

GET THE MESSAGE THROUGH

PRESENTATION SKILLS FOR SCHOOL EXECUTIVE OFFICER'S NATIONAL CONFERENCE 2017

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“EVERYONE IS DIFFERENT SO EVERYONE HAS THEIR OWN STYLE. LET'S SEE IF WE CAN HELP YOU FIND YOUR STYLE.”

WHAT IS A SPEAKER?

BREAKING DOWN THE WALLS AND BUILDING NEW ONES THAT WORK FOR YOU



YOU CAN BE A SPEAKER, IT'S ALRIGHT AS WELL TO BE A PRESENTER

MY SUGGESTION TO YOU

BE A MESSENGER

THE FOCUS IS ON THE MESSAGE AND NOT ON THE PERSON DELIVERING THE MESSAGE

Writing a Speech to deliver a message

“You have a message to give. How do you ensure the recipients get it?”

THINGS TO ASK YOURSELF BEFORE WRITING YOUR SPEECH

- What is the message?
(What do I want to say?)
What is the purpose of the message?
 - *To communicate a change of a school's direction*
 - *To talk about improvements to a particular system*
 - *To reprimand staff or to deliver bad news*
- Why am I giving this message?
(Why is it important that I give this message?)
 - *To ensure the smooth running of the school*
 - *To create a more efficient system for the school*

THINGS TO ASK YOURSELF BEFORE WRITING YOUR SPEECH

- What are the major points that either support this message?
Are there any messages that I need to get across?
(Whatever the message is, what are the reasons behind it or what else needs to be said?)
- What do I want the people to do?
(Any message stays a message until it becomes a reality. What do you, as a messenger, want the people to do?)

THE NUMBER ONE – UNFORGETTABLE PRINCIPLE

So what! Who cares!

Put yourself in the shoes of the people you are talking to.

If they cannot see how the message will affect them they will not warm to the message.

When you are delivering the message tell the people you are talking to how it will affect them and how they carry out their job.

- Give a point then add the “So What!” Lines you can use, once you have given your point, are “This means that...” “this will enable you to..” “When you use this new method you will be able to...”
- You can even add a “so what” at the end of a “so what.”
“When you use this new method you will be able to.... Which will then enabling you to”

THE STRUCTURE OF A MESSAGE

Introduction:

This section focusses on informing the people you are talking to about what you are going to talk to them about.

Doing this will settle the people because their initial questions would have been answered.

This should include:

- *Who are you*
- *What is your role*
- *Why have you gathered everyone together*
- *How long will the speech / message take*

THE BODY OF A SPEECH

The Body:

3 Major Points:

Point One:

This section is where you deliver the message.

Please be direct.

Please keep to the facts.

Please be clear

NB: This section focusses on ensuring the people you are talking to understand why you have called them together. Getting straight to the point, even if it is bad news, answers the question “What are we doing here?” very quickly.

You will be giving explanations later on

THE BODY OF A SPEECH

The Body:

3 Major Points:

Point Two:

This section is where you give the rationale of the message that you are delivering.

Give the background of the issue.

Talk about why it is so important to the school.

Talk about the benefits it will bring to their jobs and the school as a whole.

THE BODY OF A SPEECH

The Body

3 Major Points:

Point Three

This section talks about how the change / improvement will be carried out logistically in the school.

The goal is to ensure that the people you are talking to are clear on what is going to happen or what is expected of them.

Talk about how it will affect the school in general. Talk in more detail about how it will affect their particular position.

You can utilise the “So What” concept throughout Point Three.

THE BODY OF A SPEECH

The Summary:

This reflects on the points made and the benefits available to the people. Repeating the message again reinforces it to the people you are talking to.

The summary also provides an opportunity for you to say what you want them to do.

As an example *“Based on what I have told you we believe that you should....”* *“This is why we say that you should....”* Even on a more direct route *“We want you to.....”*

The final point should provide information on what the people can do should they want more information on the subject or to object.

Stage Fright

EVERYONE GETS STAGE FRIGHT...

EVERYONE GETS NERVES...

EVERYONE GETS ANXIOUS BEFORE GIVING A SPEECH...

THE QUESTION IS:

GIVEN THAT YOU KNOW THAT YOU WILL GET STAGE FRIGHT

WHAT ARE YOU GOING TO DO ABOUT IT??

- Know what the message is – Know why you are giving the message – Know that the message needs to be given
- It is not about you – It is about the message
- Unfurl your toes – This is a technique to help calm you – When your toes are clenched you are nervous – unfurl your toes and you will stay calm
- Breathe – Deep breaths slow your heart rate and make you calm

Think... Write... Breath... Speak...

Deliver

Enjoy the journey my friends....