How to Prepare for Public Speaking
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In today’s workplace, opportunities for public speaking are increasing, even for non-management employees.

Depending on your role, you could be asked to make an oral presentation to your team, the management, to vendors, or to customers.

Your purpose in making an oral presentation—whether short or long—might be to inform or inspire, describe or detail, persuade or pitch (an idea), educate or entertain.

How do you prepare for public speaking?
Good morning.

As I walked up here, I think I heard [Boeing Chairman and CEO] Jim McNerney mutter, 'Here comes Dr. Death.'

Uses humor to grab attention; humor contrasts with the serious issue that comes next.

Jim asked me to give you a kind of a candid assessment of our major scandals and how we got there.

States purpose in plain English.

My overall message is fairly simple: We as the leaders of the Boeing Company get to choose what kind of culture we are going to have. And we make these choices every day by what we do and frankly what we choose not to do. But the consequences of all those choices are our collective responsibility...

Previews key takeaway in the introduction; uses 'we' and 'our' to involve the audience.

The numbers at the top [referring to a chart] are the number of formal ethics cases the Bureau of Ethics and Business Conduct opened in 2004 and 2005. What is astounding to me, of course, is that if you look at 2005, 900 of them were found to have substantiation.

Establishes main points, supports them by data / statistics, and examples.

We participated in a survey conducted by the Defense Industry Initiatives, and they surveyed our employees. Of the employees surveyed, 26 percent said they had observed abusive or intimidating behavior by management.

I also went back and counted the number of vice presidents who have been separated from the company for ethics violations over the last few years. The total is 15. I found that to be an astronomically high number. While only two of the 15 were separated for committing crimes, among the other issues we've had are expense-account fraud, travel abuse, violating our procedures for hiring consultants, abusive behavior, surfing the Net for porn, sexual harassment, and retaliation.

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And it all takes for there to be a next time is one misstep by one employee, and it doesn't really matter whether that employee is a rank-and-file person or somebody in this room.

Summarizes key takeaway.

Our jobs as the leaders of this enterprise is to establish a culture that ensures that there is no next time. And frankly the choice is ours.

Concludes by providing a final focus; makes sure to use 'our' and 'ours' to involve the audience.

Thank you.
In this mini lesson, you worked with your coach to understand how to prepare for public speaking.

**Let’s Review**

A polished presentation includes the following:

1) an attention-grabbing introduction; a clear preview of the speaker’s purpose in plain English
2) audience involvement / rapport
3) 2-4 main points in the body, supported by data, examples, or statistics, and organized for maximum impact
4) a conclusion that summarizes main points and provides a final focus

**Let’s Practice**

Select the transcript of a speech by a business leader. Or watch a Ted Talk by a business leader. Take the help of your coach to critique the speech in terms of the following:

- attention-grabbing introduction
- a clear preview of the speaker’s purpose
- audience involvement
- a well-organized body, with supporting facts, examples, etc.
- a conclusion that summarizes key takeaways / provides a final focus

Select a business article that appeals to you. Take the help of your coach to draft an oral presentation based on the article to present to an imaginary audience. Make sure your oral report includes the following:

- attention-grabbing introduction
- a clear preview of your purpose in plain English
- audience involvement
- a well-organized body, with supporting facts, examples, etc.
- a conclusion that summarizes key takeaways / provides a final focus