

## Public speaking :



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### What's public speaking ?

The best way to define public speaking is by looking at two key concepts :

#### **A message**

#### **An audience**

This means that every time you go to a meeting, attend a conference call, or present solutions to your boss - you're engaging in public speaking. It doesn't matter the number of persons listening to you, it is still defined as public speaking.

### Why fears ?

You may be judged by people, and judged badly  
You may feel like a fool  
You might make mistakes and lose your way  
You will be extremely humiliated  
You will never be as good as ...  
They won't like you  
They won't get what you are trying to say

### Can I be a good speaker ?

Here's the good news : with a little work, we can turn those butterflies to our advantage, and we can overcome our nervousness and perform exceptionally well.

### Types of public speaking :

1. The persuasive speaking
2. The ceremonial speaking
3. The informative speaking
4. The demonstrative speaking

### Why public speaking is important ?

There are many reasons why public speaking is important but the three that we believe to be the most significant are :

1. To win over the crowd
2. To motivate people
3. To inform

*Andrew Zekerei* : "Our communication skills were the number one skill that college graduates found useful in the business world".

## The 3Ps :

1. **P**repare : Organize your content  
**Clarity , Brevity, Context, Impact, Value**
2. **P**ractice : Work on feeling like your best self  
**Record yourself, Practice in front of friends or family, Rate yourself, Observe a speaker**
3. **P**erform : Now, it's time to focus on your audience
  - (a) Nervousness is normal
  - (b) Familiarize yourself with the room
  - (c) Let your personality come through
  - (d) Use humor, tell stories
  - (e) Pay attention to your body language

Being asked to speak ? what to do when you're not prepared

- (a) Be confident
- (b) Focus on the audience
- (c) Less is more
- (d) Use a credible voice tone
- (e) Talk conversationally

## Conclusion :

**Fake it, until you make it !**