

Public Speaking Skills

專業演講技巧訓練

MEDIUM : English / Cantonese COURSE CODE : PSS

Public speaking is a critical skill for present day societal leaders. Yet this skill is not a natural ability for most people. Many suffer from stage fright, do not know how to organize a speech, and have difficulty presenting their message effectively, thus resulting in a negative outcome.

The purpose of this course is to provide participants with the tools and techniques to organize and deliver effective public speeches. The course concentrates on practical details rather than theoretical concepts. All exercises will be video-recorded and analysed during the training session.

Audience Managers and executives

Methodology *Discussions, demonstrations, role-plays, mini-lecture, video-recorded practices and reviews*

What participants will learn

At the completion of the course, participants will learn how to:

- Turn stage fright into a powerful ally
- Organize your speech with the audience's interests and needs in focus
- Construct clear, concise and powerful messages
- Present your speech on time and with passion
- Handle questions and objections with credibility and confidence

Course Outline

1. Introduction

Through watching and analyzing video examples of some great public speeches, participants will learn:

- The need for speaking powerfully and effectively for public officials
- Analysis of excellence
- Key Success Factors in effective public speaking
- The AMEN model of preparation

2. Planning a speech

This is about the most important step in a presentation. Through exercises and practices, participants will learn how to:

- Identify the audience and audience characteristics
- Identify your speech objectives
- Organize your message into a logical order
- Selecting proper wordings and expressions
- Preparing Powerpoint, cue cards or speech notes
- *Exercise: Planning a speech*

3. Delivering a speech

Through a mini-lecture, demonstration, and practices with feedback, participants will learn how to:

- Develop confidence
- Establish one's presence
- Importance of vocal clarity and eye contact
- Let passion work for you
- Enhance one's speech with proper gesture and expressions
- Emphasize and persuade with proper vocal qualities
- *Presentation practices and reviews*

4. Responding to questions

Through a demonstration and practices with feedback, participants will learn how to:

- Apply the STAR model to answer a question
- Thinking on the feet
- Dealing with difficult issues

5. Presentations

Exercise: A selected number of participants will make a 5 to 7 min speech on a topic of their choice. Participants will be encouraged to ask questions to give an opportunity to the speaker to respond. The presentation and the Q&A will be videoed for review and analysis. At end of each presentation, both the audience and the instructor will provide feedbacks to the speaker according to a set of criteria.