



FIVE STEPS TOWARDS MORE SUCCESSFUL PUBLIC SPEAKING

STEP 1: COMBAT FEAR BY BUILDING CONFIDENCE

- Know yourself and how you come across
- Know *why* you're talking—have a clear point of view
- Know your material cold

STEP 2: USE YOUR NATURAL PHYSICAL ENERGY

- Use the same gestures you use in normal conversation
- Relax your posture and move around when you talk
- Look steadily at various individuals in your audience
- Yawn before you speak to relax your voice
- Use your usual sense of humor—nothing forced
- Find ways to be spontaneous and to *show your enthusiasm*

STEP 3: FOCUS AND SIMPLIFY

- Emphasize why you think your subject is important
- Relate your information to the specific needs of your audience; *show them you care*
- Keep it short: *never* go over your time limit
- Simplify your visual aids
- Repeat your key points
- Show where you've been and where you're going

STEP 4: PREPARE AND PRACTICE

- Research your audience
- Use note concepts—the fewest number of words or pictures that will trigger an idea you can talk about for 1 to 5 minutes
- Volunteer to speak at every opportunity
- Rehearse in front of friends
- Always add 25% to the time you *think* it will take

STEP 5: THINK VISUALLY

- Remember that 85% of what we know and retain comes through our eyes
- *Turn your ideas into pictures*: scenarios, concrete examples, metaphors, memories, charts, and graphs
- Make your body a visual aid: your face, arms, hands, and fingers
- Use words that stimulate pictures: action verbs, color words, taste, sound, touch, and feeling words
- *Always* test your visuals first to see if they work for all parts of the room

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