

Speak with Impact

Public Speaking for Creative Professionals

What's your speaking personality?



KALE INFORMATIVE

You have lots of knowledge—so much that getting to the point can be a challenge. All that chewing goes down easier with salad dressing.



CAULIFLOWER SCHOLARLY

Your braininess impresses, but your audience would like you more if you joined them on their level.



TOMATO INSPIRING

People leave your talk bursting with ideas and ready to take action.



RADISH HUMOROUS

You're sharp, colorful, and spicy. Making people laugh is your secret weapon, but all those jokes make it hard to stay on script.

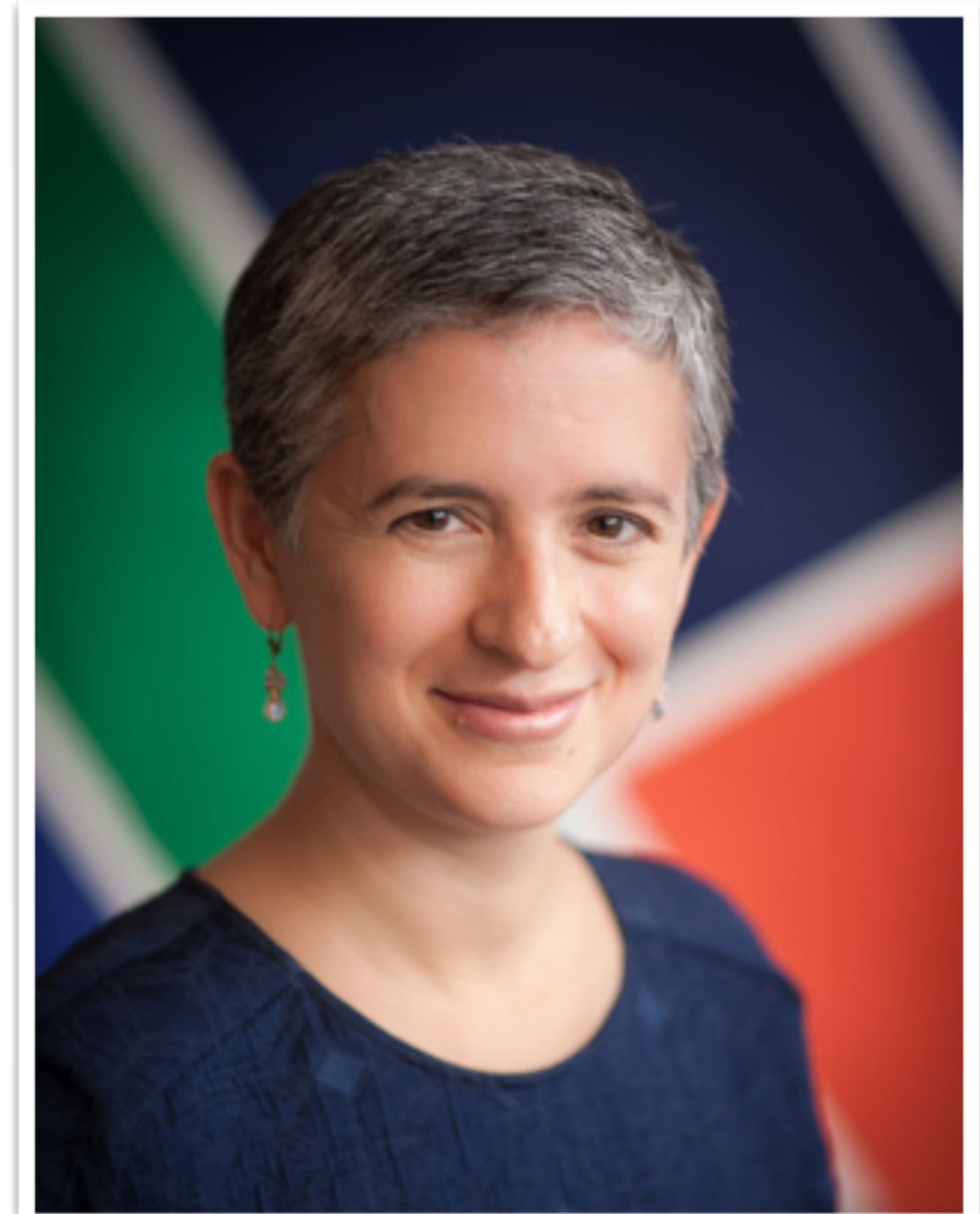


BEET SHY

You hide underground because your speaking skills are not yet developed. Listening is your secret superpower.

About Madeline

- 15 years experience in creative industries
- Cornell and FIT grad
- Certified Coach (iPEC)
- Toastmaster board member
- Community Organizer
- Proud mother of 5 year old
- I help creative people communicate their vision so they can be the expert in the room



Do you like public speaking?

Worst
Nightmare

1. 2. 3. 4. 5. 6. 7. 8. 9. 10.

All the world is
your stage

Tools to be Calm & Clear

1. Set Your Objective
2. Know Your Mindset
3. Pause & Breathe
4. Engage Your Audience

1. Set your objective

Organize Your Thoughts

At the end of my presentation, I want the audience to remember _____ and/or take action step_____.

2. Know Your Mindset

7 Levels of Communication

Level 1: Fear



Level 2: Anger



Level 3: Responsibility



Level 4: Caring



Level 5: Possibility



Level 6: Creativity



Level 7: Vision



7 Levels

1. Fear – We avoid public speaking
2. Anger – We're judgmental and defensive
3. Responsibility – We get on board with the task
4. Caring – Speaking is a service to others
5. Possibility – We use our voice to inspire
6. Creativity – We feel connected with the audience
7. Passion – We speak our vision

3. Pause & Breath

“The right word may be effective, but no word was ever as effective as a rightly timed pause.”

– Mark Twain

Breathing Exercise

Mark your script:

/ brief pause

- *anytime you have a comma*

X full breath at the end of a thought

- *between sentences or paragraphs*

Underline important points

- *take a full breath and pause after important points*

Practice

Block off 10 minutes day...

Day 1- Practice in the mirror

Day 2- Record yourself

Day 3- Practice for a pet



4. Audience Engagement

Pictures & Personal Stories



Props



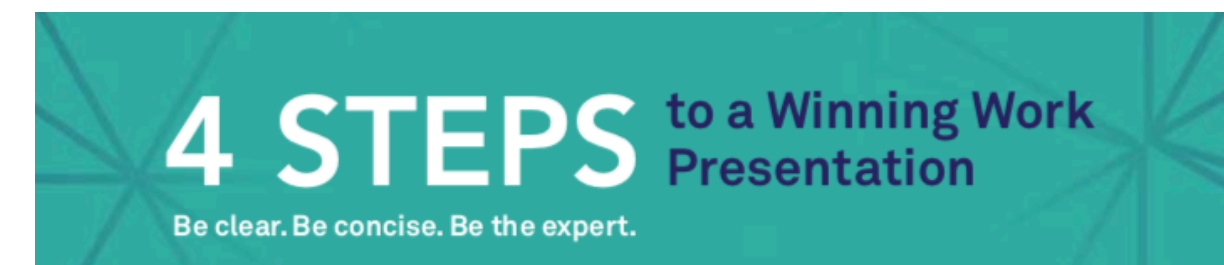
Questions & Humor



What's your next step?

Free resource:

*4 Steps to a Winning
Work Presentation*



If you have 5 minutes to prepare for a presentation, don't spend it reading your slides to yourself.

INSTEAD:

1. Make sure you're absolutely clear on your objective. What's the main message you want your audience to walk away with? If you're not sure, use this template:

<https://www.madelineschwarzcoaching.com/4-steps>

Do you have presentation coming up?

Schedule a free 15 minute Presentation Pep Talk

"I needed to introduce myself to an audience and was tripping over way too many words. In less than 30 mins, Madeline helped me distill my introduction into something concise and inspiring."

– Eva Bee Interior Design

"I had intended to practice a lot but not necessarily in front of people. After speaking with Madeline, I planned several run-throughs with other people. It was super helpful to move around and actually speak to them ...and get some of those distractions in a rehearsal"

– Annie, Financial Advisor, Morgan Stanley

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Questions



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