



Communicating with Confidence

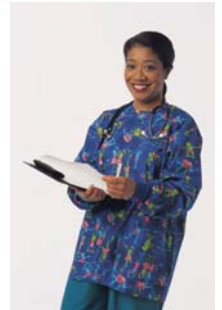
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Conflict of Interest Disclosure

Marsheila DeVan does not have any real or apparent conflict(s) of interests or vested interest(s) that may have a direct bearing on the subject matter of the continuing education activity.

Learning Objectives

This presentation will enable participants to implement strategies to enhance skills to effectively communicate with confidence and ease.



“Good communication is **not** a matter of **chance**, it’s a matter of **choice**.”



55% Visual

38% Vocal

7% Verbal

Looking at Nonverbals



What do you notice?

Presentation Skills

- Eye Contact
- Voice
- Gestures
- Posture
- Vocalized Pauses
- Attire



Delivery Skills

Eye contact	Eye to eye
Voice	Animate
Gestures	Natural and appropriate
Posture	Feet shoulder's width
Vocal Pauses	Replace with silent pause
Dress/Image	Professional, a step above

Topics

Pick one:

- Where would you live if money was no object?
- Favorite food/Least favorite food?
- Tell us a time real or imagined when you ran into a celebrity?
- Tell us about your first...car, date, kiss, job....?



Audience Analysis

In preparation, answer the following questions:

Who are they?

What do they know?

What action do I need them to take?

What motivates them?

Engaging Openers

- Question
- Quote
- Statistic
- Anecdote
- Engaging story
- Articulating Objectives
- Creating Value

Eliciting Participation

Ask a questions of:

Group

Individual

“Known Expert”

Ask each person to contribute

Acknowledge verbal and non-verbal signals



Create “Change Ups”

Create “change-ups” to grab attention

Utilize slides, flipcharts, visual aids

Demonstrate or have a participant demonstrate

Sit, stand, change location

Move from didactic to interactive

Ask the group to summarize a section

Working with Slides

Delivery with slides:

Look and Read

Turn and Speak

Content Articulation:

– Overview

– Stories

– Key Message

Power Point Principles



- You are the presentation
- Show it more than you tell it
- Follow the 6 x 6 rule
- 28 point font or larger

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Type of Questions



- Open-ended Questions
- Greater Response
- Feedback or Clarification
- Redirection
- Closed-ended

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Questions & Answers

- Acknowledge the questioner
- Repeat/rephrase
- Answer (25%-75% rule)



Handling Difficult People



- Accept Disagreement
- Discover the Source
- Defuse a sharp question
- Avoid getting defensive
- Turn the question into an opportunity
- If you don't know the answer - redirect

Closing a Meeting

- Summarize and reiterate key points
- Answer any questions
- Suggest next steps for follow-up
- Thank the group for coming

Quickly scanning the audience with your eyes will make everyone in attendance feel closer to you.

What percentage of the audience's impression of you as a speaker is dependent upon the content that you present?

1. 7 percent
2. 26 percent
3. 38 percent
4. 55 percent

A speaker's visual image has little to no effect on his credibility and believability as a presenter.

“ Life's most persistent and urgent question is, what are you doing for others? ”

Martin Luther King, Jr.



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Questions?



Thank you!

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