

Discovering Your Professional Voice



FACC Fall Academy
2023

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Quote for our Work Today



“If better is possible —
then good is not enough.”
~ Dr. Bill Parker

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Topics for Today

- ❖ Understanding the Communication Process
- ❖ Organizing Your Presentation
- ❖ Adding Impact to Presentations
- ❖ Overcoming Jitters and Stress
- ❖ Presentations and Feedback
- ❖ Handling Questions
- ❖ Attire

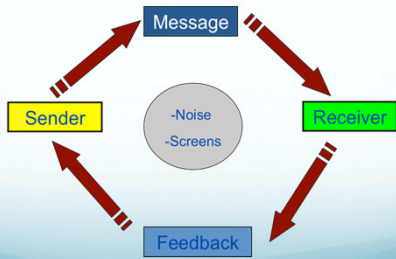
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Cell Phone Policy Video

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How Communication Works

Communication Model



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Organizing Your Presentation

- Tell them what you're going to tell them.
- Tell them.
- Tell them what you just told them.



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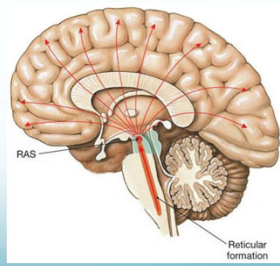
4-Step Formula Video

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Reticular Activating System

▪ 4 Things That Always Get Through the Filter

- Something novel, surprising, interesting
- A choice you can make
- A physical need you have
- and — your NAME



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Tag Lines

The Truman Show



“On the air. Unaware.”

Ferris Bueller's Day Off



“One man's struggle
to take it easy.”

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Adding Impact to Presentations

- Use of media
- Visual aids; props
- Verbals and Non-Verbals
- Attire



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Eye Candy



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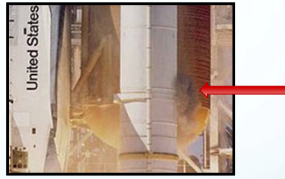
Avoid Word Wax

- Well ...
- You know ...
- I mean ...
- You know what I'm saying ...
- Um ...
- Uh ...



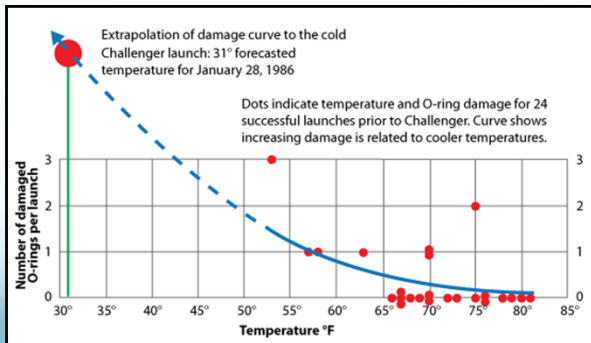
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Challenger Issues



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Edward Tufte, *Visual Design Expert*



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More Visuals

The Pacific Trash Vortex



February 2014 Asteroid



Asteroid the Size of 3 Football Fields



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Thinking on Your Feet

Improv – Theater

Only 2 Rules:

- Agree with
- Build on



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TED Talks

- Grab Attention
- Use Personal Disclosure to Relate Your Message
- Remove Excess/Filler Words
- Make Your Audience Work
- Signal the Conclusion



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Relaxers and Warm-ups

- Head rolls – front and side only
- Rag doll
- Throat warm-up
- Jaw relaxers
- Comfort zone
- Deep breathing
- Throat lozenges, spray



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Helpful Hints



- Prepare, prepare, prepare
- Hot tea and honey ...
- Cotton mouth
- No new haircuts/styles
- Caffeine consideration
- Positive imaging, deep breathing
- Index cards; PowerPoint
- Stand firmly planted
- Hand gestures below shoulders
- Smile and breathe

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You May Feel This Way!



"Yea, though I walk through the valley of the shadow of death, I will fear no evil" Psalm 28

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Presentations in Groups of 4

- Select a timekeeper to keep the process moving
- Present – 2 - 3 minutes each
- Feedback from group participants — 3" total for each presenter



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Giving Helpful Feedback

- Use your note-taking guide.
- Provide positive feedback first – what went well.
- Provide developmental feedback next – one area for improvement.
- Give your notes to the presenter.



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The Q & A Segment

1. Trigger Words
2. Personalizing an Issue
3. Going for the Jolt
4. The impossible Question
5. Can You Guarantee?



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Attire

- Women
 - Conservative clothing, shoes, jewelry, make up
 - No perfume
- Men
 - Clean, polished shoes
 - No cologne



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Practice Makes Perfect Video

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Start Young! Video

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Evaluation

Discovering Your Professional Voice

We hope the class was excellent!
Please take a few minutes to complete the course evaluation.

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