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media
training

PUBLIC SPEAKING



EBOOK

Introduction

Communication, being a vast field, has, as a basis for us, as creative students, freelancers and entrepreneurs, or professionals in so many different areas, the power of allowing us to evolve.

The several stages of our lives are defined by the communication that we have towards the most different audiences. As students, our communication in our assignment presentations, final projects, were absolutely relevant for our teachers to evaluate us.

How many of us do not remember that colleague whose work content that was presented in a school or university project was not the best, but which impact, with an effective communication, helped him for the final evaluation?

Through this support, strategic communication, the student may have been able to highlight himself, and consequently, this tool helped him to get closer to his goals.

Similarly, a freelancer or an entrepreneur who presents a solid speech to a potential partner or investor of his projects, sees in his own communication, one of the basic solutions to obtain his goals.

Let's think for example on TV shows such as Shark Tank. Many of the presented projects can be fantastic, however if the speaker's communication is not adjusted, persuasive and impactful, the chances of closing a deal are much reduced. In contrast, we can remember other presented projects that, even if they were very embryonic, they had as basis the passion and motivation of the project's leader, who was able to conquer one or several investors, because he could, through his communication, show his work capacity and passion, which led to him becoming more credible and selling himself better.

And finally, thinking of professionals who are already integrated within companies or actively looking for jobs, the strategic communication of their professional profiles can highly contribute for them to obtain jobs that are in tune with what they are looking for. Or, in the case of employees and businessmen, a solid and confident communication can support in achieving promotions or guaranteeing the continuous success of the institutions in which they are integrated.

Here, we can find as an example leaders whose active voice has led them to becoming true timeless ambassadors of their brands. We will never forget to connect Steve Jobs to Apple or Richard Branson to Virgin Media. Because their communication, more than just their successful companies at a global scale, allowed these leaders to immortalize themselves by the immediate connection that we do of their profiles to both companies.

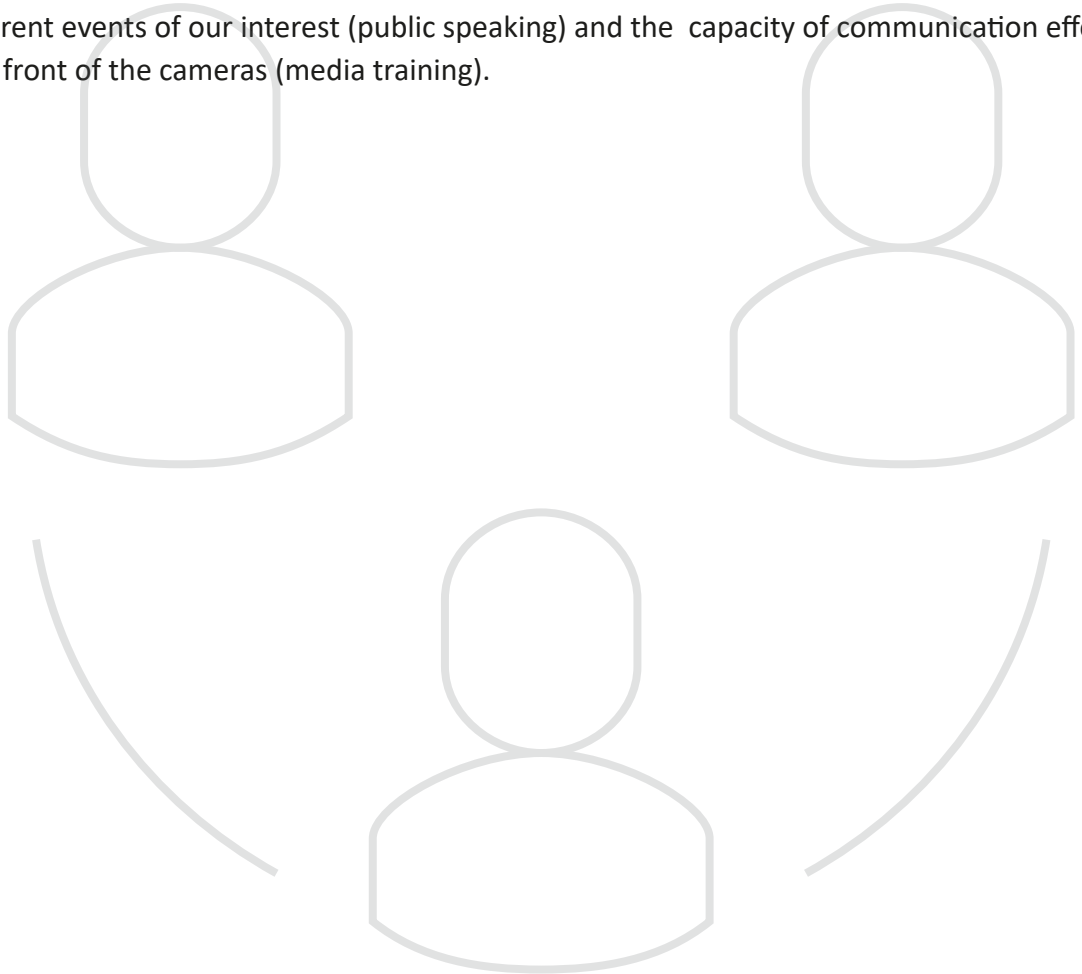
On the other hand, the confidence in transmitting the personal and professional profile in job



interviews allows recruiters to have a more solid base when choosing a certain individual for a role at a company.

For all these reasons, Disruptive Media Training knows that human communication has - and always will have - a fundamental role throughout our lives. We have, therefore, created an essential guide for those who want to communicate with impact, in order to have a fundamental support to achieve their goals.

This guide is divided in two parts, Media Training and Public Speaking. These two fields correspond, according to DMT's vision, to the two fundamental human communication elements in the digital age that we live in: the possibility of communicating through active participation in different events of our interest (public speaking) and the capacity of communication effectively in front of the cameras (media training).



PUBLIC SPEAKING

INTRODUCTION

What is Public Speaking exactly?

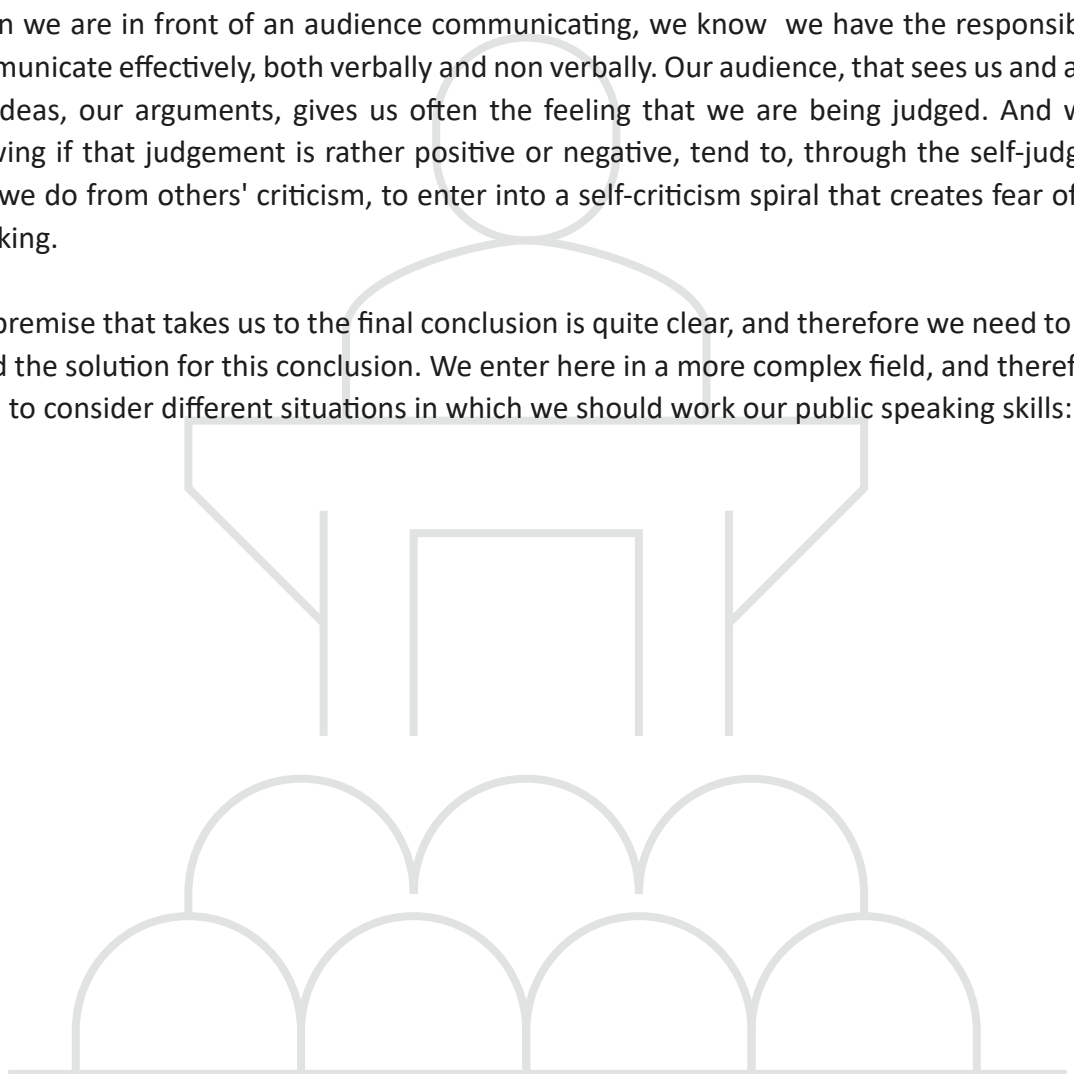
Public Speaking is a skill that is becoming more and more needed in the global and competitive market that we live in. But Public Speaking is, within the wide area of communication, a particularly challenging component.

Why is Public Speaking so challenging?

We are, by nature, self-critical. The confidence that we have in ourselves when we are speaking in front of an audience is interconnected with two aspects: the criticism by others and self-criticism.

When we are in front of an audience communicating, we know we have the responsibility to communicate effectively, both verbally and non verbally. Our audience, that sees us and absorbs our ideas, our arguments, gives us often the feeling that we are being judged. And we, not knowing if that judgement is rather positive or negative, tend to, through the self-judgement that we do from others' criticism, to enter into a self-criticism spiral that creates fear of public speaking.

The premise that takes us to the final conclusion is quite clear, and therefore we need to understand the solution for this conclusion. We enter here in a more complex field, and therefore we need to consider different situations in which we should work our public speaking skills:



JOB INTERVIEWS

A job interview is, in its essence, one of the most challenging public speaking events that we can have as professionals. For a certain period of time (that can last from half an hour until more than two hours in some cases) we are scrutinized while we are presenting ourselves. This presentation, in contrast to other public presentations, is built up like an exam: either we are approved or we fail. The pressure increases considering the unknown nature of the questions that will be made, the reactions that the recruiters will have towards our answers, and to our capacity of keeping our answers clear and short, without getting blocked at any point of the interview. This management is, thus, in terms of communication, very fragile. Any one of the components that contribute to the pressure, if they do not play in our favour, can (or will even) affect our performance.

The previous study that is made to better understand the company is relevant, but not sufficient. We need, in an effective communication strategy for job interviews, to consider all the questions that can arise and guide the main message that we want to transmit.

Even if the precise prediction of questions that may arise is not valid, and also even if we do not know exactly how the interviewers will guide the interview, there are **certain questions that we can, from an initial point, prepare**. Even if the recruiters are conducting the meeting, just as a journalist in a media interview, we can apply strategies in certain questions to avoid **answering to questions with which we are less comfortable with**, and thus make the most out of our strategic communication to highlight our positive aspects. We might not get the job, or go forward with the hiring process because of an individual questions that we did not know how to answer according to the recruiters expectations. However, by knowing how to prepare contingencies, no matter how unreasonable we consider the questions to be, that preparation will help us to feel more confident in a moment when more challenging situations may appear.

Even if it is not possible to go forward in a recruitment process, a performance that shows a study of the company and a previous analysis of an effective communication adjusted to the interview will allow us to open doors for future opportunities.

CONFERENCES AND LECTURES

As professionals, we have today the opportunity of participating in conferences and lectures that can be very beneficial to our professional awareness and / or of our projects or companies we work for. In these events, by having an audience assisting to us, we should prepare our speech and presentation in order to guarantee that our performance on stage corresponds to the efforts made for that specific moment, in terms of a **persuasive speech**, and an effective and interactive presentation. Thus, there is the need, from a starting point, to consider specific aspects for the event in which we are going to make an intervention.

From one side, we should study who is the audience **who will assist to us in an efficient way**. The more information we can have from that audience who assists us with our speech, the better we will be able to create impact with our presentation and transmit our message persuasively.



On the other hand, we should consider aspects that are related to [how we want to do our presentation](#). The use of supports - when possible - should be considered to enrich our presentation. These supports can vary from PowerPoints (that should be mostly visual, with reduced text information) to the use of devices such as tablets to guide us during our moment on stage.

All these supports are dependent of details that should be taken in consideration, such as having sufficient battery for the device that we will use, or the guarantee that the prepared presentation on the computer works correctly in that specific moment (take into account, in case we are using a different computer than ours for the presentation, that the PowerPoint is not misformatted, and that the connection with the projector works properly). In order to guarantee that all elements are secure for our presentation, we should - whenever possible - access the room where our talk will occur and test the supports that we plan to use.

In tune with the preparation itself for the presentation, taking into account the audience and the supports for our presentation, we should consider the moments in which we can establish new connections. In these professional events, before and/or after our moment on stage, we may have the opportunity of networking with contacts that may become very relevant to different goals that we may have - sales, partnerships, or just exchanging ideas. Taking this into account, the capability of [interacting effectively with the audience that is participating in the event needs to consider certain fundamental aspects](#).

While the business card is not a digital format, it remains as an effective strategy after the approach to a new contact. It reduces the time needed to ask for information regarding the connection we are trying to establish, specifically contact info such as the email and telephone number.

In any of these professional events in which we present ourselves, the capability of knowing how to use skills such as empathy and communication can help to make our goals more accomplishable.

PERSONAL CERIMONIES

When we think about Public Speaking, we generally associate it to the professional environment. However, the concept itself is defined as any type of communication - in a formal or informal environment - between an audience and a speaker. What this definition takes into account is that informal situations of public presentations - ceremonies such as baptizes, communions, weddings, birthday parties, funerals - should be considered.

The preparation to intervene in these types of events with an impactful speech diverges due to the familiarity that we have with the audience that assists to our speech. Speaking in personal events does not imply certain aspects as networking (even if, at some of these events, relevant professional connections can be established) or the strategic use of presentation supports such as PowerPoints and/or devices.



However, the impactful message component of the speech is still present. If we do a tribute, for example, to a couple (wedding), to a baby and his parents (baptize), child and his parents (communion), friend / family member (birthday parties), we are challenging ourselves to create an emotional speech, that gives joy to whoever is being honored, as well as to the people that have come together for the ceremony of those honoured individuals. Thus, we need to also here take into account **verbal** and **non verbal** communication.

In tune with this, we also have the demanding task of preparing our speech using resources such as nostalgia in order to be able to capture the most important moments of our relationship with those individuals who are being honoured. Those memories of the past, remembered during that moment when we do our speech at the ceremony, should be reflected to magnify whoever is being honoured, in order to create an unforgettable tribute where we can, in a humble and honest way, praise those individuals. A compliment by itself, without storytelling, has a reduced value. What will enrich, in this case, is the capacity to incorporate that compliment in stories that make positive references to the character of who is being honoured.

Even though the task of doing a good tribute speech seems to be more complex than a presentation of a speech in a professional environment, there is also a structure to be followed for personal ceremonies, that will differentiate us as speakers.

Time management is one of the biggest challenges in these type of events: contrarily to professional presentations, in which it is generally informed how much time we have at our disposal to speak, in the case of personal ceremonies, it is us who need to manage our time. This requires a capacity of being incisive and succinct, even if still emotional and impactful. A speech that is too long (always on the individual discretion, but ideally without overpassing five minutes) will cause an effect that is opposite to what we want: from emotional we become suddenly boring, and when feeling that the audience starts to be distracted, we end up feeling more anxious and, consequently, our whole performance is affected.

So, the key for preparing speeches in personal ceremonies is the capability of summarizing several memories in a few minutes, creating stories that enrich the emotions felt during the time of our relationship with the individual who is being honoured.



Conclusion

Communication is constantly evolving. Today, we cannot see human communication only offline, even if face-to-face events will, with time, have its place again. As such, we need to orientate our communication strategies effectively according to the challenges that may come. Creating opportunities on digital is a requirement that the market asks from us - more and more - while our continuous adaptation to face to face communication is also part of a life-long learning process.

In this e-book we presented several formats in which each of the key areas of human to human communication. We have seen that, within the field of Media Training, we need to adapt our communication in video CVs, promotional videos and digital media interviews. On the other hand, in the Public Speaking field, we should adapt our communication in job interviews, conferences and lectures, and finally also in personal ceremonies. In each of these formats, the final goal is one, which is also at the very basis of what we do at DMT: work, in a persuasive way, the message, in order to reach our target audience effectively and with impact.

ABOUT DISRUPTIVE MEDIA TRAINING

In a world more connected than ever before, where the media grow exponentially with the new digital reality, it becomes fundamental to know how to communicate holistically. Competition between companies leads to the necessity of a differentiation point for success. More than communicating what the company does, what are the services done by it, it matters to deeply understand who the company is.

Who makes the business possible, turning their professional dream into a reality? Who supports the project and works to achieve the business vision as if it was his/her own company?

In parallel, entrepreneurs or all of those who seek new professional challenges understand the current necessity of spreading their personal and professional message to position themselves in the market. Whether on stage, next to journalists or in social media, it has never been so important to know how to work the pitch by creating impact next to investors, employers, employees, the media and the public. Disruptive Media Training exists in order to answer the needs of human-to-human communication in an increasingly demanding and competitive market, where personal branding and storytelling become fundamental tools for success.

As a communication consultancy with an international vision, our team specializes in supporting clients from all over the world through a service of online and offline communication. We specialize in video as a key element in the market to increase engagement next to stakeholders. Prepared for the current challenges of new generations such as Millennials and Generation Z, the DMT team works transversally with its clients to turn the objectives into a reality for the new tough communicational demands from companies and the market.



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