

CAB Training Cards



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Communication Skills: 15 Tips for Effective Public Speaking

It is generally believed that the people actually fear the “fear of public speaking”. There are four types of changes that fear can cause:

1. Emotions : Fear, Nervousness, stress, worry
2. Thought : Forgetting the words, losing concentration
3. Behavior : Trembling, moving in awkward way
4. Physiology: Upset breathing, increased heartbeat.

15 tips for public speaking

i. **Lead with your best stuff, either read/teleprompt or Impromptu**

It is very important to equip yourself with relevant materials, be it pictures, audio visuals or others. While on stage, be confident and make an impact with your body language as well. A speech without reading creates far more impact than the one that is being read out.

ii. **Organize your material in the most effective manner to attain your purpose**

Create the framework for your speech. Write down the topic, general purpose, specific purpose, central idea, and main points. Make sure to grab the audience's attention in the first 30 seconds.

iii. **Gratitude is always the best place to begin**

Any and every experience is an honour. Thank the host and thank the audience for the efforts they made to show up and listen to you.

iv. **Being prepared is an act of love and intelligence**

Even if you can improve with the best of them, do a complete run through in advance, and write key points list of your talk.

v. **Know who you're talking to, research and respect your audience**

It is very important to know your audience. The examples, language, and the humor should be such that the audience can connect with you.

vi. **Structure your material in three sections**

Grabber, middle and close. Know your material. Get really interested in the topic. Find good stories (but related to the subject).

vii. **Nervousness Is normal. Practice and prepare**

The best way to overcome anxiety is to prepare, prepare, and prepare some more. Take the time to go over your notes several times. Once you have become comfortable with the material, practice—a lot. Videotape yourself or get a friend to critique your performance. Practising before a mirror also helps.

viii. **Visualize yourself successful**

See yourself at the end of the speech surrounded by people asking questions, visualize the applause.

ix. **Watch for Feedback and adapt to it**

Keep the focus on the audience. Gauge their reactions, adjust your message, and stay flexible.

x. **Go easy on the apologies**

Statements like, “Sorry to keep you waiting,” “My apologies for the technical snag,” can create more snags in your fabric. It's better to just keep going.

xi. **Use humour, tell stories and use effective language**

Inject a funny anecdote in your presentation, and you will certainly grab your audience's attention. Audiences generally like a personal touch in a speech. A story can provide that.

xii. **Dress up well**

When you're on stage being well dressed says, “I cared about you enough to polish it up.”

xiii. **Ask questions**

Frame your stories into questions and you've created a conversation.

xiv. **Learn from the mistakes**

It is very important to learn from the mistakes that were committed in the public speaking. Be it the wrong words, body language or any other.

xv. **Get experience**

Take every opportunity you can get to speak (and listen to other speakers). Prepare well ahead of time. Experience builds confidence, which is the key to effective speaking.

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