

# 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.