

Transcript | How to Get Better at Public Speaking

1

00:00:12.690 --> 00:00:20.370

Joel Smith: Hello, everybody, and welcome to today's event on how to get better at public speaking.

2

00:00:20.530 --> 00:00:35.949

Joel Smith: So my name is Joel Smith. I am the events, manager here at Apolitical. It would be great to hear from all of you, so please do post in the chat where you're joining us from, and what organization you work for.

3

00:00:36.290 --> 00:01:05.579

Joel Smith: And today we're going to be looking at what it really takes to get better at public speaking. We know it's something that many people find challenging, whether it's nerves. Not knowing where to start or just not feeling confident in front of others. We will hear from seasoned public speakers, communicators who've been through that themselves, and who will walk us through, how they prepare, how they manage anxiety, and how they make sure their message lands

4

00:01:06.130 --> 00:01:30.550

Joel Smith: for those of you who may be joining us for the 1st time. Welcome! Apolitical is the world's largest community for government used by over a quarter of a million public servants and policymakers from more than 170 countries. Our mission is to make government smarter, and we do this by putting the best knowledge at the fingertips of public servants from around the world.

5

00:01:30.700 --> 00:01:54.060

Joel Smith: So I'm just going to jump into the chat quickly and see where everybody is joining us from. Wow! It's it's really popping off already. I can see we have people dialing in from England. Welcome, Canada, our classic audience joining from Richmond, Virginia, U.S.A. Welcome. Good morning. I think it is there.

6

00:01:54.060 --> 00:02:03.269

Joel Smith: Glasgow, Somerset very. Uk, Canada, us heavy. Oh, someone joining from India.

7

00:02:03.270 --> 00:02:10.970

Joel Smith: Welcome, Brazil! Lovely! I love to see an international audience. Welcome everyone.

8

00:02:11.100 --> 00:02:31.170

Joel Smith: So before we dive in, I want to let you know about a space on apolitical that many public servants have found valuable, and you might find valuable, too, the life in government community. Now this is a place to swap ideas, share your experiences, and hear how others are navigating similar challenges.

9

00:02:31.170 --> 00:02:54.659

Joel Smith: whether it's staying focused at work handling tough feedback or building confidence to speak up. If you're looking for a community that understands the reality of public service. This is a really great one to join. You'll find the link to that in the resources Tab. That will be somewhere at the bottom of your screen, and my colleague Doug will also be posting that in the chat for you to access.

10

00:02:54.790 --> 00:02:58.290

Joel Smith: So do join that and and get involved.

11

00:02:58.890 --> 00:03:12.399

Joel Smith: So I'll get a few technical technical notes out of the way before we get into today's conversation. So this event is recorded for on demand viewing on the Apolitical website. So please don't record it yourself.

12

00:03:12.590 --> 00:03:23.989

Joel Smith: Contact details for any privacy concerns are in the apolitical homepage footer. Closed captions are available and can be toggled on or off in your screen settings.

13

00:03:24.730 --> 00:03:34.289

Joel Smith: Now, before we introduce our brilliant speakers, we're just going to run a few quick polls to get a sense of where you're coming to today's conversation from.

14

00:03:34.320 --> 00:03:57.699

Joel Smith: So let's have a look at the 1st poll which should have just popped up for you. So how confident do you feel about public speaking. We just want to know kind of how you feel coming into today's event on the topic. Your options are very confident, somewhat confident, neutral, somewhat unconfident and very unconfident.

15

00:03:57.760 --> 00:04:08.270

Joel Smith: So we'll just give you a moment to pop your answers in there, and we will see how everyone's feeling about this often thought, quite nerve wracking topic.

16

00:04:10.920 --> 00:04:34.100

Joel Smith: Okay, these results should be popping up on your screen now, so we can see in the lead. I don't think there's too many surprises that 37% of you are feeling somewhat unconfident about public speaking. I very much was the same a few years ago, working on a few different techniques has made me feel a lot more confident. So hopefully.

17

00:04:34.100 --> 00:04:41.290

Joel Smith: today's conversation and the knowledge of our speakers will help you to feel a lot more confident after today's event.

18

00:04:41.690 --> 00:05:01.150

Joel Smith: Okay, moving on to the second poll. How often do you engage in public speaking as part of your role? So we're keen to know kind of how much you are having to public. Speak in your in your day to day. So this can be daily, weekly, monthly, rarely, or never.

19

00:05:01.560 --> 00:05:06.830

Joel Smith: So again, we will just give it 30 seconds for the results to roll in.

20

00:05:15.830 --> 00:05:40.939

Joel Smith: Okay, the results are in. So it's very close. But the majority of people by a very slight fraction are having to engage in public speaking. Monthly 33% are just rarely so. Just the occasional opportunity 22% are having to public. Speak weekly. I suppose that is probably standing up in front of your teams. Things like that potentially.

21

00:05:40.980 --> 00:05:46.369

Joel Smith: And it's just 6% are either daily or never.

22

00:05:46.520 --> 00:05:57.280

Joel Smith: So thank you for completing that one. We have one final poll for you, which is, what do you think is the most challenging aspect of public speaking.

23

00:05:57.510 --> 00:06:13.149

Joel Smith: Now, is it overcoming nervousness, coming up with interesting material, answering questions at the end, receiving feedback or other? If you have another option. You'd like to kind of suggest. Feel free to pop that in the chat.

24

00:06:21.630 --> 00:06:27.979

Joel Smith: Okay, I can see the results coming in and spoiler alert. I don't think anyone's going to be too surprised.

25

00:06:28.330 --> 00:06:35.770

Joel Smith: Okay, the results are in, and the vast majority find the most challenging aspect being overcoming nervousness.

26

00:06:35.990 --> 00:07:04.180

Joel Smith: As I said, I don't think anyone's going to be too surprised about that. Public speaking can be very nerve wracking. But then we've got other people nervous finding, challenging the coming up with interesting material and answering questions. At the end we will get to a Q&A, so our speakers will show you how it's done with answering questions. At the end of a public speaking engagement. Just in the chat I can see some other comments around. Someone has

27

00:07:04.180 --> 00:07:14.899

Joel Smith: mentioned the accent being a challenge in public speaking. Yeah, that that can be. The the speakers may have an answer for that

28

00:07:14.990 --> 00:07:22.459

Joel Smith: maintaining engagement, fine-tuning body language, and speaking authentically. Yeah, that can be a big challenge

29

00:07:22.620 --> 00:07:34.959

Joel Smith: thinking. And then speaking off the top of my head, yeah, having to improvise on the spot can be a real challenge being heckled. Oh, Lorraine, I hope I hope you weren't heckled too bad. That sounds not very nice.

30

00:07:35.310 --> 00:07:55.400

Joel Smith: but yes, thank you for your responses. That is fantastic. So on to the meat of today's conversation and introducing our brilliant speakers. We're fortunate to have 2 brilliant guests with us today. We have Matt Greenoff and Jacqueline Williamson joining us.

31

00:07:55.400 --> 00:08:14.329

Joel Smith: So Matt is the former chief special adviser to the Welsh government, where he led on policy, media strategy, and political speech. Writing for Carwyn Jones with a background in education, policy, and communication. Matt also played key roles in successful election campaigns and referendums.

32

00:08:14.450 --> 00:08:35.779

Joel Smith: Jacqueline is a communications and leadership expert with over 25 years of experience spanning the Cabinet Office, BBC. Nhs. And nonprofits as director of Williamson Gravet Limited. She helps organizations, build strategic capabilities through values led consultancy, facilitation, and coaching.

33

00:08:35.919 --> 00:08:45.450

Joel Smith: Now you can read the full bios of our speakers by visiting the resources tab at the bottom of your zoom screen and head to the Speaker section. You'll find a more in detailed bio.

34

00:08:46.220 --> 00:09:12.700

Joel Smith: Now, welcome, speakers. Before we launch into today's masterclass. I thought we could start with a quick icebreaker question, just to get us warmed up. So, Matt and Jacqueline, this question's for you, but I also pose it to everybody dialed in. Feel free to answer this one in the chat. What is the most memorable speech or presentation you've ever seen? And why did it stick with you

35

00:09:12.800 --> 00:09:23.220

Joel Smith: so I'll give you just a moment to think on that. And yeah, please do, for all the audience post in the chat your most memorable speech or presentation. You've seen.

36

00:09:23.320 --> 00:09:27.160

Joel Smith: So, Matt, I think I'm going to come to you first.st

37

00:09:28.290 --> 00:09:47.179

Matt Greenough: Sure. Thanks. Joel. Yeah, this has been a real head scratcher thinking about this, a number of speeches and presentations I've seen, but I think there's an unusual one that's always stuck with me by a lady by the name of Cressy Wesling, who is part of the Elvis and Cressa Cressy company.

38

00:09:47.330 --> 00:10:07.300

Matt Greenough: and they produce luxury, fashion items out of waste, particularly old London fibre, grade hoses. They turn into belts and handbags, and I saw do a speech about this business. That sort of started by accident.

39

00:10:07.380 --> 00:10:36.440

Matt Greenough: and it's just always stuck with me because I learned something new. I thought the business idea was just really interesting. There was a lesson at the end there for everybody, and it was really brave as well, because she also challenged the audience to think about what they could do to help with recycling and environmental crisis that we find ourselves in. So yeah, a bit of a left field one. But that's that's always stuck with me, and I'd be happy to share the link with people if they'd be interested in seeing it.

40

00:10:36.760 --> 00:10:46.450

Joel Smith: Yeah, brilliant. Yeah. I mean, if you want to either pop the link in the chat or something, I'm sure sure the audience would love to love to see that. Thank you, Jacqueline, over to you.

41

00:10:46.990 --> 00:11:02.569

Jacqueline Williamson,: This is a great question, and there's so many memorable features I've seen, but actually the one that comes back to me over and over again was from a very, very junior colleague of mine. So the Government Communications Service once runs a wonderful apprenticeship scheme, taking school leavers.

42

00:11:02.570 --> 00:11:23.220

Jacqueline Williamson,: taking people from really diverse backgrounds and training them up government communicators. And when our 1st set of apprentices graduated we had a really lovely ceremony. It was in New Scotland yard. The great and the good were there, and we'd asked this young woman called today who was one of our apprentices to speak. She said yes, because she was really up for doing things.

43

00:11:23.300 --> 00:11:41.990

Jacqueline Williamson,: but she was terrified and right up until the point she spoke. She was like, I cannot do this. She was physically shaking. She was really, you know, she was not going to go on, and my colleague, her manager, very sensibly said to her, look literally, say your name, and if you can't say anything else, I'll step in.

44

00:11:42.460 --> 00:11:43.670

Jacqueline Williamson,: So she went on.

45

00:11:43.860 --> 00:11:58.369

Jacqueline Williamson,: and I kid you not. She just suddenly started to speak. No notes, nothing, and she had everyone enthralled for 15 min, and she just talked about herself, her background, what it meant, the changes she'd gone through.

46

00:11:58.370 --> 00:12:21.310

Jacqueline Williamson,: and it was unbelievable honestly. And then afterwards I said to How on earth did you do that? And she said, I just thought and forgive my language. I thought sod it. If I'm going to do it, I might as well enjoy it, and I just thought I'm going to pretend I'm down the pub with my mates, and she just spoke, and it was like magic. And honestly, we all talk about it to this day. We really do, and she has gone on to great things. She now organises ministerial

47

00:12:21.310 --> 00:12:27.160

Jacqueline Williamson,: visits at the Moj. She has done brilliantly, so anyone can do it honestly.

48

00:12:27.640 --> 00:12:55.640

Joel Smith: Wow! Brilliant! And I think there's a great lesson there for those who are sort of struggling with overcoming nervousness and things before public speaking that if you, if you can get through that, then brilliant things can happen brilliant. Thank you so much. And so those are some great answers. So without further ado. We're going to jump into the 1st masterclass of today, and I'm going to hand over to Matt for the next 15 min. So, Matt.

49

00:12:55.640 --> 00:12:58.009

Joel Smith: when you're ready over to you.

50

00:13:00.440 --> 00:13:05.489

Matt Greenough: That's great. Thanks, John. I'm just going to take my life in my hands here and

51

00:13:06.690 --> 00:13:16.919

Matt Greenough: do the the sharing of the presentation, which was the the scariest bit of any presentation, at least in in my eyes. But hopefully, everyone can see those slides now up

52

00:13:17.397 --> 00:13:36.469

Matt Greenough: the tech is always the tricky bit. So Jacqueline and I discussed the the best way to to divvy this up. I think, looking at our relative experiences, we thought it would be useful for me to talk a little bit about the the putting together of the presentation. The prep. Work that goes into putting your content together.

53

00:13:36.510 --> 00:13:57.620

Matt Greenough: And Jacqueline would cover more of that, almost 70 80% of the of the fear factor which is the nerves of actually performing on the day, very happy to answer questions at the end, and hopefully what we share in the next 1015 min you'll find some use in. So I thought it'd be useful to share

54

00:13:57.640 --> 00:14:13.469

Matt Greenough: this quote from a recent story I saw in The Times, which is, the pulse, is asking people about the biggest fear public speaking often comes top, even beating death. So if there's any of you out there that clicked about how nervous you were then then do

55

00:14:13.830 --> 00:14:34.330

Matt Greenough: do rest assured you are not alone. So you know the polls that regularly record this fact points to the very strange idea that Seinfeld, once once referenced, that this means that if we go into a funeral service, that actually, people would rather be in the coffin than making the eulogy, which is

56

00:14:34.390 --> 00:14:49.819

Matt Greenough: a slightly terrifying thought for for those of us who are not adept at public speaking. But there's plenty of tips and tricks, as Jacqueline said, for anybody to be able to do this, and I'm going to skip through as many as I possibly can in the next few minutes.

57

00:14:50.360 --> 00:15:17.679

Matt Greenough: So 1st things first, st how do we make a start. If you're anything like me when you've got a big project to work on, the 1st thing you do is look at a blank screen and then go and tidy the house and procrastinate wildly until you can do nothing else but actually make a start. So I thought I'd give 3 quick tips of things that we need to look for, to get away from that tyranny of a blank page and make a start on our prep.

58

00:15:18.160 --> 00:15:36.060

Matt Greenough: And these 3 ideas that I want to start with today are content, context and conflict so content that this is the the sort of the with apologies to vegetarians. This is the meat and potatoes of your presentation. You know. What is the

59

00:15:36.060 --> 00:15:55.379

Matt Greenough: expertise? What is the information? What's the what's the heart of the presentation? What's the the factual basis for what it is that you need to say. You know, doing that deep dive into the research that you need to do to be really confident that you can go 4, 5, 6 questions deep into the subject. That you're there. To speak about

60

00:15:55.490 --> 00:16:22.529

Matt Greenough: context is really really important. You know you need to make sure that this feels as though it is of the moment. You know one of the reasons that many speeches and presentations fall flat is, it feels as though it could have been given by anybody at any time in any place, and for many of us as public servants, this could be quite difficult, because often we're asked to present scripts to other people or get our own presentations signed off

61

00:16:23.041 --> 00:16:48.939

Matt Greenough: sometimes weeks in advance of the actual presentation itself. And that can mean, that we can miss the the current context. But we need to do everything that we can to reflect that right up to date. Moment of you know. What? What is it that's most important, right at this moment, in time? To make sure, the presentation reflects that if we don't do that it can feel flat and uninteresting to our audience. So let's make sure it's up to date.

62

00:16:49.020 --> 00:16:59.179

Matt Greenough: Finally, conflict. And this might seem like a slightly scary and strange word to put in this list. But for any presentation or speech to really mean something, we have to show that it matters.

63

00:16:59.270 --> 00:17:23.439

Matt Greenough: and for something to really matter. Then we need to talk about change. You know. What is it that we're looking to change? Why are we looking to change something? What are the opposing ideas to what it is that we're there to present in that day? And we need to be prepared for that, and we need to present that confidently that the position that we're putting across is not the only potential option

64

00:17:24.130 --> 00:17:33.229

Matt Greenough: as a route forward, so so don't run away from conflict. Make sure you embrace it. Make sure you show your audience that what we're speaking about today really matters

65

00:17:36.290 --> 00:17:41.240

Matt Greenough: so thinking about how to arrange that content once we've pulled it all together. You know.

66

00:17:41.310 --> 00:17:58.920

Matt Greenough: one of the problems that we often have is that we we've just got too much information. Everything feels like a priority. And that's particularly the case. Where we have to write by committee. And we have a number of people inputting their ideas, thoughts.

67

00:17:59.285 --> 00:18:11.350

Matt Greenough: and their own priorities into the presentation that we need to make. It's something that we really need to fight hard to hold the pen. If we're the person who's giving the presentation

68

00:18:11.350 --> 00:18:30.790

Matt Greenough: to make sure that we hone what that key argument is. And even if we find that we don't end up using large chunks of the research that we've diligently put together. That doesn't mean that it's time wasted, and that's knowledge gained, and more than likely you'll be able to use that in a future presentation, a future speech.

69

00:18:30.790 --> 00:18:41.600

Matt Greenough: or it might even come up in questions. So really hone down what that key 1 point that key argument is, and make sure you've got that central theme nailed down at the start.

70

00:18:41.890 --> 00:19:02.919

Matt Greenough: Then you know what rhetorical devices can we use to make things memorable for our audience. It's a scary thing to say, but it's true that if you can make your message rhyme, not only will people remember it better that they'll actually believe it more. It's scientifically proven. So if you can think of a nice little rhyming

71

00:19:02.920 --> 00:19:24.899

Matt Greenough: sketch of a sentence or a phrase. To sum up your argument, it'll stick in people's minds that much more clearly. Repeating key arguments is a good thing to do as well. You know. We need to remember that people's attention spans. They don't go like this. They don't go up and up and up, and they don't even stay a constant level. People's attention spans even for 3 or 4 min.

72

00:19:24.920 --> 00:19:27.760

Matt Greenough: are more like a roller coaster. And so we need to keep

73

00:19:28.120 --> 00:19:38.749

Matt Greenough: working ways of pulling people back in and making sure that they don't miss any key ideas. So if we've got that key message we want to get across, let's repeat it wherever we can

74

00:19:39.500 --> 00:19:50.949

Matt Greenough: rule of 3. Many of you, especially if you work in communications, will be aware of this. But this is another really helpful, very simple rhetorical device to make your content memorable.

75

00:19:51.030 --> 00:20:13.139

Matt Greenough: Divide things up into threes. Your audience will thank you for it. It makes your text, it makes your speech. It makes your presentation again much more memorable. And we just have this very human thing of being overalled by too many numbers. And I say this as somebody who was once coerced into helping to write a speech which had 20 point plan to save education.

76

00:20:13.140 --> 00:20:25.650

Matt Greenough: and I can absolutely assure you that nobody remembers a single one of those 20 points, including me. So keep things in in chunks of 3. It makes it easy for you as a speaker. It makes it easy for your audience to remember.

77

00:20:25.790 --> 00:20:35.120

Matt Greenough: and then simple, short sentences. One of the things that you'll find very difficult if you're reading from a text is, if you've wholesale cut and paste

78

00:20:35.190 --> 00:20:43.140

Matt Greenough: sentences or paragraphs from from reports. Press releases other documents, even things that are really brilliantly written.

79

00:20:43.140 --> 00:21:07.070

Matt Greenough: If they're written for their eye, they're not going to work for the ear. So you know, make sure that you're speaking out loud when you're practicing and running through a script. If you're reading from one, and big, long, dense, complicated, lovely, flowing sentences which might make sense in a document that somebody's going to read on the screen is not going to translate well when you need to speak it out loud, so

80

00:21:07.100 --> 00:21:10.029

Matt Greenough: keep things simple. Keep those sentences short.

81

00:21:11.850 --> 00:21:36.359

Matt Greenough: Now, one of the key things that I get asked about in doing presentations is what to do with the Powerpoints. Do you even need a Powerpoint? Certainly, I would always say, if you can ever get away without using Powerpoint. Then grab that opportunity with both hands, because it's quite difficult to put a good one together. Too often people rush to the Powerpoint presentation first, st

82

00:21:36.360 --> 00:21:43.109

Matt Greenough: and then think about what they're going to say almost as an afterthought. So start with what you want to say first, st and then work

83

00:21:43.484 --> 00:22:04.465

Matt Greenough: your presentation around it, and I'll just give you a couple of quick examples here that I've just pulled up by Random. I do a lot of consultancy work with the UN at present. And it's often very difficult to communicate very complex issues in in simple ways. And and this is a fairly standard

84

00:22:05.070 --> 00:22:29.309

Matt Greenough: kind of slide that you will see in international development Presentations and Ngos. I'm not doing this to name and shame anybody. This is exactly the sort of standard slide that you will see, and somebody will be talking at the same time that you try and take in all of this information on the slide. It's just. It's not difficult. Possible. You cannot take all of that information in.

85

00:22:29.310 --> 00:22:39.309

Matt Greenough: If you've got lots of detailed information to share with people and give them a handout after you've spoken, you know. Give them something to take away. That's absolutely fine.

86

00:22:39.310 --> 00:23:00.679

Matt Greenough: No problem at all with that. But if you're asking people to look at that kind of slide, to read it, to digest it, to think about it. Whilst you're also speaking. They're going to end up doing neither of those things. So keep your slides as simple. Possible, if indeed you do need to use them always. Remember the presentation, is you not the Powerpoint?

87

00:23:01.160 --> 00:23:29.000

Matt Greenough: And this is the slide from from the same presentation. Again, just huge amounts of complex information, you know. It looks like a chart that's been cut and pasted from a policy document. And you know all important information. I I'm sure, but it should always just live in the policy document. It never should have escaped out of there, and certainly not made it onto a slide. Just too much information, and even the color scheme very, very difficult to follow. So

88

00:23:29.000 --> 00:23:34.809

Matt Greenough: keep your slides simple. Very little text on there, you know, don't have people

89

00:23:34.900 --> 00:23:42.710

Matt Greenough: focused on what's up behind you, you know. Then they need to be focused on you.

90

00:23:43.850 --> 00:23:44.660

Matt Greenough: And

91

00:23:45.210 --> 00:24:10.059

Matt Greenough: one of the ways that I think is really really helpful to think about. Again. Getting away from that tyranny of a blank page is thinking about using different structures for our presentations. And there's a whole host of ones that are out there that are available, and you can use the the simplest one, which is, you know, of heartbreaking simplicity, but actually quite useful, is, tell people what you're going to tell them.

92

00:24:10.060 --> 00:24:27.500

Matt Greenough: Tell them, and then tell them what you've told them, and that goes back to the importance of repetition. And, as I say, as somebody who does a lot of speech writing that's quite heartbreakingly simple in terms of its formula. But also it's very, very effective. You need to be repeating that key message as often as you can.

93

00:24:27.730 --> 00:24:54.199

Matt Greenough: This is a structure which I find extremely useful. It's called Monroe's Motivated Sequence. It's actually named after Professor Alan Monroe. But Marilyn Monroe is far more memorable. So I thought it'd be useful to have her on the screen if you wanted to quote Monroe's name, and it's a very simple structure, and once you become aware of it, you will start seeing it in persuasive communications, absolutely everywhere all over the world.

94

00:24:54.320 --> 00:25:04.790

Matt Greenough: Good advertisers can do this in less than 30 seconds. Okay? So the structure goes like this, start off by grabbing people's attention as soon as you possibly can.

95

00:25:04.860 --> 00:25:28.800

Matt Greenough: Those 1st few seconds absolutely crucial. And I'll come onto that in just just a second, in a little bit more detail, so as close as you can to the top of your presentation. But your most surprising statistic. A quote, look for the the Golden nugget that you've got in your presentation, and don't bury it away in the middle or put it at the end. Get it right up top and get your audience attention right at the start.

96

00:25:29.240 --> 00:25:42.350

Matt Greenough: Then set out the need or the problem that you're there to fix. You know what is the issue that we're there to solve together, and you know what is the what is the pain that your audience is bringing to this presentation or speech.

97

00:25:42.450 --> 00:25:50.219

Matt Greenough: and then we're going to set how we fix that. And we do that in the most believable and

98

00:25:50.640 --> 00:26:04.540

Matt Greenough: and successful way is, if we don't just push down one solution down people's throats. You know, we need to talk in the round. We need to recognize that there's not one answer to any problem.

99

00:26:04.560 --> 00:26:24.870

Matt Greenough: but explain clearly why the the solution that we're putting forward today? Why, that's the most effective one. So far so commonsensical, you know, even if you weren't aware of this structure, you probably do this kind of naturally, anyway. The one thing that people do miss, though, is this next element, which is visualization.

100

00:26:25.040 --> 00:26:42.559

Matt Greenough: Okay? So we've we've got people's attention. We've told them what the problem is. We've told them how we're going to solve it now to really make it burn bright in their minds, we need to ask them to visualize what happens next? What does the world look like if we do this thing, or indeed, what does the world look like if we don't do this thing?

101

00:26:42.590 --> 00:26:56.890

Matt Greenough: And you know very, very simply, just, you know that word imagine is a very powerful one. Imagine what it'd be like tomorrow if this policy came in, or imagine what it'd be like tomorrow. If we don't do this, you know, things are bad already. Imagine how how much worse it could be.

102

00:26:56.980 --> 00:27:05.080

Matt Greenough: and once they start painting that picture in their own minds, then they become much more attached to the idea themselves.

103

00:27:05.530 --> 00:27:21.310

Matt Greenough: and then the final element is a call to action, you know. Don't leave people hanging. Don't give them a brilliant speech or presentation, and then just leave them with something to do. You know. Make sure that we've got something to do next, even if it's just clicking a link, reading a website.

104

00:27:21.410 --> 00:27:42.369

Matt Greenough: joining a campaign, talking to the family about something. Just give them something to do. And in that sense that that speech will then always live on. So make sure we've got that clear call to action. And, as I say, that's Monroe's motivated sequence. Invite you to read up on it a bit more, but I find it very useful most days.

105

00:27:43.379 --> 00:27:52.969

Matt Greenough: And so one of the key things I just wanna make sure that I do leave you with today is the importance of of starting strongly in any speech or presentation.

106

00:27:53.638 --> 00:28:00.070

Matt Greenough: Our attention spans, as people frankly have always been short, but they are getting shorter.

107

00:28:00.455 --> 00:28:24.560

Matt Greenough: You know. If you think about a presentation like I'm doing right now. I bet my bottom dollar that nearly everybody watching this presentation will have at least one, if not 2 other screens within a foot of them which will be vying for attention. You know, emails will be pinging text will be pinging Whatsapps. There might be TV news behind. You might be on.

108

00:28:24.560 --> 00:28:37.419

Matt Greenough: you know, all of these competing media are there the whole time, and our attention spans are getting shorter and shorter because of it. So you need to make sure those 1st few seconds where people will give you their attention for free.

109

00:28:37.420 --> 00:28:54.460

Matt Greenough: that you use that to the absolute maximum of your ability. So it is about putting that best bit of content that you've got right up towards the top of any speech, and I'll just share with you a great experiment that was done by Daniel Kahneman, which

110

00:28:54.540 --> 00:29:13.850

Matt Greenough: is another reason for why, it's important to start strong. It's a very simple experiment. 2 fictional people were presented to a research group. Alan and Ben and people were given a list of characteristics, and asked who they liked best, and they were told nothing else about these 2 characters. Apart from these characteristics.

111

00:29:14.050 --> 00:29:18.510

Matt Greenough: and they were, they were told that Alan was intelligent, he was industrious.

112

00:29:18.620 --> 00:29:21.509

Matt Greenough: he was impulsive, he was critical.

113

00:29:21.650 --> 00:29:27.210

Matt Greenough: he was stubborn, and he was. That's all. They were told about Alan, and then they were introduced to Ben.

114

00:29:27.410 --> 00:29:30.330

Matt Greenough: and they were told that Ben was envious.

115

00:29:30.470 --> 00:29:31.710

Matt Greenough: He was stubborn.

116

00:29:32.000 --> 00:29:46.540

Matt Greenough: he was critical. You probably guess where this is going? He was impulsive, he was industrious, and he was intelligent. And who do you think that every every time that this experiment is doing anywhere in the world? Who do you think that people like best?

117

00:29:48.240 --> 00:29:52.284

Matt Greenough: Okay, everybody likes Alan the best, everybody

118

00:29:54.540 --> 00:30:13.610

Matt Greenough: When people are asked why they like Alan the best they start conjuring these weird and wonderful stories about. Well, you know Alan's intelligent, and therefore she's more likely to be stubborn, and you know intelligent people can be envious at times. But there's no percentages. There's no weighting given to any of these characteristics. It's just literally the order they've been put in.

119

00:30:13.750 --> 00:30:42.579

Matt Greenough: So we start forming immediate opinions about ideas, people, political parties, policies based on the 1st one or 2, 3 things that we hear about them, you know, impressions sadly do count. So it's just really underlining the point that getting off to that strong start will really make all the difference when it comes to landing the rest of your presentation. It's also good for you, as a presenter, to get off to that strong start, because it will give you the confidence that you need

120

00:30:42.740 --> 00:30:45.399

Matt Greenough: to really nail the rest of the content.

121

00:30:46.931 --> 00:30:49.139

Matt Greenough: So just one last.

122

00:30:49.140 --> 00:30:52.820

Joel Smith: Sorry, Matt. I'm just gonna come in and give you your 1 min warning.

123

00:30:52.820 --> 00:31:21.370

Matt Greenough: Lovely. That's perfect timing, because I can skip through this very quickly this, this last bit which is just thinking how we present data. And just always remembering that we need to pitch to the lowest common denominator in the room. You know, 2 or 3 people might understand the data immediately. That's not going to be the case for everybody. So we need to help people out. So a couple of good examples here. So

124

00:31:21.500 --> 00:31:31.150

Matt Greenough: that graph will mean some things to some people. This is from Uk government website. But if we do this to it, there's very little change.

125

00:31:31.490 --> 00:31:39.270

Matt Greenough: But immediately we can see what what it is that we we're really looking for. You know. What's the key lesson from this graph.

126

00:31:39.770 --> 00:31:56.399

Matt Greenough: A second one here, and I'll send you the references when you get the slides. That's a lot of data a lot of information to take in. If we suddenly do this. Now we know what we're looking for, so that just those simple little additions in our presenting our data can make all the difference.

127

00:31:56.580 --> 00:32:19.259

Matt Greenough: And then just the very last thing that I'll share with you is the Q. And a. And I won't run through each of these points. Just the the key takeaway for me, because this does worry a lot of people. Once we move into a non-structured of a conversation, is always be prepared for the single worst thing that you could possibly be asked.

128

00:32:19.450 --> 00:32:30.390

Matt Greenough: and if we know that we've got our best possible answer to that question, then that will give us all the confidence that we need to make sure that we get through anything else we might ask.

129

00:32:30.480 --> 00:32:50.970

Matt Greenough: So as long as we feel that we we're confident in in that one thing, the rest of it will feel a very easy and much more comfortable in our ability to answer so a quick scoot through as much as I could possibly share in the time. Sorry if I run over by a minute. And I'll hand you back to to Joel and Jacqueline. Now.

130

00:32:51.210 --> 00:33:15.320

Joel Smith: No problem at all, Matt. Thank you so much for that brilliant presentation and some really fantastic tips in there. And so I'm going to hand straight over to Jacqueline for the next masterclass, while Jacqueline's just getting set up. I'm just going to encourage everybody to get your questions in the Q. And a tab ready for the Q. And a segment that's going to take place later today. But without further ado over to you, Jacqueline.

131

00:33:15.570 --> 00:33:28.469

Jacqueline Williamson,: Brilliant. Thank you, Joel, and thank you, Matt, honestly. You can never, not learn when you come to one of these sessions. I did not know about the evidence band rhyming being more believable. So I'm going to rhyme constantly from now on. So that's great.

132

00:33:28.740 --> 00:33:42.869

Jacqueline Williamson,: So this second half of this session is looking at the thing that 66% of you said you were struggling with, which is nerves around public speaking. To be honest, I've seen higher than 66%. You're a relatively confident group, so well done you.

133

00:33:42.870 --> 00:34:04.499

Jacqueline Williamson,: But in terms of public speaking the content is absolutely crucial, and Matt's just given you a brilliant kind of intro on how to do that, but how you present, how you manage those nerves, how you use them to your best effect and how you make you maximize, your impact is equally important. So I'm just going to quickly go through some really, really practical things that you can do

134

00:34:07.130 --> 00:34:37.019

Jacqueline Williamson,: before we start that, though I do want to go back. We've kind of been talking about this in the chat, about what makes a great speaker. You know we shared our thoughts of speakers we thought were memorable, and you've been sharing yours, and it's no surprise to see Obama and people coming up there. But I think one of the things I really want to. Myth bust is, everyone can be a brilliant speaker, you know. If you ask people they think people have to be extra. They have to be funny. They have to be senior. They don't have to be any of those things. Which is why I chose to name the young woman that I use as my example. You know

135

00:34:37.060 --> 00:34:52.219

Jacqueline Williamson,: anyone can be a good speaker. It is about being authentic. It is about being willing to be a little vulnerable. It's about putting yourself out there, and you've all been watching Ted Talks. I can see from the chat. You know, there's never been a better time to look at brilliant speakers. They are available to us

136

00:34:52.219 --> 00:35:09.510

Jacqueline Williamson,: online. You can go and see them in person, and it's really good to study what you like and don't like. People can be brilliant speakers, but they may not appeal to you. And the reason I'm saying this is, you need to work out what kind of speaker you want to be, because you need to build your style over time by doing it.

137

00:35:09.670 --> 00:35:22.319

Jacqueline Williamson,: And also, just be really aware none of those people that you see were confident when they started speaking. I promise you nobody, you know, Oprah. Winfrey was not confident. The 1st time she gave she gave a presentation.

138

00:35:22.430 --> 00:35:33.070

Jacqueline Williamson,: Everybody has to build their confidence, and that is actually one way to do it predominantly, and that is to do it. But I'm going to talk you through how to do it and minimize the kind of brief and the impact on you.

139

00:35:33.180 --> 00:35:50.629

Jacqueline Williamson,: And then when you're doing it. Just remember what you're aiming to be is the best version of you. You're not trying to mimic anybody else. You don't have to be different to who you are, because, unless you're authentic, you're not going to resonate with the audience. So you're just looking at. How do you polish yourself up, put your best foot forward and be you.

140

00:35:52.060 --> 00:36:04.460

Jacqueline Williamson,: And then, in terms of why we get nervous. It is so common that people are scared of public speaking, it has got a name. It's glossophobia. Glosso means tongue, fear of the tongue being tight, not being able to speak.

141

00:36:04.830 --> 00:36:14.260

Jacqueline Williamson,: But what I would say, even though this is incredibly common, so many people, once they start public speaking, actually say the fear was worse than the reality.

142

00:36:15.200 --> 00:36:42.280

Jacqueline Williamson,: But fear is there nonetheless, and obviously, you know, when you're speaking in public, you're scared of being judged. You're making yourself vulnerable. People are just terrified that they're going to get it wrong. And so you do get the physiological fight or flight response. And it's probably familiar to lots of you. The sweaty palms, the fast heartbeat, the dry mouth, and the trembling. It's really common. You are absolutely not alone, and that is a physiological, but you can calm it.

143

00:36:42.390 --> 00:36:52.119

Jacqueline Williamson,: and what you need to do is use that energy because you do need energy. You do need adrenaline actually to be a good speaker, but you're taking it, and you're using it

144

00:36:52.740 --> 00:36:59.140

Jacqueline Williamson,: to best effect rather than letting it dominate you. And that's what we're going to talk about a little bit more.

145

00:37:01.150 --> 00:37:15.990

Jacqueline Williamson,: As I said, you, confidence grows through doing, and if there's 1 thing I really want you to remember is, don't wait to be ready to do a big speech. That is not how you start. You start small by putting your handle like this little guy on the slide

146

00:37:15.990 --> 00:37:41.170

Jacqueline Williamson,: and just saying, I will have a go. It could be at work speaking up in a meeting. It could be speaking at someone's retirement. It could be speaking when someone's going off on mat leave. It could be in your personal life it could be, you know, speaking at a family dinner and raising a toast, anything that just gets you on your feet, or it can be online on your bum. But you know, speaking anything that gets you in the habit of speaking is really important.

147

00:37:41.890 --> 00:38:03.880

Jacqueline Williamson,: I remember everybody. Everybody has bad gigs. I'm friends with someone called Viv Groskop, who does stand up. Comedy, amazing female! Stand up comic! And she has said she's learned more by her bad gigs than her good gigs, so you know something goes wrong. Learn from it and move on. But please put yourself forward. Start small, but get going

148

00:38:04.760 --> 00:38:11.570

Jacqueline Williamson,: now before the event. And this isn't people having a fight. This is people rehearsing. This is a group of actors rehearsing.

149

00:38:11.880 --> 00:38:35.680

Jacqueline Williamson,: You do need to prepare what Matt talked about, and he mentioned procrastination. When we're scared of something, it is human nature to put it off. Of course it is, but you must must fight that because your confidence is going to come by feeling. I really know what I'm saying. I'm happy with what I'm saying, and I'm now going to deliver it, and I kind of compare this to when you buy someone a birthday present.

150

00:38:36.070 --> 00:38:58.859

Jacqueline Williamson,: if you you know someone, and you think, what would they really like? And ahead of the event. You do your research. You buy something. You think they're going to really, really love this. You're excited to give it to them. You look forward to it. It goes well. On the other hand, if you put it off and you put it off, and you grab something from the petrol station on the way to the party, and you just know it's a really substandard gift, you know. You dread giving it to them. It's all a bit awkward.

151

00:38:58.860 --> 00:39:10.100

Jacqueline Williamson,: So think of it as you giving a gift to your audience that you have prepared. And, as Matt said, this clear structure start strong and end strong is really important.

152

00:39:10.330 --> 00:39:33.460

Jacqueline Williamson,: But you've got your presentation. You've got your structure, you're passionate about it. You've got something to say, but you have to rehearse. Everybody rehearses particularly at the start. You need to rehearse. You can do it in your head. You need to do it out loud. You can record yourself, do it in front of the mirror, and I know you. Probably the idea of getting feedback is not what you want to do, but feedback really helps.

153

00:39:33.460 --> 00:39:47.769

Jacqueline Williamson,: And one thing I would say is, if you know any 10 year old children, get them to give you feedback because they are ruthless and brilliant at it. My kids, when they were primary school age. I used to do all my speeches in front of them, and I've never had better feedback.

154

00:39:47.770 --> 00:40:05.630

Jacqueline Williamson,: and Matt got on to anticipating practicing questions. And that is important. And I thought his advice on, You know, what's the worst question is absolutely brilliant. And also, as he was saying, is, it is okay to say I don't know, and we'll come back to you. We'll look into it. But do practice the questions.

155

00:40:05.850 --> 00:40:31.319

Jacqueline Williamson,: and if you get an opportunity. If this is a speech in person, if you can practice in the actual space, please do. And if anyone offers you a sound check, say, yes, trust me. Say yes, take all the opportunities. If you can't get to the space, don't worry. But if it's an option, it's really really worth it, because what you're trying to do is get as familiar with your content and your surroundings as you possibly can.

156

00:40:32.840 --> 00:40:57.160

Jacqueline Williamson,: You also need to just work on your mindset. Now you've all been an audience. You're an audience right now, and I don't believe there's 1 of you sitting there hoping Matt and I are going to mess up. You're all wanting us to say something you want to hear that's going to be useful. You're wanting it to be positive for us, and that's the same for any audience you will ever speak to. So remember, nobody wants you to mess up. Everyone is on your side

157

00:40:57.880 --> 00:41:11.200

Jacqueline Williamson,: and going back to that thing that fight or flight, that anxiety feeling. If you think of times when you've been really excited, the physical sensations are actually really similar. And what you need to do is actually take that energy

158

00:41:11.250 --> 00:41:31.169

Jacqueline Williamson,: that's coming from anxiety, reframe it as excitement, and use it to connect, to engage and to perform, because speaking, is a performance. You know, it's really brilliant seeing Joel presenting here. And he's like he's kind of learned and learned techniques, because you're a superb presenter, Joel, you know, and that's come with practice, you know, and learning techniques.

159

00:41:31.170 --> 00:41:47.300

Jacqueline Williamson,: and also silencing your inner critic. Now I know this is easier said than done, but we all have the voice in our head. I'm no good at this. I'm going to forget my lines. You know. We're grown ups. We do actually have to kind of assert ourselves over that in a critic. Put them to one side

160

00:41:47.300 --> 00:42:05.499

Jacqueline Williamson,: and say, I'm not listening to you at the moment and silence it. And someone use a really nice phrase. You know, anxiety is quite like having butterflies flying around in your stomach. And actually, in a way, what you're doing is you're ordering the butterflies. They are your friend here. You need this adrenaline. You need this energy, but you're ordering it

161

00:42:07.220 --> 00:42:16.700

Jacqueline Williamson,: now. It's interesting. Matt talked about visualization, but in a different way in his speechwriting. But in your content you get people to visualize an outcome, whether it's positive or negative.

162

00:42:16.800 --> 00:42:42.890

Jacqueline Williamson,: But when you're speaking. Visualization is also really really helpful. It can sound a bit, and maybe some of you won't find this appealing. But if you close your eyes, and imagine yourself giving a successful speech, the best version of yourself, feeling confident and competent, and people responding, well, that really really does train your brain and your mind to expect success or reduce fear. So it's definitely worth a try.

163

00:42:44.490 --> 00:42:46.320

Jacqueline Williamson,: So you've prepped.

164

00:42:46.520 --> 00:42:51.690

Jacqueline Williamson,: You've got your head around it. And then, on the day before you begin.

165

00:42:52.430 --> 00:43:04.619

Jacqueline Williamson,: It's so important to protect yourself. I've seen so many people about to go on stage and speak. They're dealing with a phone call. They're answering an email. They're running around, you know. They've had to rush to get there.

166

00:43:04.700 --> 00:43:27.490

Jacqueline Williamson,: Please don't do that yourself, you know, symbolically put up. You do not deserve sign. You need to protect yourself in your space. You need no distractions. Arrive early, find somewhere quiet. Ideally, there might be a room. You can go in and shut the door. If there isn't hide behind the stage, hide in the Loo, whatever it takes. Go somewhere quiet, just to be peaceful yourself.

167

00:43:27.620 --> 00:43:31.040

Jacqueline Williamson,: Slow down, and then

168

00:43:31.250 --> 00:43:53.820

Jacqueline Williamson,: if you just hear yourself in your head, you can do it out loud if you are somewhere private starting, saying your 1st few lines. Just get them right at the front of your short term memory, so that they're just going to come out whether you think about it or not. And once you're going once you're speaking, the rest will flow. If you know your presentation, so please, in that countdown.

169

00:43:54.330 --> 00:43:59.250

Jacqueline Williamson,: Look after yourself. Be a little selfish at that point. It's really important

170

00:44:00.980 --> 00:44:23.139

Jacqueline Williamson,: power posing kind of divides people. I have been to events, and the women's lose has just been full of women power posing. It is commonly used, and literally all it is is standing feet apart, standing tall, either with your arms in the air or hands on the hip, which is known as the Wonder Woman Pose, and just standing there for a couple of minutes

171

00:44:23.370 --> 00:44:27.719

Jacqueline Williamson,: when people started to do this. And it's it kind of started in the eighties.

172

00:44:28.030 --> 00:44:50.489

Jacqueline Williamson,: it was thought that it actually really impacted your hormones and reduced cortisol, which is the stress hormone psychologists. Now, I think actually, it's probably not working quite at that hormonal level, but it certainly really does make a lot of people feel more confident and just makes them feel like they're kind of you know they're owning the room I'm in charge, so give it a try if it doesn't work for you, don't do it, but give it a go.

173

00:44:51.150 --> 00:45:03.669

Jacqueline Williamson,: The other one, which is brilliant for nerves, of course, is breathing, and you might have come across this. You know nothing to do with work, nothing to do with public speaking, but it's that simple thing of breathing into the count of 4

174

00:45:03.690 --> 00:45:26.459

Jacqueline Williamson,: ideally through your nose, holding it for count of 4, and then you must exhale more slowly count of 6 to 8, and this is proven to work on a physiological level, and it actually triggers the parasympathetic nervous system which is the part of our nervous systems that manages involuntary action.

175

00:45:26.510 --> 00:45:40.999

Jacqueline Williamson,: and it lowers your anxiety. It lowers your heart rate, it soothes your digestion, you know, it's known as the kind of rest and digest nervous system, and it really helps. So if you are really freaking out and feeling panicky.

176

00:45:41.110 --> 00:45:45.930

Jacqueline Williamson,: And today. The example I gave was feeling that way, and we got her to breathe, and it did help.

177

00:45:46.200 --> 00:45:47.779

Jacqueline Williamson,: Please do that.

178

00:45:48.530 --> 00:45:58.810

Jacqueline Williamson,: The other thing. And this I got this. I did some training with Rad at the Royal Academy of Dramatic Arts, and they're very keen on people doing warm ups. Actors always do this.

179

00:45:58.810 --> 00:46:19.059

Jacqueline Williamson,: Personally, I don't find this one quite as useful. The tongue twister. Warm up, but you are speaking so again. Warm up your voice. There's other ways to do it. We can send a link round of other voice exercises, but, you know, doing a tongue twist like red lori, yellow lori, red lori, yellow lolly over it just gets you speaking, gets you warmed up, which can be really helpful.

180

00:46:19.750 --> 00:46:30.179

Jacqueline Williamson,: So that is in your countdown before you go on. And then when you begin? Okay? So you're stepping on that stage, whether it's a virtual stage or a real stage.

181

00:46:30.630 --> 00:46:52.779

Jacqueline Williamson,: And remember, confidence breeds confidence. So if you act confident doesn't matter if your knees are knocking. If you act confident, your audience will believe it. And then there's this weird, symbiotic thing that happens. You're confident your audience relaxes, they respond. You feel that you relax more, and you get this beautiful virtuous circle

182

00:46:53.290 --> 00:47:18.549

Jacqueline Williamson,: you need, and it's a bit like the purpose. But don't stick your arms in the air, you know, standing tall, shoulders back, chest forward, just that confident stance, and you'll see this, you know. I mean, Obama is absolutely brilliant at this lots and lots of speakers are, and that feeling grounded actors will tell you about feeling the earth beneath your feet. They even go as far as saying, you're breathing through your feet, which I'm not quite sure how you do. But that really feeling grounded.

183

00:47:18.840 --> 00:47:44.019

Jacqueline Williamson,: And then, when you start, make eye contact. If you're in a large auditorium, easy thing is, make eye contact with somebody at the back. Don't look at someone in the front row. It's going to freak you out, and the people behind them are going to feel ignored. Eye contact at the back smile, smile more than you think is necessary, you know, it's very easy to look a little grumpy or nervous, you know. People respond to a smile, you respond to a smile smile.

184

00:47:44.270 --> 00:48:10.250

Jacqueline Williamson,: and in terms of that eye contact as you practice your art when you've got a major point to make. If you can vary where you're looking, look around the audience, it really helps. But that's kind of you know. That's when you've done this a few times to start with. If you just look at someone at the back and deliver to them. It's fine or pretend like today, you're down the pub talking to your friends. But look at somebody, don't just look up and off into space, connect with humans.

185

00:48:10.250 --> 00:48:18.910

Jacqueline Williamson,: And if you, Fluff, if you make a mess, don't worry. We've all done it. They've all done it. Just laugh and keep going. Just keep going.

186

00:48:19.900 --> 00:48:24.360

Joel Smith: And yeah, sorry just to jump in. This is your 1 min warning.

187

00:48:24.360 --> 00:48:39.329

Jacqueline Williamson,: By 1 min. I'm very, very nearly there and controlled voice. So you're speaking obviously. Speak slowly. I speak quite quickly. I'm used to public speaking, you know, but I certainly have to work on speaking slowly.

188

00:48:39.650 --> 00:48:58.160

Jacqueline Williamson,: Pauses. Give you gravitas. Don't be afraid to pause. Give you a chance to gather your thoughts as well. You do have to project to the back. If you've got a quieter voice

and it's a big auditorium, please get Micd up. Get used to working with a mic. It's a smaller setting. You won't need it.

189

00:48:58.280 --> 00:49:14.709

Jacqueline Williamson,: It's fine to sip water, particularly if you're going over a few, you know 5 min or so, and then at the end, thank people, not only is that polite, and they have given you their attention, it also is a signal to them. You have finished, and that's the point where they know to applaud you, which I'm sure they will.

190

00:49:16.100 --> 00:49:27.960

Jacqueline Williamson,: So that's it for me. Obviously it's a whistle stop tour. But hopefully it's just shifted you a little way from. I can't do it to. I can do it because you can do it, I promise you. And actually, I promise you actually enjoy it eventually.

191

00:49:29.670 --> 00:49:33.129

Jacqueline Williamson,: Okay, I am finished. So thank you. Audience.

192

00:49:33.130 --> 00:49:56.780

Joel Smith: Brilliant. Thank you so much, Jacqueline. That was absolutely fantastic. So everybody remember to keep sharing any questions you have in the Q. And a feature. We've got a lot already, and we've limited time for questions, but we'll get through as many as we can just before we go into Q. And A. I just wanted to mention that if today's session has sparked some ideas or left you wanting to keep this conversation going.

193

00:49:56.780 --> 00:50:09.619

Joel Smith: I really encourage you to take a look at our introduction to public speaking in government course. So that is linked in the resources Tab, my colleague is just posting it in the chat as well. So do check out that it's a self paced

194

00:50:09.620 --> 00:50:25.900

Joel Smith: course to keep kind of building on these skills that we're learning today and moving forward, so the links will be in the chat, but straight into the Q. And a. And I have a question here for Matt. So

195

00:50:25.900 --> 00:50:53.360

Joel Smith: one of our lovely audience asked, How do you balance the tips that you have presented on when you need to present complex or boring information? Now I know you sort of

touched upon presenting data. Things like that. I won't say that data is boring, because I think a lot of people will come for me if I do. But yes, how do you sort of balance that when presenting complex or boring information.

196

00:50:55.405 --> 00:51:12.010

Matt Greenough: Thanks. Joel, yeah. I tried to answer this in the text, but just to go further on that I'd say that when we're presenting complex or what might feel like boring information. There'll nearly always be an underlying reason why that's important.

197

00:51:12.310 --> 00:51:17.690

Matt Greenough: and I think, keep coming. Keep coming back to that reason why it's important

198

00:51:17.790 --> 00:51:24.119

Matt Greenough: suddenly makes it more interesting to people. You know. What? What's the what's the root cause behind the presentation

199

00:51:24.438 --> 00:51:51.799

Matt Greenough: so the example I put in was, you know, not many people like learning about Gdpr. For example, I know that I have not, in the various times that I've been told how I should be doing it. But when people have said, Well, this is might. What happen if we're not compliant with Gdpr in these ways. And suddenly it becomes quite interesting to me, and I can see the value and information that's being presented. So you know. Look, look for the value in the information. And and suddenly people start to get start to get their interest peaked a little bit more.

200

00:51:52.590 --> 00:52:14.040

Joel Smith: Brilliant. Thank you so much, Jacqueline. I've got a question here for you. So actually, someone submitted a question, and we had one pre submitted on how to handle kind of losing your train of thought, or those kind of mind blanks that can happen when you are really nervous. Any tips on how to kind of handle those situations.

201

00:52:14.040 --> 00:52:38.340

Jacqueline Williamson,: Oh, absolutely, and I've done it, and you know I suspect most people have done it at some point, and this is where pauses are your friend, you know. It is a pause to you of a few seconds. You will feel like it's an eternity to the audience. It really really isn't. You know Obama has really long pauses. And people just think it's because he's got something amazing to say. So a pause to just regroup on your thoughts.

202

00:52:38.530 --> 00:52:40.430

Jacqueline Williamson,: If that doesn't work.

203

00:52:40.510 --> 00:53:01.440

Jacqueline Williamson,: then recap on what you've just said, go back to the point you just make, and then build in on the repetition that Matt was saying, and just do a link. And just say, you know, as I said, it's really important to XY. And Z. And once you've got going again. You tend to, then flow back into it, because it's actually it's in there. It's in your memory. It just needs prompting to come through

204

00:53:01.722 --> 00:53:12.439

Jacqueline Williamson,: and then, of course, the other thing, you know, there's been a bit of a debate about Powerpoint, and obviously Powerpoint can be awful. We've all seen horrendous Powerpoints. But and, as someone was saying in the chat.

205

00:53:12.880 --> 00:53:23.720

Jacqueline Williamson,: it is a kind of reassuring presence for you. It's something to leave with your audience, but if it's succinct and short. It does just give you a little structure, so a quick look at your slides will get you back on track.

206

00:53:24.390 --> 00:53:24.980

Joel Smith: Yeah.

207

00:53:25.120 --> 00:53:38.249

Joel Smith: lovely. Thank you. And yeah, I think on that, pausing, I know you mentioned the kind of deep breathing as well. Taking that moment for a deep breath. It can take your body kind of out of that fight or flight moment. And so yes, thank you.

208

00:53:38.250 --> 00:54:00.660

Joel Smith: Matt. Another one for you here. And so one of our audience has asked about kind of balancing preparation to kind of make them feel confident public speaking when they've got limited time due to a large workload. Do you have any tips around kind of preparing presentations, but under very sort of limited time.

209

00:54:02.110 --> 00:54:24.980

Matt Greenough: Yeah, a couple of things. I you know this is sadly all too common for for all of us. I think. I'm pressures. Couple of things that I'd suggest. 1st of all. You know, I mentioned that when we do that research that doesn't end up into presentations, you know, don't bin it because it will come in useful for for future presentations, you know. Build yourself up a treasure chest of things that you can go to.

210

00:54:25.030 --> 00:54:32.479

Matt Greenough: And that's, you know, outside the work environment as well. If you you know, if you're sitting in a newspaper, a magazine, a book that you find interesting.

211

00:54:32.580 --> 00:54:47.909

Matt Greenough: It might not fit in the presentation that you were. You're working on right now, but at some point it will come in useful. And so just build up that treasure chest. So you've never really got a blank page at all, because you've got that bank of things there. I know one speechwriter's got a

212

00:54:48.080 --> 00:54:59.170

Matt Greenough: I think he's got a volume of of 20,000 jokes on his hard drive. So there's there's there is never a presentation or a speech that he will ever be commissioned to do where he's not got a ready-made joke ready to go.

213

00:54:59.693 --> 00:55:03.939

Matt Greenough: And the second thing I'd say is that if you've got really limited time.

214

00:55:04.479 --> 00:55:07.710

Matt Greenough: That. Tell him. Tell him what you've told them.

215

00:55:09.090 --> 00:55:16.790

Matt Greenough: Tell them what you tell him. Tell them, tell them what you told them. Structure is a really really good one to to fall back on as well. You know. Keep it nice and simple.

216

00:55:17.630 --> 00:55:38.950

Joel Smith: Lovely. Thank you, Jacqueline. Final question for you, because I realize we are approaching the time on this. But someone's asked about how to handle hecklers. So if you're presenting on a sort of contentious subject matter, any tips on kind of handling that situation.

217

00:55:38.950 --> 00:55:49.649

Jacqueline Williamson,: Actually, I love hecklers, actually. And I did see a comedian once be brilliant with hecklers. Someone heckled them, and they just returned with a just be funny to the heckler, and it just shut them up straightaway.

218

00:55:50.480 --> 00:56:17.820

Jacqueline Williamson,: like complete to the window their sales so hopefully in a work setting, you're not going to get heckled, heckled. But you are going to get people disagreeing with you, and I guess it is about the way you would in a conversation. It's no different, really, just having those phrases saying, I really hear what you're saying. I can see your passion, and how important this is to you. And let's come back to that, because we're going to have a discussion at the end. But if I can just get through and make my points.

219

00:56:17.960 --> 00:56:29.740

Jacqueline Williamson,: you know and just handle it. Just do that. Don't get drawn in. You just don't get sucked in to having a debate live with them. You might need to do at the end, but hopefully they won't be too rude.

220

00:56:30.180 --> 00:56:34.100

Jacqueline Williamson,: and if they're really rude, the audience tends to shut them up. In my experience.

221

00:56:34.430 --> 00:56:35.250

Jacqueline Williamson,: Other people.

222

00:56:35.250 --> 00:56:39.937

Joel Smith: Yeah, this is true. As you said, the audience are on your side. So yeah.

223

00:56:40.410 --> 00:57:09.919

Joel Smith: all right. Well, thank you so much. We've we've had some incredible wisdom from from both of our speakers today. I'd like to ask you all to join me in giving Matt and Jacqueline a big virtual round of applause. Hopefully, you can see the emoji react applause coming in thick and fast. And I would also just like to give a massive thank you to you the attendees for firstly, investing in your learning and development, and being so engaged in this topic.

224

00:57:09.920 --> 00:57:23.729

Joel Smith: and the team is going to pull up a quick poll. It should have just popped up. Just so we can kind of gauge how you felt about today's event. This will help us continue improving our content. So we really appreciate your responses on that.

225

00:57:23.730 --> 00:57:48.250

Joel Smith: Whilst you are responding. I want to reiterate that this isn't the end, but the beginning of the conversation. We will keep sharing ideas and challenges and questions in the life in government community, so we hope to see you in there. Please do jump in there and ask any question. There is no such thing as a stupid question in there, so do ask everything, and there is thousands of public servants in there ready and willing to kind of help

226

00:57:48.320 --> 00:58:13.059

Joel Smith: and give you some advice as a special thank you. To everyone who attended today's event, we'd like to share a super helpful resource from one of our top contributors on the Apolitical platform, which is 5 tips to manage anxiety and get better at public speaking. It's a brilliant article written by one of our contributors to claim your link to the article. I have posted a little

227

00:58:13.230 --> 00:58:28.269

Joel Smith: post in the life in Government community. So if you follow the link that my colleague is posting in the chat, go to the life in government community and leave a comment on the post pinned at the top of the page. We will send you the link to that article after the event.

228

00:58:28.270 --> 00:58:44.210

Joel Smith: So that is really all we have time for today. So we hope that you found it helpful. And we want to say a huge Thank you once again to our brilliant speakers, Matt, Jacqueline, and to all of you for taking the time out of your busy days.

229

00:58:44.210 --> 00:58:56.320

Joel Smith: Please keep an eye out for the email coming your way tomorrow with today's recording and resources, and we hope to see you at another apolitical event very soon. Have a great day, everybody. Goodbye.