

# The 2014 National Postal Forum

Information. Innovation. Inspiration.



## *Public Speaking and Powerful Presentations*

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## Overview

- Preparation
- Presenting
- Additional resources

## Preparation

- No substitute for preparation
- Hard work up front pays off later
- Three components:
  - Know your audience
  - Creating valuable content
  - Developing visual aids

## Know Your Audience

- This isn't about you, it's about **them**.
- Why are they listening to you?
- What is their experience level?
- How do you know the audience?

## **Creating Valuable Content**

- What is the point of the presentation?
- Research before writing
- Outlines
- Scripts vs. speaker's notes

## **Visual Aids (Part 1)**

- Do you need visual aids?
- Location and size of audience
- PowerPoint, flip charts and more

## Visual Aids (Part 2)

- Emphasis should be on the **visual**
- Will the visual aid be a handout?
- Minimal text
  - Bullets
  - One line if possible
  - 5 or fewer points

## Handouts

- No rules
- Purpose of presentation
- Berkshire Company School of Thought:
  - Use handouts whenever possible
  - Not always copies of the presentation
  - Give to audience before the presentation

## **Rehearse**

- Everyone should rehearse
- Individual comfort level
- Key components
  - Script/notes
  - Body language
  - Visual Aids
  - Technology

## **Rehearsal Types**

- Solo
  - Timer
  - Recordings
  - Whenever and wherever
- Test audiences

## **Capturing the Audience's Attention**

- Opening and closing lines
- Performance, not recital
  - Speak to audience
  - Modulate your voice
  - Pause
- Watch your audience

## **Audience Participation**

- Ask for examples, past experiences
- Practical exercise
- Handouts
- Magic/Math tricks

## Humor

- Humor helps, when it's funny
- Know your audience
- No making fun of others
- Bad jokes are okay (sometimes)

## Oops...

- Every speaker makes mistakes
- Do nothing
- Or, make it part of the presentation

## **Houston, we have a problem...**

- Before the presentation – fix it or forget it
- During presentation
  - Acknowledge it
  - Fix it or forget it
  - Humor really helps

## **Back-up Plans**

- Copies (another laptop, USB drive)
- Flip chart
- Handouts
- Always be prepared to fly solo!

## **Stage Fright**

- Genuine fear
- You are on stage for a reason
- Rehearsals with a test audience
- Professional assistance

## **Stage Presence**

- Voice
- Body language
- Eye contact
- Attire

## **Attire**

- Appropriate for audience
- Appropriate for content
- Must fit you (with room to move)
- Must fit your personality

## **Toastmasters**

- Improve leadership and communication skills
- Honest feedback in a supportive environment
- Find the right chapter for you
- [www.toastmasters.org](http://www.toastmasters.org)

## Coaches

- Investment
- One-on-One
- Find the right coach for you
  - Style, technique
  - Background
  - References

## Questions?

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