

The 2014 National Postal Forum 
Information. Innovation. Inspiration.

***Public Speaking
and
Powerful Presentations***

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Washington DC**

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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

Coaches

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

Questions?

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