1. What public speaking do you do?
2. Which ones absolutely must be communicated orally?
   1. Time consuming
   2. Scheduling difficult
   3. Don’t process information efficiently
   4. When is it better to put something in writing?
3. Now, think about presentations you’ve attended. What are your pet peeves?
   1. Talking to slides
   2. Stop me for questions and then never gives eye contact
   3. Poor audio
   4. Reads text
   5. Slides numbered up to 137
   6. Too complex to follow
   7. Slow starts, with apologies and thanks
4. Structure
   1. How do you start?
   2. Helps to have an outline or logic tree
   3. Attention getter
      1. Keep audience in mind. Make it about them
      2. Something their familiar with or something that puzzles them.
      3. Not forced or distracting
   4. Need—difference between actual and desired situations
   5. Main message—the take home. Have to reduce it to fit in audience’s memory
   6. Preview—must have a very visible structure (7 things to know about Chinese art)
   7. Body—include transitions. Can’t be exhaustive. Delivery will convince
   8. Repeat. Tell them what you’re going to tell them. But don’t bore them.
   9. Succinct closure—tie back to beginning
   10. Questions—lots of ways to do this. Take several questions and then answer
5. Delivery—not presenting, you’re landing
   1. Stand and tell us the story of how you found your last apartment.
   2. Body
      1. Stand up straight
      2. Away from podium
      3. Breathe
      4. Hands relaxed
      5. Don’t fidget or move unless for a reason
      6. Eye contact—means don’t read
      7. Gestures—intentional
      8. Don’t turn your back. Slides are scenery.
      9. Don’t use laser pointer
   3. Voice
      1. Vary tone—verbal punctuation
      2. Slow down, esp. at key points
      3. Instead of “ums,” pause or “now.”
      4. Don’t be afraid of silence