Speaking with Impact: Skills to Engage your Audience

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Agenda

1. Foundations for Creating Impact
2. The 3Vs
3. Delivery Tips
4. Q&A
Discussion

What are your experiences when you give a presentation &/or speak in public?

Body:

Mind:

What do you do?
Foundations for Creating Impact

- Know your audience
- Know yourself
- Know your topic
- Know your objectives
- Know your environment
- Understand the technology
The 3Vs of Speaker Impact

1. Verbal (___%): language, word choice
2. Vocal (___%): tone, inflection, diction, volume
3. Visual (___%): body language, gestures

Source: Dr. Albert Mehrabian/UCLA
The 3Vs of Speaker Impact

1. **Verbal** (7%): language, word choice
2. **Vocal** (38%): tone, inflection, diction, volume
3. **Visual** (55%): body language, gestures
   - *Over phone*: 15% Verbal; 85% Vocal

*What are cross-cultural implications?*
Delivery Tips – Vocal & Verbal

• Breathe
• Enunciate
• Use stories and examples
• Articulate and be concise
• Eliminate non-words
• Vocal versatility
• Pace and pause
“The most precious things in speech are the pauses.”
– Sir Ralph Richardson

“The right word may be effective, but no word was ever as effective as a rightly timed pause.”
– Mark Twain
Delivery Tips - Visual

- **Image**
  - Dress, appearance, demeanor

- **Posture**
  - Stand vs. seated

- **Gestures**
  - Facial expression
  - “Big hands”

- **Eye Communication**
  - 3-6 second rule
Delivery Tips - Movement

• Use of space
• Connect with audience
  ✓ “Look, Lock, Walk and Talk”
  ✓ Look at one person as you move
  ✓ Walk in an arc
  ✓ Speak to 2-4 people in area
Delivery Tips - Visual Aids

- Laptop
- Videos
- Flipchart
- Whiteboard
- Death by PowerPoint
• Review Diversity and Inclusion Roadmap
• Review of Lillian Meeting key learnings
• Discuss action items

• Objective of Customer Journey Mapping
• Overview of Journey Map
• Break into groups for Journey Map exercise
• Share out
• Discuss next steps…
Diversity and Inclusion Roadmap

Kurt Jun: Diversity from Top Down
Lillian Tsai: Working Across Differences
Customer Journey
Lillian Tsai: Deeper dive into Race, intent vs. impact and layers of Diversity
Understanding Customer Bases
Lillian Tsai: Diversity in our offices and customers
Community Office Intent Statement
PowerPoint Dos and Don’ts

• Remember the 10-20-30 rule
  – No more than 10 slides
  – Last no more than 20 minutes
  – Use font size of >30 point
• Maximum of 4 lines per slide
• No more than 6 words per line
• Use clear images and graphs

Source: Guy Kawasaki, Apple Inc.
Managing Q & A

- Encourage questions
- Listen with interest
- Answer to whole audience
- Pause before answering
- Don’t argue or use stalling techniques
- Use wisdom in the room if stumped
Resources

• How to distill your message in just 15 words – HBR –

• www.Canva.com – free templates for creative designs and documents

• The Naked Presenter, Garr Reynolds

• Presentation Zen, Simple Ideas on Presentation Design and Deliver – Garr Reynolds

Thank you!

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