

Presentation and communication skills

Lecture 1 - Emotions

Matej Lorko

matej.lorko@euba.sk

www.lorko.sk/lectures

Office hours (Room 5C.30)

Monday 15:15 – 16:00

Wednesday 12:30 – 13:15

Literature:

- Gallo, C. (2014). Talk like TED: the 9 public-speaking secrets of the world's top minds. St. Martin's Press.
- Anderson, C. (2016). TED talks: The official TED guide to public speaking. Houghton Mifflin Harcourt.

CHRIS ANDERSON
TED's secret to great public speaking

[https://www.ted.com/talks/
chris_anderson_ted_s_secret_to_great_public_speaking?referrer=playlist-
how_to_make_a_great_presentation](https://www.ted.com/talks/chris_anderson_ted_s_secret_to_great_public_speaking?referrer=playlist-how_to_make_a_great_presentation)

Ideas Are the Currency of the Twenty-first Century

- Ideas, effectively packaged and delivered, can change the world.
- There's nothing more inspiring than a bold idea delivered by a great speaker.
- While you may never speak at an actual TED conference, if you want to succeed in business you'd better be able to deliver a TED-worthy presentation.
- If you can't inspire anyone else with your ideas, it won't matter how great those ideas are. Ideas are only as good as the actions that follow the communication of those ideas.

The most engaging presentations are...

- EMOTIONAL—They touch my heart.
 - passion, storytelling, body language and verbal delivery
- NOVEL—They teach me something new.
 - uniqueness and novelty, wow moments, humour
- MEMORABLE—They present content in ways I'll never forget.
 - timing, multi-sensory experience, being trustworthy

Passion

- Science shows that passion is contagious, literally. You cannot inspire others unless you are inspired yourself.
- You stand a much greater chance of persuading and inspiring your listeners if you express an enthusiastic, passionate, and meaningful connection to your topic.

What is passion?

- What exactly does it mean to have a passion for something and, more important, how can people harness their passion to improve their odds of success in life, business, and public speaking?
- A positive, intense feeling that you experience for something that is profoundly meaningful for you as an individual.
- Passion is something that is core to a person's self-identity. It defines a person. They simply can't separate their pursuit from who they are. It's core to their being.
- When you are passionate about something you can't help yourself from thinking about it, acting on it, and talking about it with other people.
- It's very difficult—nearly impossible—to electrify an audience without feeling an intense, meaningful connection to the content of your presentation. If you find your topic fascinating and interesting and wonderful, it's more than likely your audience will, too.

What makes my heart sing?

- Ask yourself, “What makes my heart sing?”
- Your passion is not a passing interest or even a hobby. A passion is something that is intensely meaningful and core to your identity.
- Once you identify what your passion is, can you say it influences your daily activities? Can you incorporate it into what you do professionally?
- Your true passion should be the subject of your communications and will serve to truly inspire your audience.

Pathos

- The Greek philosopher Aristotle is one of the founding fathers of communication theory.
- He believed that persuasion occurs when three components are represented: ethos, logos, and pathos.
- Ethos is credibility. We tend to agree with people whom we respect for their achievements, title, experience, etc. Logos is the means of persuasion through logic, data and statistics. Pathos is the act of appealing to emotions.
- Take one of your recent presentations and categorize the content into one of the three categories we just covered: Ethos (credibility), Logos (evidence and data), and Pathos (emotional appeal). How does your pathos stack up against the rest? If your emotional appeal is minimal, you might want to rethink your content before you give this presentation again, like adding more stories, anecdotes, and personal insights.

Storytelling

- Stories are just data with a soul. Tell stories to reach people's hearts and minds.
- Brain scans reveal that stories stimulate and engage the human brain, helping the speaker connect with the audience and making it much more likely that the audience will agree with the speaker's point of view.
- Narrative—storytelling—can help break down the wall between you and the people you need to persuade. It is the most powerful way to break down resistance.
- Individuals, who tell stories—emotional and genuine stories—connect with their customers and audiences in far deeper and more-meaningful ways than do their competitors.
- Stories turn abstract concepts into tangible, emotional, and memorable ideas.

Power of stories

- Personal stories actually cause the brains of both storyteller and listener to sync up. To put it simply, the listener's brain responses mirror the speaker's brain responses.
- By simply telling a story, the woman could plant ideas, thoughts, and emotions into the listeners' brains.
- You're telling stories every day. In a business presentation, you're telling the story behind your campaign, company, or product. In a job interview, you're telling the story behind your personal brand. In a marketing pitch, you're telling the story about your idea.

Three simple and effective types of stories

- personal stories that relate directly to the theme of the conversation or presentation
- stories about other people who have learned a lesson the audience can relate to
- stories involving the success or failure of products or brands

Personal stories

- If you're going to tell a "personal" story, make it personal. Take the audience on a journey. Make it so descriptive and rich with imagery that they imagine themselves with you at the time of the event.
- Tell personal stories, but choose them carefully. A personal experience that led to an unexpected result often makes for a particularly compelling story.
- The most basic way to get someone's attention is this: Break a pattern. Curiosity and mystery are powerful ways to get our attention. Curiosity happens when we feel a gap in our knowledge ... gaps cause pain.
- When we want to know something but don't, it's like having an itch that we need to scratch. To take away the pain, we need to fill the knowledge gap. We sit patiently through bad movies, even though they may be painful to watch, because it's too painful not to know how they end.

A good story

- When you tell a story, by all means use metaphors, analogies, and vivid language, but eliminate clichés, buzzwords, and jargon. Your audience will tune out phrases they've heard a million times.
- Give your audience at least one character he or she can root for.
- Whether it's a movie or a novel, every great story has a hero and a villain. A strong business presentation has the same cast of characters.
- A spokesperson reveals a challenge (villain) facing a business or industry. The protagonist (brand hero) rises to meet the challenge. Finally, the townspeople (customers) are freed from the villain, the struggle is over, and everyone lives happily ever after.
- In some cases the villain can be an actual person or competitor, but tread them carefully in these cases. Above all, make sure the hero—your product, your brand, or your idea—comes in to save the day.
- <https://www.youtube.com/watch?v=oP3c1h8v2ZQ>

Have a conversation

- Practice relentlessly and internalize your content so that you can deliver the presentation as comfortably as having a conversation with a close friend.
- Why it works: True persuasion occurs only after you have built an emotional rapport with your listeners and have gained their trust.
- If your voice, gestures, and body language are incongruent with your words, your listeners will distrust your message. It's the equivalent of having a Ferrari (a magnificent story) without knowing how to drive (delivery).
- Authenticity doesn't happen naturally. An authentic presentation requires hours of work—digging deeper into your soul than you ever have, choosing the right words that best represent the way you feel about your topic, delivering those words for maximum impact, and making sure that your nonverbal communication—your gestures, facial expressions, and body language—are consistent with your message.

Practice

- Ask for help from the people who know you best. All too often you're simply too close to the content. You might be immersed in the details when the audience might need to see the big picture first. You might assume that the audience knows exactly what you're talking about when they could really use a simpler explanation.
- Ask friends and colleagues to watch your presentation and to give open, honest feedback. Use a recording device, too. Set up a smartphone on a tripod or buy a dedicated video camera. However you choose to do it, record yourself. It doesn't have to be professional-broadcast quality. Unless you decide to show it to someone else, nobody's going to see it except you.
- You might be surprised at what you catch—vocal fillers like “ums” and “ahs”; distracting hand motions like scratching your nose or flipping your hair back; lack of eye contact, etc. Pay careful attention to the pace of your speech and ask others for their opinions. Is it too fast? Too slow? The video camera is the single best tool to improve your public speaking ability.

How to say it so people will listen

- The four elements of verbal delivery are: rate, volume, pitch, and pauses.
 - RATE: Speed at which you speak
 - VOLUME: Loudness or softness
 - PITCH: High or low inflections
 - PAUSES: Short pauses to punch key words
- When you read printed text, it would be natural to use a highlighter to emphasize an important word or phrase.
- The verbal equivalent of a highlighter is to raise or lower the volume of your voice, change the speed at which you deliver the words, and/or set aside the key word or phrase with a pause before or after voicing it.

Body language

- If you don't believe what you're saying, your movements will be awkward and not natural. No amount of training—unless you're a trained espionage agent or psychopath—will allow you to break that incongruence between your words and actions.
- If you don't believe in the message, you cannot force your body to act as though you believe in the message.
- Are gestures necessary? The short answer is—yes. Studies have shown that complex thinkers use complex gestures and that gestures actually give the audience confidence in the speaker.

Cool stuff to watch

- CHRIS ANDERSON - TED's secret to great public speaking: https://www.ted.com/talks/chris_anderson_ted_s_secret_to_great_public_speaking?referrer=playlist-how_to_make_a_great_presentation
- First Follower: Leadership Lessons from Dancing Guy: <https://www.youtube.com/watch?v=fW8amMCVAJQ>
- Terri Trespicio - Stop searching for your passion: <https://www.youtube.com/watch?v=6MBaFL7sCb8>
- Kurt Vonnegut on the Shapes of Stories: <https://www.youtube.com/watch?v=oP3c1h8v2ZQ>
- Tim Urban - Inside the mind of a master procrastinator: https://www.ted.com/talks/tim_urban_inside_the_mind_of_a_master_procrastinator

Questions?

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