

Public Speaking



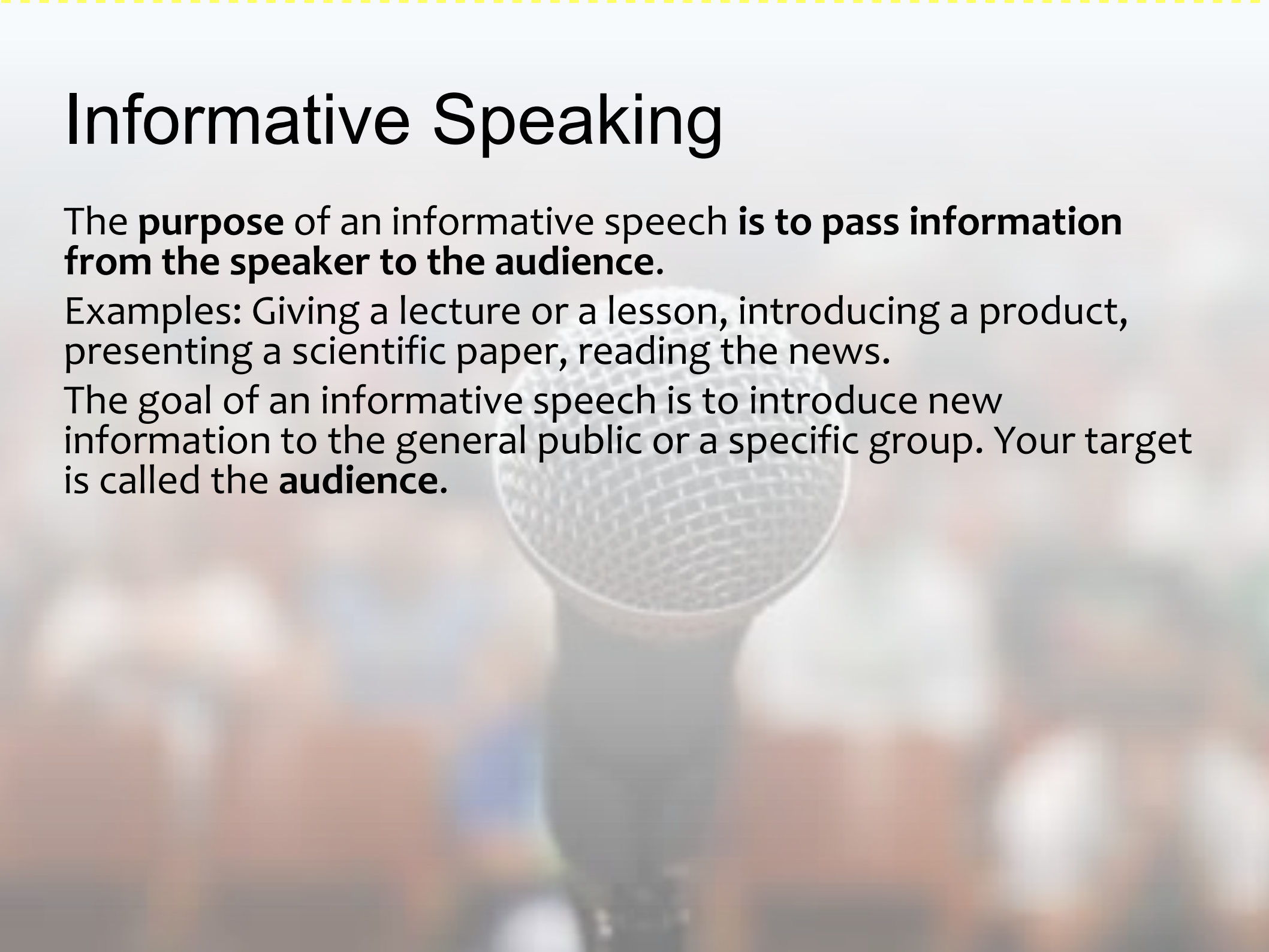
Informative Speaking

Informative Speaking

The **purpose** of an informative speech is to **pass information from the speaker to the audience**.

Examples: Giving a lecture or a lesson, introducing a product, presenting a scientific paper, reading the news.

The goal of an informative speech is to introduce new information to the general public or a specific group. Your target is called the **audience**.

A blurred background image showing a microphone in the foreground and a crowd of people in the background, suggesting a public speaking or lecture setting.

Informative speech development

Procedure:

- 
1. Analyse your audience.
 2. Set the objectives for your informative speech.
 3. List the topics your audience needs to learn about so they can fulfil the objectives.
- } Outline
4. Identify the knowledge gap.
 5. Compile the details you need to cover so that your informative speech covers the knowledge gap.
- } Content

Audience analysis and objectives

Every informative speech should have one or more objectives. An **objective** is what the **audience needs to learn** from your speech, something they need to take away. Basically, **the reason for giving the speech** in the first place. If you cannot clearly define the objective of your informative speech, it is probably not worth giving the speech. Also, without a clear objective, it is very unlikely that your speech will deliver the right information.

Example: In the first lesson, I gave you the objectives for this course:

1. You will be know which **type of speech** you are delivering and what to observe for each different type of speech.
2. You will be able to **structure** your address in a methodical and effective manner, and you will be able to create appropriate support materials.
3. You will have gained enough **confidence** to address an audience.
4. You will be able to display effective **mannerisms and body language** for public speaking.

Audience analysis and objectives

An audience consists of certain types of people with certain needs that are different for each audience, which means that **before you can define the objective** of a speech given to a certain audience, you must first **carry out a so-called audience analysis** to find out who your audience is, what they need to learn and what they already know.



Audience analysis and objectives

Procedure:

1. Which groups is your audience made up of?

Is it a specific group of people? Or are there many different types of people? Or several specific groups? (The latter is the most difficult situation, and requires a modular approach.)

2. What kind of people are they? What is the best way to talk to them? What kind of examples do they respond to?

Specific education? Young or old? Chinese or foreign? And so on...

3. Which activities are these people engaged in?

What is their job? What daily activities do they carry out? In which context?

4. Which of the goals of these particular people is affected by your speech?

What are your audience's goals? Which of these goals could be affected by your speech?

5. What can you teach these people to make them more successful at achieving their goals?

The answer to the last question provides you with a set of **objectives** for your lecture.

Outline Development

Procedure:

1. Carry out an audience analysis.

Groups / Type of people / Activities / Goals.



2. Set the objectives for your speech.

What can you teach these people to make them more successful at achieving their goals?



3. What topics do you need to cover so that this particular audience can fulfil your objectives?

Use the answer to make a list of **topics** to include in your speech (outline 目录 only, no detail yet).

Audience Analysis Exercise Part 1

You are managing a team that operates an **eCommerce website for selling Chinese sports shoes** to European shops.

If you had this job, what kind of things would you know about the market, the products, and the company?



Audience Analysis Exercise:

Select topic for speech 1: Inform management

- Types of shoes your company makes.
- Why people use each of those models.
- How people use each of those models.
- Which people use each of these models.
- How many of each of these models are sold.
- The price of each model.
- Technical aspects of shoes (materials, cushioning, accessories and so on).
- The countries where each of these models are sold.
- European market information (potential sales numbers, ROI, competition).
- In which country each model is most popular.
- Survey result numbers that led you to the decision to translate the website.
- Survey results interpretation that led you to the decision to translate the website.
- Cost of the translation project.
- Invoice process used by your company.
- Order fulfilment process used by your company.
- Return process used by your company.
- Your company's history.
- Your company's management team.
- Your company's share price.
- Your company's values.
- Extra business development benefits from the translation project.
- Issues related to the translation project.
- Risks associated with the translation project.
- How translation can affect future market developments.
- Background information about the external translation company.
- Specific promotions for certain models.
- After-sales support hotline.
- Complaint hotline phone number.

How to choose what to include? -> It depends on the audience and the objective!

Audience Analysis Exercise Part 1

You are managing a team that operates an **eCommerce website for selling Chinese sports shoes** to European shops.

Business case: Your website is in English, but a survey has shown that sales can be increased by a factor of 2 if you **translate the website** into other French, German, Italian and Spanish. You made a plan to **hire an external translation company**.

Speech 1:

Speech 2:



Audience Analysis Exercise Part 1

You are managing a team that operates an **eCommerce website for selling Chinese sports shoes** to European shops.

Business case: Your website is in English, but a survey has shown that sales can be increased by a factor of 2 if you **translate the website** into other French, German, Italian and Spanish.

You made a plan to **hire an external translation company**.

Speech 1: You need to get approval first, so you must prepare a speech to **inform the senior management team of your own company** about the **benefits** of your project.

Speech 2: Your project was approved, but the **external translators** are not familiar with sports shoes. To be able to **choose the right words** for a good translation, they need to be educated.



Audience Analysis Exercise Part 1

You are managing a team that operates an **eCommerce website for selling Chinese sports shoes** to European shops.

For each speech ask yourself:

Who is your audience?

What are your objectives?



Audience Analysis Exercise Part 1

You are managing a team that operates an **eCommerce website for selling Chinese sports shoes** to European shops.



Who is your audience?

What are your objectives?

Speech 1: Present your project to senior management.

Audience:

Objective:

Speech 2: Educate the translators.

Audience:

Objective:

Audience Analysis Exercise Part 1

You are managing a team that operates an **eCommerce website for selling Chinese sports shoes** to European shops.



Who is your audience?

What are your objectives?

Speech 1: Present your project to senior management.

Audience: Your company's senior management.

Objective:

Speech 2: Educate the translators.

Audience:

Objective:

Audience Analysis Exercise Part 1

You are managing a team that operates an **eCommerce website for selling Chinese sports shoes** to European shops.



Who is your audience?

What are your objectives?

Speech 1: Present your project to senior management.

Audience: Your company's senior management.

Objective: Provide all information the managers need to decide if they will provide you with the money you need for the translation project.

Speech 2: Educate the translators.

Audience:

Objective:

Audience Analysis Exercise:

Select topic for speech 1: Inform management

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Audience Analysis Exercise:

Outline for speech 1: Inform management

Survey

- Survey result numbers that led you to the decision to translate the website.
- Survey results interpretation that led you to the decision to translate the website.

Translation project ROI

- European market information (potential sales numbers, ROI, competition).
- Cost of the translation project.
- Translation project ROI
- Extra business development benefits from the translation project.
- How translation can affect future market developments.

Translation project implementation

- Project plan
- Background information about the external translation company.
- Issues related to the translation project.
- Risks associated with the translation project.

Audience Analysis Exercise Part 1

You are managing a team that operates an **eCommerce website for selling Chinese sports shoes** to European shops.



Who is your audience?

What are your objectives?

Speech 1: Present your project to senior management.

Audience: Your company's senior management.

Objective: Provide all information the managers need to decide if they will provide you with the money you need for the translation project.

Speech 2: Educate the translators.

Audience:

Objective:

Audience Analysis Exercise Part 1

You are managing a team that operates an eCommerce website for selling Chinese sports shoes to European shops.



Who is your audience?

What are your objectives?

Speech 1: Present your project to senior management.

Audience: Your company's senior management.

Objective: Provide all information the managers need to decide if they will provide you with the money you need for the translation project.

Speech 2: Educate the translators.

Audience: **External** translators.

Objective:

Audience Analysis Exercise Part 1

You are managing a team that operates an eCommerce website for selling Chinese sports shoes to European shops.



Who is your audience?

What are your objectives?

Speech 1: Present your project to senior management.

Audience: Your company's senior management.

Objective: Provide all information the managers need to decide if they will provide you with the money you need for the translation project.

Speech 2: Educate the translators.

Audience: **External** translators.

Objective: Be able to select the best words in the context of your web shop.

Audience Analysis Exercise:

Select topic for speech 1: Inform management

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Audience Analysis Exercise:

Select topic for speech 2: Educate the translators

- **Types of shoes your company makes.**
- **Why people use each of those models.**
- **How people use each of those models.**
- **Which people use each of these models.**
- How many of each of these models are sold.
- The price of each model.
- **Technical aspects of shoes (materials, cushioning, accessories and so on).**
- The countries where each of these models are sold.
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Audience Analysis Exercise:

Select topic for speech 2: Educate the translators

Company

- Your company's history.
- Your company's values.

Product information

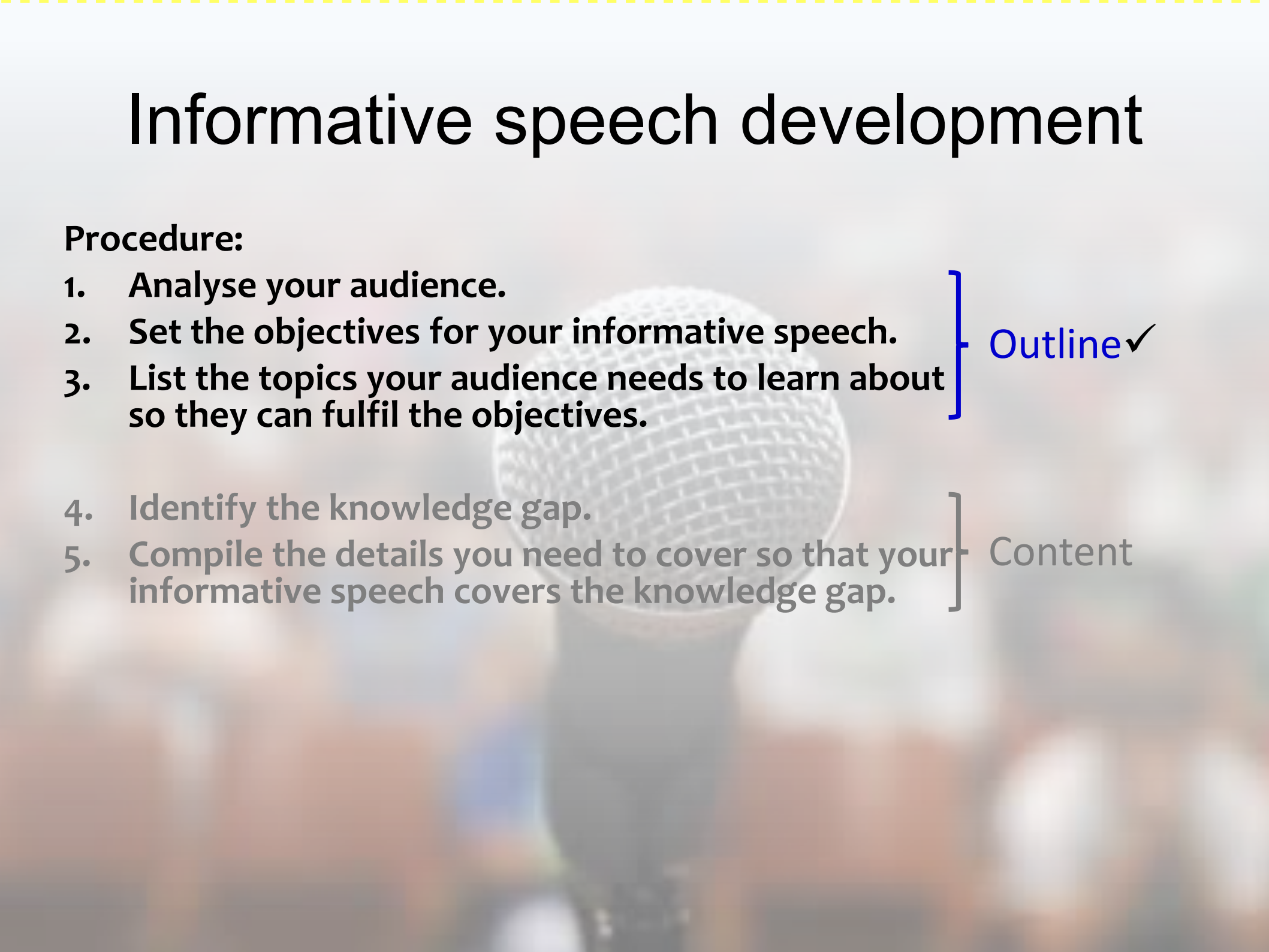
- Technical aspects of shoes (materials, cushioning, accessories and so on).
- Types of shoes your company makes.
- Why people use each of those models.
- How people use each of those models.
- Which people use each of these models.

Operational information

- Invoice process used by your company.
- Specific promotions for certain models.

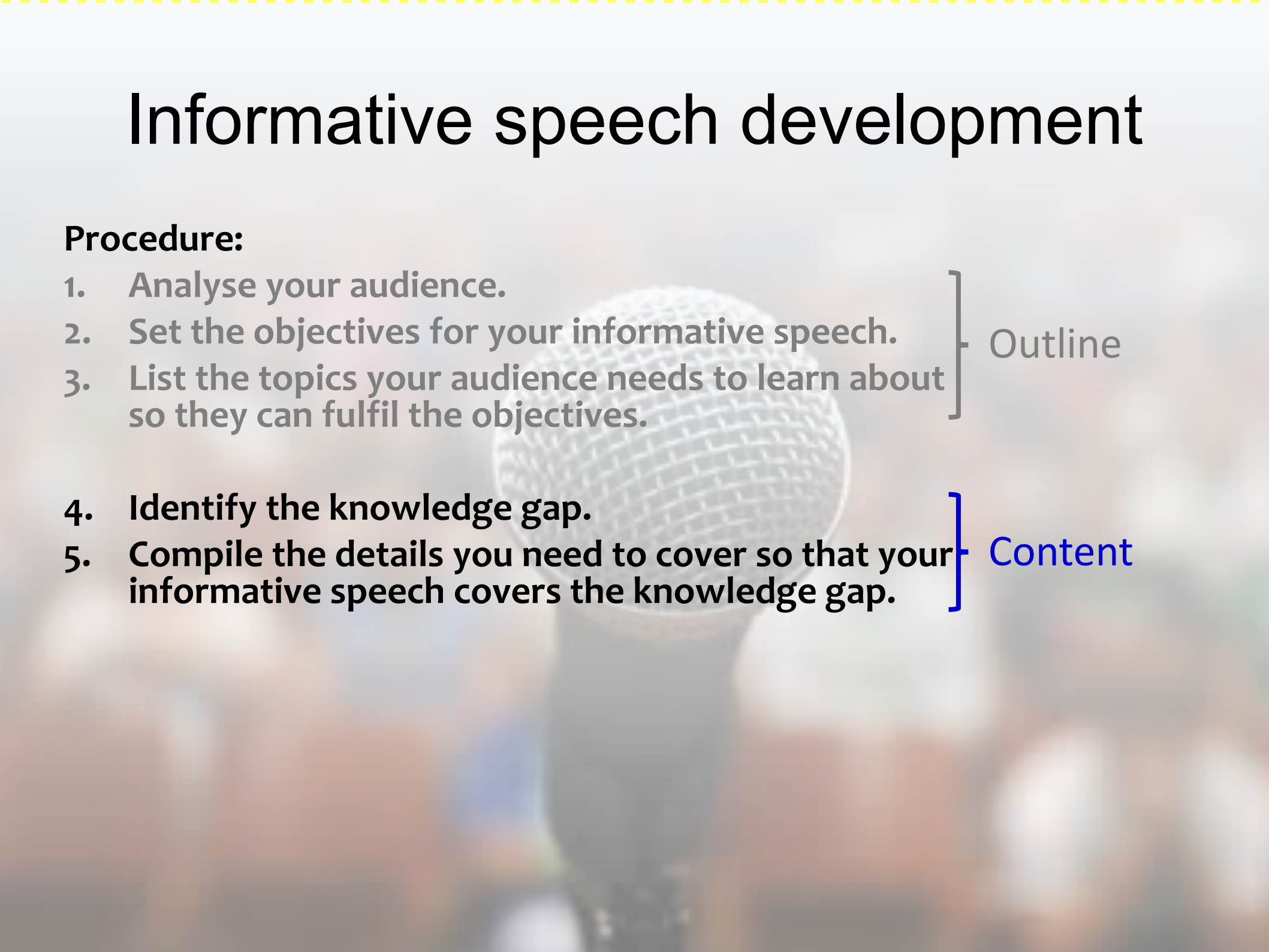
Informative speech development

Procedure:

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1. Analyse your audience.
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Content Development: Scope

Provide exactly the information the audience needs

Speakers sometimes provide too much information and sometimes not enough. It is your job to find the perfect **scope** (level of detail covered by the content).

Your informative speech should provide **exactly the content YOUR AUDIENCE needs to fulfil the LEARNING OBJECTIVE** of your speech.
No more, no less.

To get the right scope, it is useful to familiarize yourself with the concept of the '**knowledge gap**'.

Defining the scope of an informative speech

(everything there is to know about the topic)

How much information should
your informative speech contain?

(nothing)

knowledge level →

Defining the scope of an informative speech



Defining the scope of an informative speech

(everything there is to know about the topic)



Audience needs to know this to fulfil the objective

Should we describe everything the audience needs to know from the beginning?



(nothing)

knowledge level →

Defining the scope of an informative speech



Defining the scope of an informative speech

The **knowledge gap** is the difference between what the audience **needs to know** and what they **already know** (or is already covered elsewhere).

Your information should cover the knowledge gap, **no more no less.**



Defining the scope of an informative speech



Defining the scope of an informative speech



Defining the scope of an informative speech



Defining the scope of an informative speech

(everything there is to know about the topic)

Audience needs to know this to fulfil the objective



knowledge gap



your
content



Audience already knows this

(nothing)

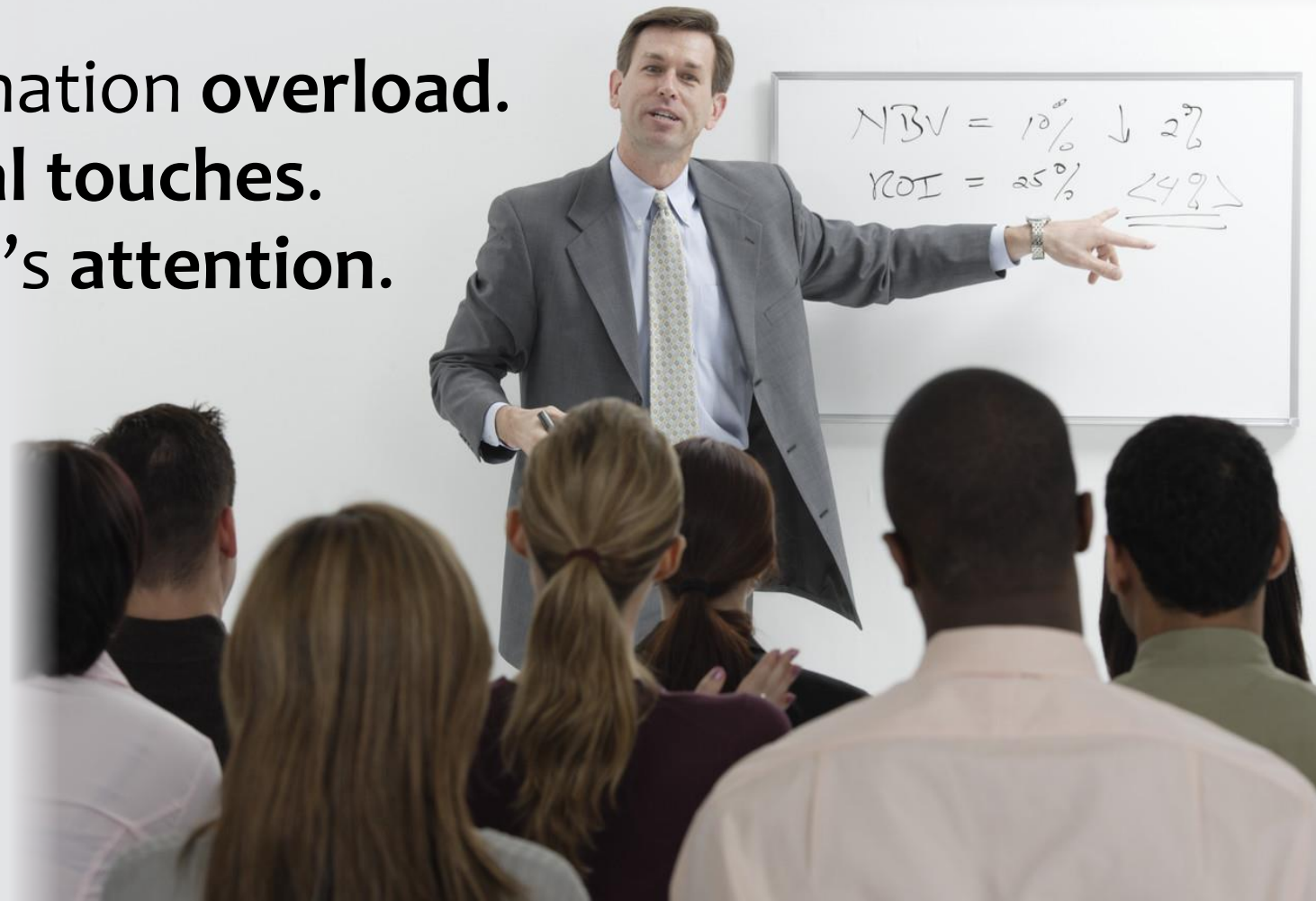
Defining the scope of an informative speech

1. Analyse your **target audience**.
(Who are they, how are they going to use the information in order to be more successful, and what do they already know?)
2. Define the **objective(s)** of your informative speech.
(What do they need to learn to be able to fulfil the objective?)
3. Define the **knowledge gap**.
(What is the difference between what your audience needs to know and what they already know?)
4. Develop the **content**.
(What details are needed to exactly cover the knowledge gap?)
 - Omit information outside the knowledge gap.
 - Rewrite available information inside the knowledge gap.
 - Find any missing information needed to cover the knowledge gap.

Preparation of Content and Materials

You are talking to people, and your presentation needs to observe some basic rules of human nature:

- Tell a **story**.
- **Avoid** information **overload**.
- Add **personal touches**.
- Keep people's **attention**.



Preparation of Content and Materials

Tell a story

For 10,000s of years, humans have been passing information on to each other in the form of stories.

- Wherever possible in your speech, include opportunities to **visualise** what you are saying: use colourful language, use anecdotes, use pictures instead of words.
- Make sure each point you make is developed from a clearly defined beginning to a clearly defined end, and your reasoning follows a **logical structure**.



Preparation of Content and Materials

Tell a story

Your speech as a whole should also be a story with a logical structure:

- **Introduce yourself** and why you are there.
- Paint the **big picture**: Introduce the topic and any background information needed to understand the objective.
- Outline **the topics you will be covering** in your speech (table of contents) **and why they are important for your audience**: How will your information add value to their jobs (or lives)?
- **Deliver** the information, using a story for each point.
- Conclude by **summarising** what you have told and reiterate in detail why it is important for them.
- If appropriate, state any **next steps**.

Preparation of Content and Materials

Avoid information overload

The human brain has a limited ability to take up new information.

Two things to observe:

- Do not deliver more than **20 new pieces of information** ('teaching points') **per hour**.
- Put as little information on your **slides** as possible, limit it to some **keywords only**.

Note: Do not take my slides as an example! I include much more information on my slides than I would normally do. The reason is that I want you to be able to use the slides for reference later, like a textbook.

The following slide shows what I would normally put on a slide:

Preparation of Content and Materials

Avoid information overload:

- < 20 teaching points per hour.
- Slides have keywords only.



Preparation of Content and Materials

Add Personal Touches

Most people are interested in what happened to other people.

Try to come with as many **personal anecdotes**, **examples** and **opinions** as you can.

Example:

Suppose you are trying to say that European legislation is very strict. Say:

“When I was in Germany, I met an engineer at BMW in Munich. When she explained to how many safety laws the engineers have to observe, I was flabbergasted. She told me they have to...”

How to Keep People's Attention

The human mind wanders. You will have to make a conscious effort to get people's attention, and you will have constantly make sure people are still listening to you.

- **Always face your audience**, never the projection screen or the computer. Stand to the side of the screen and talk facing the audience. **Use your finger or arm to point out something** if possible and a **stick** if you have to. **Don't use a laser pointer**. If you are somehow forced to use a laser pointer, quickly point out the detail, and focus back on your audience, don't keep your audience staring at the red dot.
- **Talk to everyone in the room**, not only who seems most interested.
- Engage the audience:
 - **Answer questions**, either of individuals or of everyone.
 - If you are teacher, **single out people** as an example.
 - Keep the audience thinking about **their own situation**, using phrases like "what would you do?".
 - Give them a **good show**. Exaggerate your intonation (practice it if you're not a natural) and your gestures (but don't overdo it). Don't stand still, but walk around a bit. Walk into the room, in between the people.

Review

Informative Speeches

- When designing your informative speech, start with analysing the target **audience**: Who are they, how are they going to use the information in order to be more successful, and what do they already know?
- Define the **objective(s)**, which is what your speech should deliver to your audience to make them more successful.
- Identify the **knowledge gap**, which is the difference between what your audience needs to know to fulfil the objective and what they already know.
- Develop the **content**.
- Prepare the **materials**:
 - **Tell personal stories**, use lots of real-life examples and anecdotes.
 - **Avoid information overload** (~20 teaching points per hour, keywords only).
 - **Engage your audience**, talk to everyone, and always face the room.