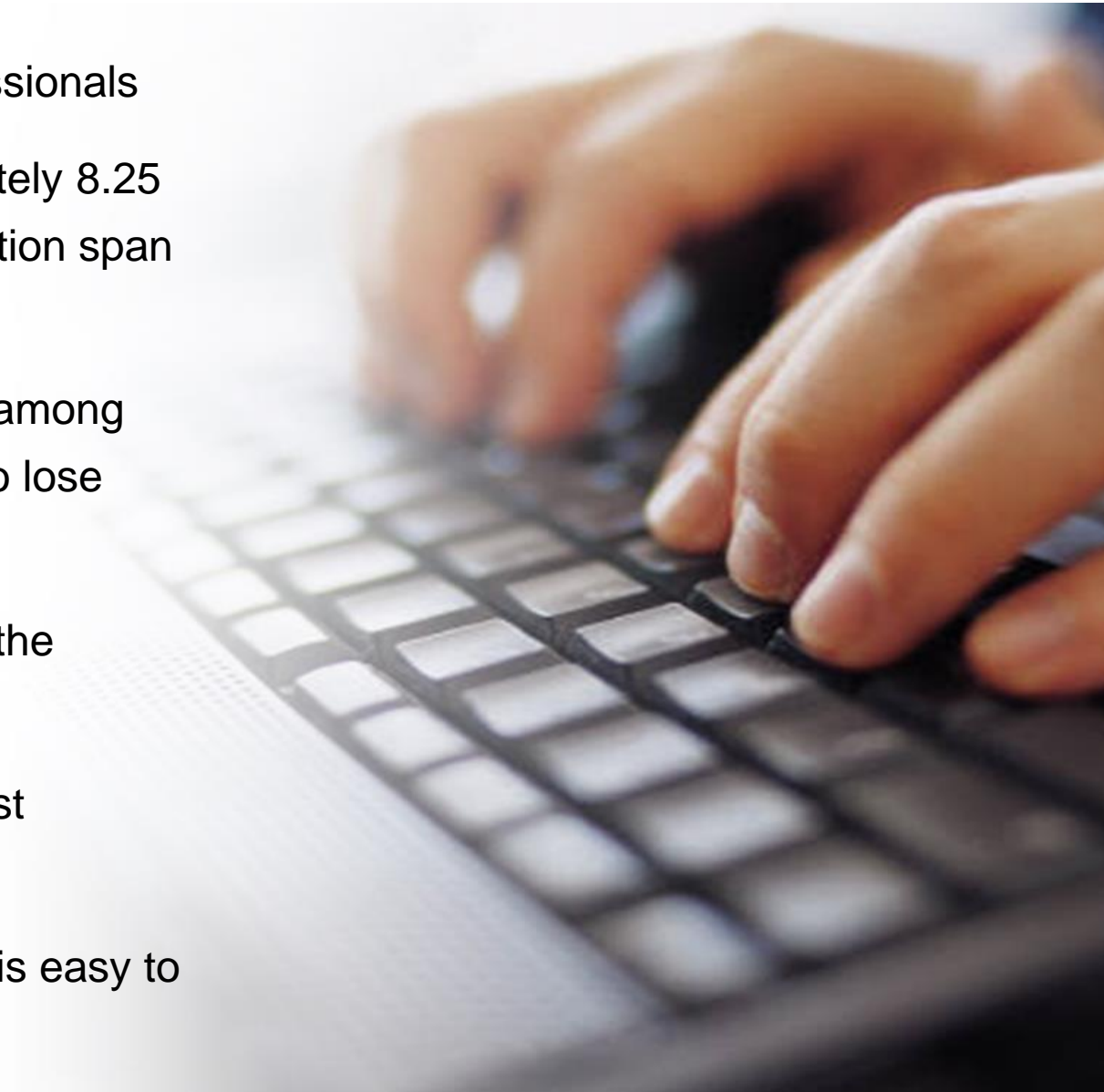
”

Why is it important to communicate effectively?

Why is it important to communicate effectively?

Effective communication is a key skill requirement in the global market today

- ❖ Effective communication is an essential skill for all professionals
- ❖ In 2024, the average human attention span is approximately 8.25 seconds, which is notably shorter than the average attention span of a goldfish, measured at 9 seconds
- ❖ This decline in attention span is particularly pronounced among younger generations. Generation Z, for instance, tends to lose interest in advertisements after just 1.3 seconds
- ❖ To maintain your audience, you need to effectively pass the salient message across to retain their attention
- ❖ It is pertinent to pass key messages across in the shortest possible time
- ❖ The key messages must be structured in a way in a that is easy to receive, process and remember



“

You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere

– Lee Iacocca

Former president of Ford and Chrysler Corporation



Content of today's training



Introduction to business writing and public speaking



Mastering the art of public speaking



Course wrap up/ Q&As

What is public speaking?

<https://www.youtube.com/watch?v=kql-pvni0s>

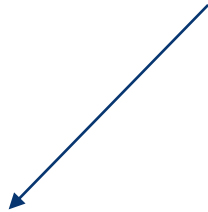
<https://www.youtube.com/watch?v=Oehry1JC9Rk>

“

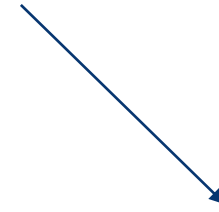
”

In one sentence, describe what, you have learnt from the video on public speaking?

the video on public speaking:



<https://www.menti.com/al5csr1jzdi3>



“Communication without clarity is noise. Speak with purpose and you will propel your audience to take massive action towards a journey of self-improvement”

— Farshad Asl
Author



What is public speaking?

- Public speaking is a means of **communicating your thoughts and ideas live before an audience**
- Any communication that involves the following may be termed public speaking:
 - an audience
 - a method of delivery
 - a presenter
 - a message
- This skill **can be adapted to various speaking situations**, such as talking to a group, addressing a meeting or briefing a team
- Speaking **may be formal or informal** and may not always be done with PowerPoint slides



Public speaking involves giving a PRESENTATION before a group

Bad presentations are caused by a mix of elements, mostly within the presenter's control

Elements during a presentation that could lead...

<i>Small, weak voice</i>	<i>Rambling, boring, slow start</i>	<i>No attempt to simplify</i>
<i>Reading text on slides</i>	<i>No gestures</i>	<i>No clear point</i>
<i>Lots of text on slide</i>	<i>Reading a script</i>	<i>No examples</i>
<i>No eye contact</i>	<i>Looks bored/disinterested</i>	<i>Ugly design of visuals</i>
<i>Faces away from audience</i>	<i>Too complicated, confusing</i>	<i>Presenter not motivated</i>
<i>Repeats a point too often</i>	<i>No body movement</i>	<i>Talk contains nothing new</i>
<i>No audience participation</i>	<i>Using jargon</i>	<i>No flow, just many "points"</i>
<i>Monotone, monospacing</i>	<i>Data overly complicated</i>	<i>Talks too fast</i>

...to an unproductive meeting



“

Having seen what makes a presentation bad, what are some of the attributes of a good presentation?

”

some of the attributes of a good presentation:

Having a productive presentation is solely within the presenter's control

Productive meetings...



...are a product of so many factors

Start with interesting hook

Uses personal stories

Makes audience think

Big Voice (good projection)

Clear pronunciation

Has new or "rare" info

Smile, friendly, natural

Gets audience participation

Explains why not just what

Passion, excited by topic

Use of humor, emotion

Makes the abstract tangible

Simple design, delivery

Use of great visuals

Changes pace periodically

Has a clear main point

Good time management

Shows "the big picture"

Confident body language

Clear conclusion

Conversational tone

Use of interesting examples

Has surprises, unexpected bits

Points are clear

Presenting for impact involves careful planning and excellent delivery of your presentation



- A Planning for the presentation**
- Create the presentation material
 - Hone your delivery skills

- B Delivering the presentation**
- Tips for presenting
 - Close presentations with style
 - Manage the Q&A session

Let us begin with planning for the presentation

Every impactful presentation begins with effective planning

 Current focus

Things to do prior to any presentation

1

Create the presentation material

- Key questions to answer
- Create the content



2

Hone your delivery skills

- Tips to cure stage fright

Note:
Preparation should begin as early as possible before any presentation

There are several questions to answer in planning for any presentation

Questions to answer?

The Objective

What is the purpose of the presentation, what outcome(s) do you and the audience expect?

The Subject

What subject will you be speaking on? How well do you understand the subject? Is it related to the objective? (the subject may come from the objective but they are not necessarily the same thing)

The Audience

Do you know your audience well and what they will consider acceptable or not?

The Place

Do you have advance information about the place where you are going to speak and how conducive it is when considering what you need to pull off a successful presentation?

The Time

What time of the day will you be speaking? Is there flexibility to choose a time?

Length of the presentation

How much time do you have to make the presentation? Does this include or exclude time for questions?

Creating your presentation material is similar to creating content for business writing

1

Think Blue Sky (the ideas)

- Write down all the points you wish to make, irrespective of order

2

Selecting the main points

- Divide the presentation into three sections:
 - Introduction
 - Main Content
 - Conclusion
- From your notes decide on the most important things that need to be said across the three sections
- Arrange the key points in logical order (use a dot-dash) and expand them with supporting material

3

Decide whether to illustrate

- Use visual illustrations if anything requires expanding, clarifying or simplifying
- Illustrations of any type should be relevant and fully explained
- Bear in mind that a talk may last longer if visual aids are used

4

Finalize the presentation

- Structure the introduction to give a preview of what you are going to say, gain the attention of the listeners and have a statement of purpose
- Choose a technique to shape the delivery of the main content to help you order this section
- Repeat the main points in the conclusion but try to use different words

As you prepare your presentation material, aim to give a clear and well-structured delivery

Every impactful presentation begins with effective planning

 Current focus

Things to do prior to any presentation

1

Create the presentation material

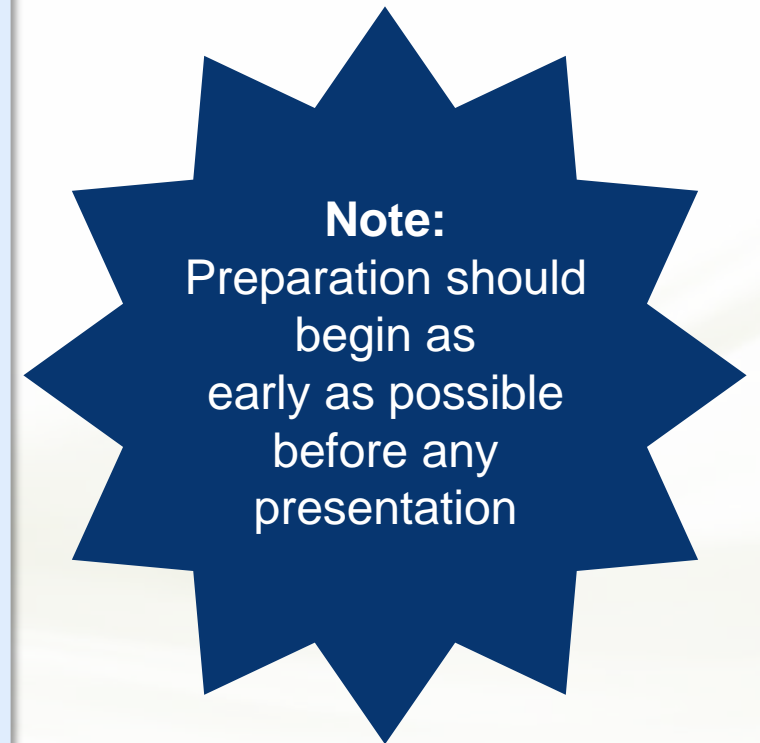
- Key questions to answer
- Create the content



2

Hone your delivery skills

- Tips to cure stage fright



Rehearse helpful practices to cure stage fright

Practices to cure stage fright

PRACTICE

Recreate your presentation environment and practice as much as you can before the day

GET FEEDBACK

Find someone you trust and perform your presentation for them

GET EXCITED

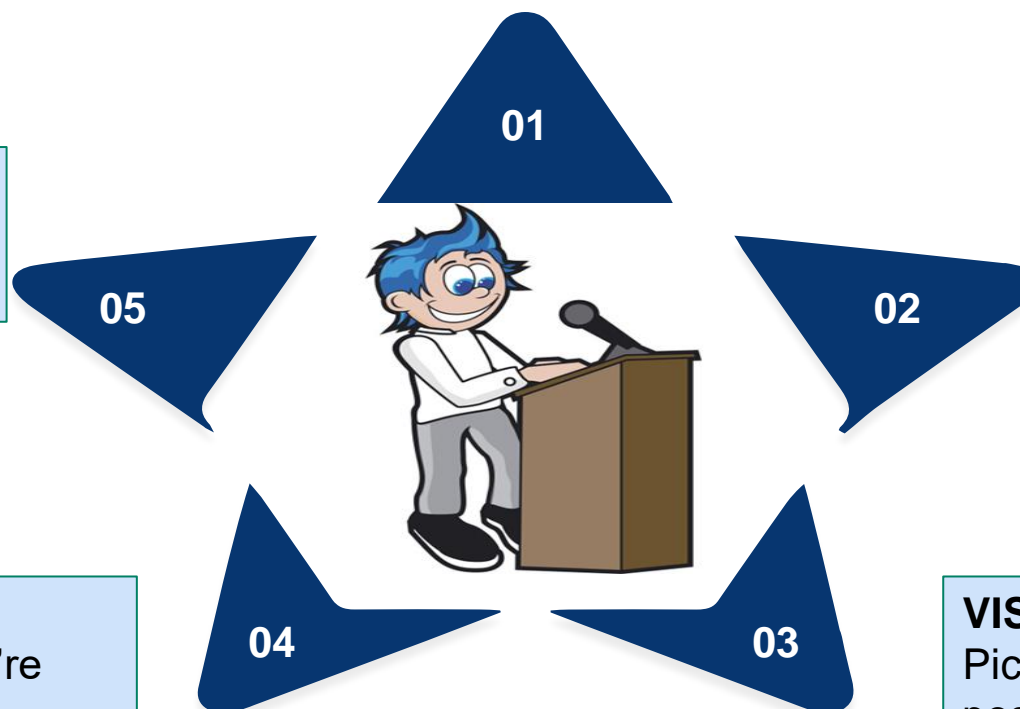
Fight the chemical responses in your body by telling yourself that you're excited rather than scared

SHIFT YOUR FOCUS

Tell yourself 'it's not about me'. You're there to do a job, and your audience probably aren't even that aware of you

VISUALIZE SUCCESS

Picture yourself delivering the best possible presentation, and being congratulated for it



Presenting with guaranteed impact involves structured planning and excellent delivery of your presentation



A

Planning for the presentation

- Prepare the structure and content of your presentation
- Hone your delivery skills

B

Delivering the presentation

- Tips for presenting
- Close presentations with style
- Manage the Q&A session

Let us continue with the session on
delivering the presentation

To deliver your presentation properly, pay close attention to the following general tips

■ Details in coming slides

1

Create Rapport

- Take your time to get into position, make eye contact with the audience and remember to smile

2

Watch your voice and language

- Be conscious of the following aspects of voice control:
 - Volume - to be heard
 - Clarity - to be understood
 - Inflections - to add interest and project the appropriate emotion on your audience
- Do not speak too fast and remember to pause occasionally to let the audience assimilate the information

3

Positioning and body language

- Use open body language and exaggerate your movements
- If you can, wander about the stage during your presentation

4

Be Focused And Succinct

- Utilize a lean model to get to the point

Decide on a method to create rapport, and maintain the audience's attention

	Description of method	When best to use it
1 Amplify	<ul style="list-style-type: none"> Take something minor and demonstrate it's a serious problem. The surprise factor will have them hanging on to your every word 	<ul style="list-style-type: none"> Grabbing attention Challenging expectations
2 Summon the senses	<ul style="list-style-type: none"> Describe a scene in vivid detail, or ask them to remember a particular memory and recall what they saw, smelled, heard and felt 	<ul style="list-style-type: none"> Creating a lasting impression Making your ideas come alive
3 Personalize it	<ul style="list-style-type: none"> Make the problem relevant to your audience by showing that it affects (or is caused by) them or their community 	<ul style="list-style-type: none"> Making your audience care Making complex ideas simple
4 Pose a puzzle	<ul style="list-style-type: none"> Open with a puzzle to pique your audience's curiosity from the get-go. Direct them or, promise to tell them the answer at the end 	<ul style="list-style-type: none"> Waking up your audience's brains Inspiring curiosity
5 Ask a question	<ul style="list-style-type: none"> Ask questions in an effective way to prompt your audience to have an 'aha!' moment 	<ul style="list-style-type: none"> Helping the audience recognize a problem or come to some conclusion
6 Start with a quotation	<ul style="list-style-type: none"> Quote a famous person as an easy way to borrow a little of their power. Choose someone respected by your audience 	<ul style="list-style-type: none"> Giving your talk respectability Summing up an argument or an idea
7 Tell a story	<ul style="list-style-type: none"> Tell a personal story, it may make us feel vulnerable, but it's an opportunity to show confidence and character 	<ul style="list-style-type: none"> Explaining ideas in an accessible way Synchronizing the audience's emotions with your own

Be conscious of your voice and how you speak

https://www.ted.com/talks/julian_treasure_how_to_speak_so_that_people_want_to_listen?language=en

Watch your body language - it may make or mar your presentation

- Body language comprises
 - Posture
 - Gesture
 - Eye contact
 - Position and movement; and
 - Facial expression

- Good body language skills are as important as communication skills to a speaker. It is a vital form of communication that can make or break a presentation



When your body language aligns with the other aspects of your presentation, then you're sure to win over your audience

In general, there are acceptable and unacceptable actions portrayed by an individual's body language

Acceptable body language

Posture

- Stand straight
- Arms rest in a relaxed way by your sides

Gesture

- Use both descriptive and emphatic gestures slightly

Facial expression

- Smile before you begin
- Make direct eye contact with some of the audience

Unacceptable body language

- Arms folded across the chest
- Arms clasped behind the back
- Hands on hips
- Hands folded below the waist
- Leaning on one hip
- Turning your back to the audience
- Putting your hands into your pocket
- Pointing at the audience
- Pushing glasses back constantly
- Clicking a ballpoint pen
- Scratching the body
- Tapping your feet or bouncing your legs
- Drumming your fingers on the table
- Jiggling with keys
- Pushing hair from the face
- Not smiling
- Smiling too much especially when delivering bad news

Organize your delivery of the presentation to maximize time spent

- Although some topics can be boring, however presentations or talks are often bad simply because they are unstructured and lengthy
- People can only store a few pieces of information per time and generally have a short attention span. To keep your audience engaged, you should keep your talk brief and straight to the point.

Sample video link:

https://www.ted.com/talks/patience_mthunzi_could_we_cure_hiv_with_lasers?language=en

Close your presentation elegantly

Refer back to the opening message

This is a neat way to round off your message, while simultaneously summing up the entire speech

Close with a summary

This is necessary if your message is particularly complicated or your speech is a long one

Call your audience to action

You need to actually tell them to take action ,it is not enough to assume your message will inspire people to take action

Make it clear that you have finished

Your closing words should make it very clear that it is the end of the presentation. The audience should be able to read this immediately and respond

Don't end with the questions

Take questions throughout your presentation so they remain pertinent to the content

A strong ending motivates, empowers and encourages people to take action

Tips for winning at questions and answer sessions

- 1 **Do your research.** Ensure all facts and figures used in the presentation are correct

- 2 **Take notes,** document questions asked or feedback given

- 3 **Listen and understand** before responding to questions

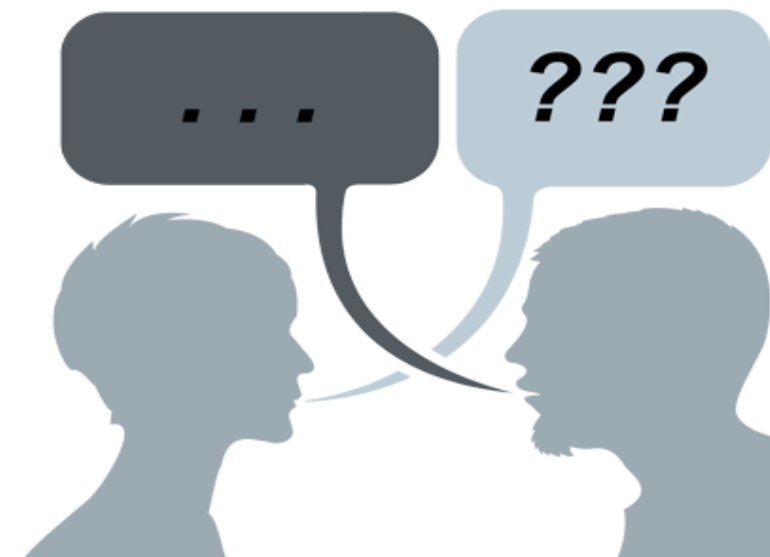
- 4 Allow for follow-up questions

- 5 **Admit what you don't know.** It is better to admit the limits of your knowledge than attempt an uninformed answer

- 6 For argumentative or tangential questions, **use deferral**

- 7 **If there are no questions,** go to a specific point that's likely to stimulate discussion. Ask your listeners what they think

- 8 Answer questions **clearly** and **succinctly**



Class exercise: Mastering the art of public speaking

Objective

- To practice the art of public speaking using all the techniques taught

Process

- The facilitator assigns one of two topics to each participant
 - The importance of vaccination in reducing under 5 mortality
 - Strategies to improve demand for vaccines in communities
- Each participant has 5 minutes to prepare for the presentation
- Each participant has two minutes to deliver the presentation before the class (rapid-fire approach)
- The facilitator uses one minute to give feedback to the participants
- The class votes on the best presentation and the winner is announced to the class
- Participants share learning from the presentation with the facilitator and each other

Class exercise: Mastering the art of public speaking

You are invited to give a 2-minute presentation on *“The importance of vaccination in reducing under 5 mortality”* for a global vaccine summit in London

	Components of each section	Sample presentation content
Subject	<ul style="list-style-type: none"> The subject is the general area you’re going to discuss e.g. healthcare, immunology...etc 	<ul style="list-style-type: none"> I will be speaking about vaccination
Topic	<ul style="list-style-type: none"> The topic for discussion. Be as precise as you can when you choose your topic 	<ul style="list-style-type: none"> The focus today will be on the importance of vaccination in reducing under 5 mortality
Outcome	<ul style="list-style-type: none"> Your outcome is/are the specific things that you want to achieve with your presentation 	<ul style="list-style-type: none"> At the end of the presentation, we should all learn.....
Main points	<ul style="list-style-type: none"> This section usually contains the background/context, the central idea, the issues/insights and the solutions 	<ul style="list-style-type: none"> Vaccines are The need for community vaccination in Nigeria is... The implications are ... To mitigate disease outbreaks, we should ...
Conclusion	<ul style="list-style-type: none"> This section is a recap of the presentation and an opportunity to leave a lasting emotional impression or give a call to action to your audience 	<ul style="list-style-type: none"> In summary, ... Therefore we must

Summary of this section



Content of today's training



Introduction to business writing and public speaking



Mastering the art of public speaking



Course wrap up/ Q&As

Questions?



Are there areas of this course you do not understand?

What are your key takeaways?



GRACIAS
ARIGATO
SHUKURIA
PAXAR
GOZAIMASHITA
EFCHARISTO
GRACIAS
THANK
YOU
BIYA
SHUKRIA
TASHAKKUR ATU
SUKSAMA
EKHMET
MEHRBANI
PALDIES
ROZIN

DANKSCHEE!
SPASIBO
SNACHALNYA
WORIN
CHALTU
YAQHANYELAY
MABERJIL MATTEKA
YOSIPACARATIM
SHIRYADAK
AMUKA
ATTO
SPASIBO
DEKRAJA
INRACHALHYA
UNBLCHESSE
GUH
HARTUR
ENGLJU
SKOMO
MAAKE
LAH
GRAZIE
KOMAPSUNIDA
MEBASTAMTY
SANCO
GAEJTHO
AGGYJE
FAKAGE
BAKETAU
MINONCHAB
TINGKI
BIYA
SHUKRIA