

Public Speaking

THE ART OF PERCEPTION

BY PALLAVI CHANDRASHEKAR

Why & when

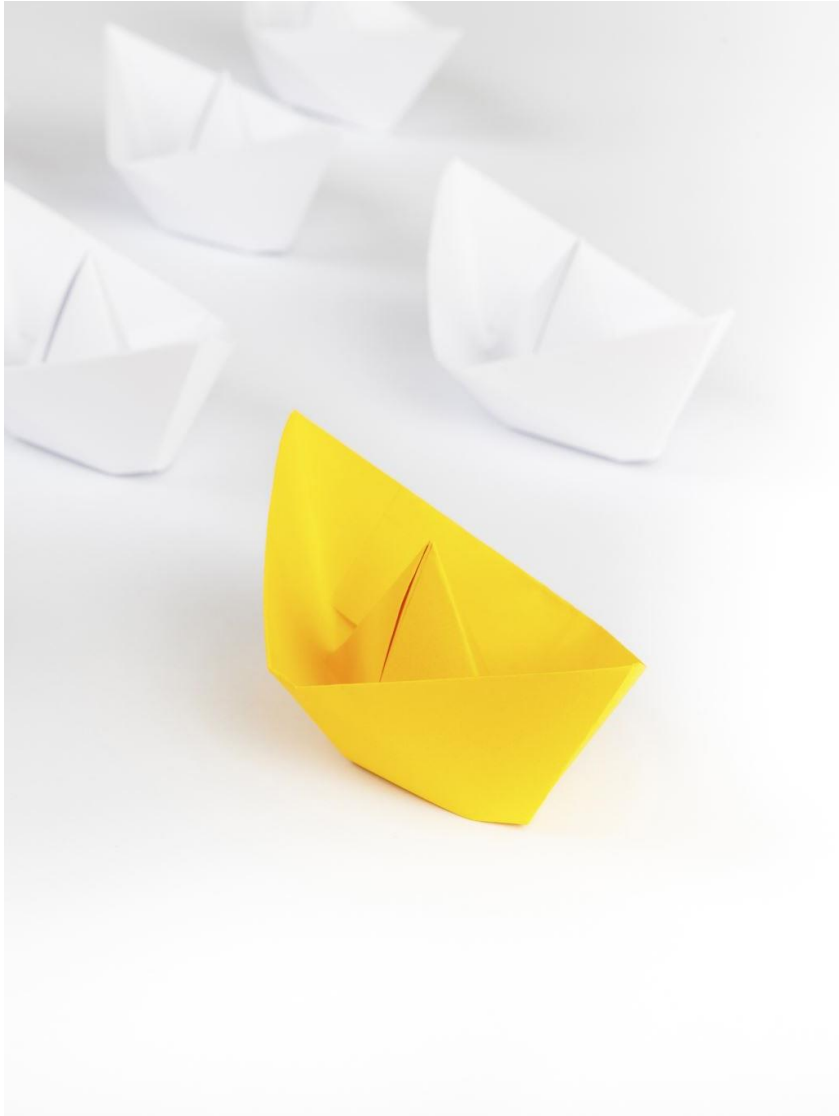
- Public Speaking

It is believed that the study of public speaking began over 2500 years ago. The earliest form of Public speaking was more oratory and was about **speaking to** people. Now however, it is less speaker centric and more audience centric. It is democratized and has become a **method of communication for the people.**

- NLP (Neuro-linguistic Programming)

NLP was developed by Richard Bandler (author and consultant in the field of self-help and John Grinder (speaker, trainer and an American linguist), in 1979. They believed it was possible to **identify the patterns of thoughts and behaviors of successful individuals and to teach them to others.**

Source - <https://www.medicalnewstoday.com/articles/320368>



Public speaking

Aristotle the great, was the first philosopher to consider **the dynamics of public speaking and persuasion**. He broke down the three most important aspects of public speaking are

- **Ethos (Credibility)**

Establishing a sense of trust and authority amongst your audience.

- **Pathos (Emotional Appeal)**

Using an emotional touch to sway the audience's emotions in the direction of your speech

- **Logos (Logical Reasoning)**

Using facts, figures and evidence to back up your speech

Source : https://www.lsu.edu/hss/english/files/university_writing_files/item35402.pdf

Examples of the P.L.E. concept

1. “My name is XYZ, as a public speaking **trainer** I suggest all of you purchase a karaoke kit.”

Note - Trainer establishes a sense of credibility that assures the audience you are a professional and know what you are talking about.

2. “I **understand** completely that this must be nerve wrecking to some. **Not to worry**, we will **customize the training** to ensure **focus on the unique strengths and weaknesses of each of you** present here today.

Note - Understand, not to worry, focus on the unique skills, customize...words that allow people to feel they are going to get their money’s worth. Let them hear it in your voice too. It always helps to share personal challenges that you overcame.

3. “Did you know, **4 out of 5** of us are challenged with **speech anxiety**. Meaning **85%** of people present here today are pressured by **fear of judgement** to present their thoughts.”

Note – The numbers always establish a strong foundation to any discussions and gives an impression that you know your work. That in turn establishes credibility. It is also helpful sometimes to cite your sources. Not always because you need your work to also seem original and not duplicated.

There's more to your speech



Body language makes a huge impact on the audience. We are almost always seeking visual appeal and engage better when, **“what we see is what we want to see”**.

In a day, we see so many different people and observe their clothes, their accessories, their posture.

-It takes seconds for us to categorise or label them

-A few more seconds to identify how we are different from some of them

-We take a few more seconds to subconsciously make sure our personal brand is visible enough to the crowd around us

But, when you see someone who is alike yourself you feel safe to interact.

****As a public speaker your body language plays a huge role amongst other factors because you are given a platform to help and motivate people, to appreciate and eventually follow your process.****

Continued...

Tone works as an enhancer for those whose visual appeal is strong and impactful. For those who don't care much about their visual appeal their tone lays the foundation for a successful or an unsuccessful outcome.

Speaking in monotone will bore the audience. Listen 

Speaking with expression will connect with your audience. Listen 

*In this context – **Remember, looking presentable is not only for the audience to ‘wake up’, it also represents how one value’s/treats themselves.** The former is a psychological trick of sorts so, always know that your face is not what matters. **It is the confidence and your self-belief that automatically strengthens your personality, your energy and ultimately the effect of your speech.**

Hierarchies of learning and communication

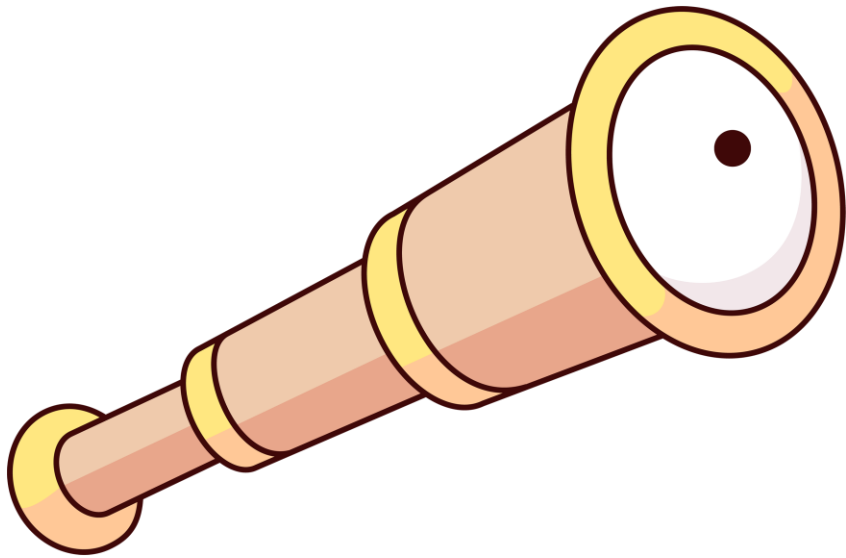
- **Purpose:** This can be involvement in something larger than oneself, such as religion, ethics, or another system. This is the highest level of change.
- **Identity:** Identity is the person you perceive yourself to be and includes your responsibilities and the roles you play in life.
- **Beliefs and values:** These are your personal belief system and the issues that matter to you.
- **Capabilities and skills:** These are your abilities and what you can do.
- **Behaviors:** Behaviors are the specific actions you perform.
- **Environment:** Your environment is your context or setting, including any other people around you. This is the lowest level of change.

Source- <https://www.goodtherapy.org/learn-about-therapy/types/neuro-linguistic-programming>

The real deal

There are four vivid speakers in this video. Observe and explain.





This course is focused on...

- **Your speech, your knowledge and your information** ultimately gains credibility and leaves an impact when you believe in what you are saying.
- To **believe in what you are saying**, you need to believe in 'your self' not 'yourself'.
- To **believe in 'your self'** you need to **clear the clutter** and **establish clarity on who you really are**. Remember that some the most famous role models were introverts in real life.
- To clear the clutter **you need to want it bad enough**.
- Thanks to technology **language is no longer a barrier, don't feel compromised** for not knowing a language. There is always a way.

Public speaking is an art that is in built. Your personal brand when created adds value to your work and creates a community of listeners, your community of listeners.

Thank you for your time

Look forward to our
journey together.

Let's bring out the
public speaker
within you.