In the Name of Allah
The Beneficent
The Merciful
How to Become an Effective Speaker and Writer

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Outline

• Three basic rules for becoming an effective speaker/writer

• Attributes of an effective speaker/writer
  ▪ Integrity
  ▪ Knowledge
  ▪ Skill
  ▪ Self-Confidence
  ▪ Eloquence
Outline (continued)

• Factors affecting platform behavior
  ▪ Preparation
  ▪ Poise
  ▪ Mental Attitude
  ▪ Experience
  ▪ Physical Control
  ▪ Verbal Delivery

• General tips for effective speaking

• General tips for effective writing
Three Basic Rules for Becoming an Effective Speaker/Writer

• Always have something important to say/write about.
• Care about what you are talking/writing about.
• Keep it simple, but effective.
Attributes of an Effective Speaker and Writer

• **Integrity**
  - The speaker/writer should be honest and sincere.

• **Knowledge**
  - The speaker/writer must have sufficient knowledge of the subject they will be presenting.
Attributes of an Effective Speaker and Writer (continued)

• **Skill**

  - Skill is a *developed* talent or ability.
  - Skill is obtained through practice, practice, and more practice.
  - The more experience you have speaking and writing, the more skillful a speaker and writer you will become.
Attributes of an Effective Speaker and Writer (continued)

• **Self-Confidence**
  - A good speaker/writer should have a firm belief in their own abilities and traits.

• **Eloquence**
  - A good speaker/writer should have powerful and effective language.
Factors Affecting Platform Behavior

- Platform behavior is our physical behavior while on stage or speaking before a group.

• **Preparation**
  - Being prepared is the best thing that you can do to ease nervousness.

• **Poise**
  - Try to have composure.
Factors Affecting Platform Behavior (continued)

- **Mental Attitude**
  - The way you feel can affect how you do.

- **Experience**
  - The more you speak, the more confident you will become.
Factors Affecting Platform Behavior (continued)

- Physical Control
  - Sixty-five percent of a communicated message is nonverbal.
  
  - Focus on:
    - Eye Contact
    - Body Actions
    - Gestures
Factors Affecting Platform Behavior (continued)

• **Verbal Delivery**
  - Focus on:
    - ✓ Tone
    - ✓ Pitch
    - ✓ Rate
    - ✓ Force
    - ✓ Articulation
Physical Control

• **Eye contact**
  - Make sure to look at everyone while you are speaking.
  - Eye contact helps the audience to listen more effectively.
  - It makes each member of the audience feel special.
  - It helps you to read your listeners’ nonverbal messages to you.
• **Body Actions**
  - They help to work off nervous energy.
  - They help to emphasize a point.
  - Have natural movement.
  - You can monitor the effectiveness of your message by watching the body language of your audience.
Physical Control

(continued)

- **Gestures**
  - Facial expressions and hand gestures add life to a presentation.
  - Gestures let your audience know the importance of the topic and how you feel about it.
  - Try not to overdo the same gestures, as this can be distracting.
Verbal Delivery

• **Tone**
  - Tone is the quality and manner of expression.
  - It should be upbeat and friendly and yet concerned.
  - Use a tone that exudes authority.
  - Vary the tone of your voice.
Verbal Delivery

(continued)

• **Pitch**

  - Pitch is the variety of high and low sounds in your voice.
  - Try to vary your pitch, depending on what point you are trying to make.
  - Try not to raise the pitch at the end of sentences.
Verbal Delivery (continued)

• **Rate**
  - Rate is the speed of what you say.
  - Try to talk about 100 words per minute.
  - Pause during main ideas to create time for your listeners to process the information and to organize your thoughts.
Verbal Delivery

(continued)

• Force
  - Force is the loudness or softness of the words that you say.
    - Speak to be heard, but not too loudly.
    - Adjust the level of your voice in case of barriers (noises) and to emphasize key concepts.
Verbal Delivery
(continued)

• Articulation
  ➢ Articulation is the act of vocal expression, utterance or enunciation.
    ▪ Speak clearly and distinctively.
    ▪ Pronounce words correctly.
General Tips for Effective Speaking

- Organize and outline your presentation.
- Be completely prepared.
- Know your topic well.
- Don’t worry about being perfect.
General Tips for Effective Speaking (continued)

• Practice makes perfect.
• Check in early to get acquainted with the logistics of the room.
• Repeat positive affirmations.
• Visualize success.
General Tips for Effective Speaking (continued)

- Feel the floor.
- Relax and loosen up.
- Breathe deeply.
- Do not begin until you feel confident.
General Tips for Effective Speaking (continued)

- Create a warm and friendly environment by building rapport with the audience.
- Remember that the audience wants you to succeed.
- Turn nervousness into positive energy.
General Tips for Effective Speaking (continued)

- Always stand with your body facing the audience.
- Act naturally and be yourself.
- Use excellent posture.
- Focus on your message.
• Get to your main points right away.
• Be enthusiastic and speak with conviction.
• Use pauses and silences to punctuate your material and draw in your audience.
General Tips for Effective Speaking (continued)

• Vary your intensity and energy level.
• Use visual aids to liven your presentation.
• End with a clear message.
• End on a positive note.
General Tips for Effective Speaking (continued)

- Anticipate questions and prepare answers.
- Have fun and enjoy the experience!
The Three E’s

In order to become an effective speaker, always remember the three E’s:

- Energize
- Entertain
- Educate
General Tips for Effective Writing

- Practice writing a variety of forms.
- Spend a lot of time reading.
- Take time out to rest and become refreshed.
• Carefully research and study your subject matter.
• Collect your material and devise a good outline.
• Select a title that grabs your reader's attention.
General Tips for Effective Writing (continued)

- Ensure that your paper reads quickly and easily.
- Examine your sentences and paragraphs carefully to ensure that the words flow smoothly.
General Tips for Effective Writing (continued)

• Ensure that your sentences are well structured and that your grammar is correct.
• Aim for clarity and simplicity in your writing.
General Tips for Effective Writing (continued)

• Always try to make your meaning clear.
• Do not use double negatives.
• Do not use abbreviations.
• Do not use slang and informal language.
General Tips for Effective Writing (continued)

- Progress logically, naturally and smoothly from one main point to another, so that they lead to a conclusion.
- Have a strong summary to sum up all the main points.
• After completion, re-read your paper a number of times.
• Polish it up by changing words and expressions to help simplify and clarify your writing.
Summary

In this presentation we have pointed out three basic rules that make an effective presenter. We have also described the attributes of an effective presenter and factors that affect platform behavior. Finally, we have discussed a few general tips for effective speaking and effective writing.
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Questions?
The End