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FOREWORD

Long before I stand up before an audience, I put myself through a reality check. Why have they invited ME? What do they expect of me? Between the airfare and hotel expenses, how much is it costing them to have me there? A month—or a year—after I have left them, what will they remember of my presentation? J. Lyman MacInnis, author of *The Elements of Great Public Speaking* wrote: “The adage is that talk is cheap. Well, it isn’t. Talk can be extremely expensive, both literally and figuratively.”

When we think of “speakers,” we think of influential preachers, renowned authors, or highly paid motivational speakers on the rubber chicken circuit. But you also need speaking skills to effectively lead your Rotary club, your Sunday School class, the office meeting, or to offer a toast at the wedding or funeral of a loved one. Good writers, planners, and managers are a dime a dozen. But good speakers are worth their weight in gold. Good speakers inspire, communicate, motivate, entertain, persuade, inform, and rally their audiences toward goals that mere managers could never aspire to attain. And while we frequently picture “public speaking” in a modern frame, we can go back to the earliest days of human history to see examples of great speakers. Think how Abraham and Moses and King David delivered stirring speeches to inspire the Israelites to follow the Lord’s commands to become Godly people. In ancient Greece, Plato, Aristotle, and Cicero brought oratory rhetoric to an art form. “Rhetoric is the art of speaking well,” wrote Quintilian.

Public speaking is not limited to the skill employed by professional presenters addressing audiences in huge convention

halls. It can just as easily describe a Rotarian trying to inspire her club members to back her vision for a service project, or a newly-promoted manager's assignment to motivate his subordinates to meet the company's objectives.

Simply stated, public speaking could be described as "Who says what to whom using what means and with what end results?" This suggests, correctly, that good oratorical skills are also essential leadership attributes. Perhaps it is this expectation of a combination of leadership skills, motivation, entertainment, and oratorical excellence that make so many people terrified at the prospect of speaking in public. This fear of public speaking frequently ranks at the top of people's phobias—even above the fear of death.

And yet the secrets to eliminating fear and to delivering an address that will inform and inspire are simple and easy to learn. The ingredients of a good speech obviously include well-chosen words, but they also must contain an outline that clearly delivers the intended message to the audience, and a delivery style—which includes the timbre of one's voice, the non-verbal body language communication, and our tempo—that creates a relationship between the speaker and the listeners.

Dale Carnegie, one of the best speakers of all time, once said there were three essentials to a great speech:

1. You must have *earned* the right to make that speech in the eyes of the audience, meaning you have to possess more knowledge on the subject than the audience has.
2. You must be enthusiastic, passionate, and excited about the subject. Audiences want to hear upbeat messages.
3. You must be enthusiastic about the opportunity they have given you to speak to *that* audience on *this* day.

The earliest evidence of public speaking dates back more than 2,500 years. We can look back at some of history's great orators in awe. Some might claim that the technology of our modern age, where communication is achieved with email, text messaging, FaceBook, and Webinars, that the need for public speaking belongs to a bygone era. But that is wrong. Indeed, with our reliance on technology for communications, there is an even greater need for us to be inspired by face-to-face communications, and thus an even greater value placed on those who can deliver those messages to audiences of every genre.

Rotarians meet every week, and so have an even greater need to be good communicators at our club meetings—and beyond our local club when we are asked to speak at district (and even Rotary International meetings).

In 2001, *Frank Talk* readers first met Sue, Duncan, and Bob when then-Rotary International President Frank Devlyn shared a train journey with them after his flight had been cancelled. When they discovered he was a Rotarian, they began voicing their ignorance and misconceptions about Rotary. But by the end of their journey, each of them had decided to join Rotary. A couple of years later, we met them again when Frank was invited to speak at their district conference, but this time they had become somewhat bored and disenchanted with their local Rotary clubs. *Frank Talk II* addressed head-on the issues of how to energize one's Rotary club. Then the four friends resurfaced in *Frank Talk on The Rotary Foundation* at a conference that showed Rotarians how to become more involved with, and supportive of their Foundation. Then in 2008, *Frank Talk on Leadership* gave numerous helpful hints for showing Rotarians how to develop leadership skills for both their Rotary and vocational lives. Now

in the final *Frank Talk* book, the four friends are joined by renowned Rotary speaker and author David Forward as the panel of experts that show Rotarians how they can make dynamic, inspiring, effective presentations.

INTRODUCTION

By Richard D. King
President, Rotary International, 2001-2002

I was eleven years old when I entered my first speech contest. It was sponsored by a service club and my coach was a member of the club. Six decades later one of my proudest achievements is the speech contest my own district named after me. In my own judgment, no skill is more important for leadership than for one to learn effective public speaking.

I have read- and heard- many times over my lifetime, that nothing distinguishes an individual so much as both what the person says and how he (she) says it. And further- that there is no power so great as the person who has the command of an idea, and can articulate the same.

We often talk in Rotary about what we do for others, often less fortunate than ourselves. But when I analyze the reasons one should be a Rotarian, it is clear we often overlook how the organization changes the member. The benefit to the development of the human spirit which comes from being a Rotarian is beyond price.

And, these benefits begin with the development of leadership skills and public speaking. Rotary creates leaders of leaders, people who have the command of an idea and can articulate with vision and clarity. Such is the purpose of this timely and clearly written book. I congratulate my good friend and predecessor Frank Devlyn on the commentary put together herein by both he and David Forward. As Rotary is called more and more to the global stage, the ideas

expressed herein will be helpful and beneficial to those who are called upon to explain our global mission of serving the human race.

Richard D. “Rick” King
Fremont, California, U.S.A.
February 2010

Public speaking! The very thought of having to speak to an audience sends chills down the spine of most people. And yet if we are to do well in the business world—or move up in voluntary organizations such as Rotary—we NEED to be able to educate, motivate, and inspire people to purposeful action.

Frank Talk on Public Speaking is the final book in the *Frank Talk* series and by following the lessons in these pages you will be on the fast track to success. It will help you feel more confident, learn how to craft a memorable speech, and deliver it in a style that will leave your audience wanting more.

“To some extent, the art of public speaking is a gift.”

John Kenny, *President Rotary International, 2009-2010*

“Once again, Frank and David have created a valuable book of wisdom, inspiration and useful tips in the unique style of ‘*Frank Talk*.’ It is a helpful guide for those who are frequently called upon to stand before a small group or a huge crowd.”

Cliff Dochterman, *President of Rotary International, 1992-93*

“This book is a refreshing change from the typical business text and self-help book. Frank Devlyn’s storytelling style keeps readers engaged while thought-provoking questions and revelations enable them to increase their success, personal growth and understanding of leadership and management.”

Jim Gibbons, *President and CEO, Goodwill Industries International*



Co-authors **Frank J. Devlyn** and **David C. Forward** are two of Rotary’s most popular speakers, addressing audiences across the globe. Frank was Rotary’s International President in 2000-2001 and David authored *A Century of Service*, the book commemorating Rotary’s first 100 years. In this book, they have pooled their treasury of tips and experience so YOU can deliver speeches and presentations with confidence and results.

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