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# SCIENCE COMMUNICATION BEYOND JOURNAL PUBLICATIONS WORKSHOP

"Science not shared is science lost!"



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# Public Speaking & Persuasive Skills



By Davis MKOJI

## About Davis MKOJI



## Background & Experience

- ☐ PR & OD Consultant (26 years) in **Organizational Development, Strategic Communications, (Science Communication) & Leadership.**
- ☐ Consultant in **Science Communication (EACCR).**
- ☐ Adjunct Lecturer in **Leadership and Communications**
- ☐ KEMRI Graduate School facilitating Courses in **Health Journalism and Public Health Communications.**
- ☐ *Dip in PR.,*
- ☐ *Dip. Journ.,*
- ☐ *BA Communications (PR) (Daystar University),*
- ☐ *MA in IR (University of Nairobi)*
- ☐ *Executive MSc in OD (USIU-A).*



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# Outline

- Introduction
- Importance
- Planning and Preparation
- Delivery
- Art of Persuasion
- Monroe Motivation Sequence
- Principles of Persuasion



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# Introduction

- The process of communicating information to a live audience.(creating understanding).
- <https://www.youtube.com/watch?v=YivQYeI0vys>
- The type of information communicated is deliberately structured to **inform, persuade, and entertain.**
- Many people fear they suffer from a **public speaking weakness** and lack the will to master the skill.



# Why is Public Speaking an Important Skill to Have?

Public speaking is a great life skill to have as it is necessary in many different areas.

Projects Presentation  
Job/internship presentations  
Club/organization meetings or events  
Speech at a family gathering such as a wedding, birthday, anniversary, etc.

**(AUDIENCE, TOPIC, OBJECTIVES, TIME)**



# Construction Steps

- IMAGINE
  - RESEARCH
  - BUILD
  - PRACTICE
  - DELIVERY
  - SPEECH
- Crystalize the IDEA.
  - Research on information.
  - Storyline/ use picture to enhance.
  - Practice (Research, Prepare, Practice).
  - Appearance.
  - Body Language.
  - Speech.
  - Connect Emotional.
  - Articulation, Voice Projection, Intonations, Speed, Variation, Pause

Language and





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# How to Improve Your Public Speaking Skills



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# Planning & Preparation

*All Public Speaking activities require Planning & Preparation!*

Public Speaking Time Allocation

90%

On Planning  
& Preparation

10% on Delivery

Before you can start to plan and prepare the message and the structure for your Public Speaking activity you will need to consider the...

- **Purpose**
- **Audience**
- **Timings**



# 1. Watch the Experts

Watch clips from great public speakers and find out what they do right.

Pick up on their posture, tone, volume, hand gestures, eye contact, attire, any audio/visual aids, message, and more!



## 2. Dress to Impress

Know your audience and don't fall short of their expectations.

If it is a formal event, be sure to look the part.

Remember it is always best to **overdress than to underdress.**



# 3. Visit the Space Before Presenting

Apart from **Analysing and knowing your audience**

Get to know the space that you will be presenting in.

Test out any **audio and visual** aids that you will be using.



## 4. Know Your Material

Be sure to have a strong knowledge base for the material that you are covering.

This will be helpful if a question arises about the topic.

Also, know your presentation! Know the content and order of your slides.



# 5. Content

There are **6 C's** to consider:-

**Clarity,  
Conciseness,  
Coherence,  
Correctness,  
Courtesy, and  
Conviction.**

**Tip:**

Try to share one thing no one knows



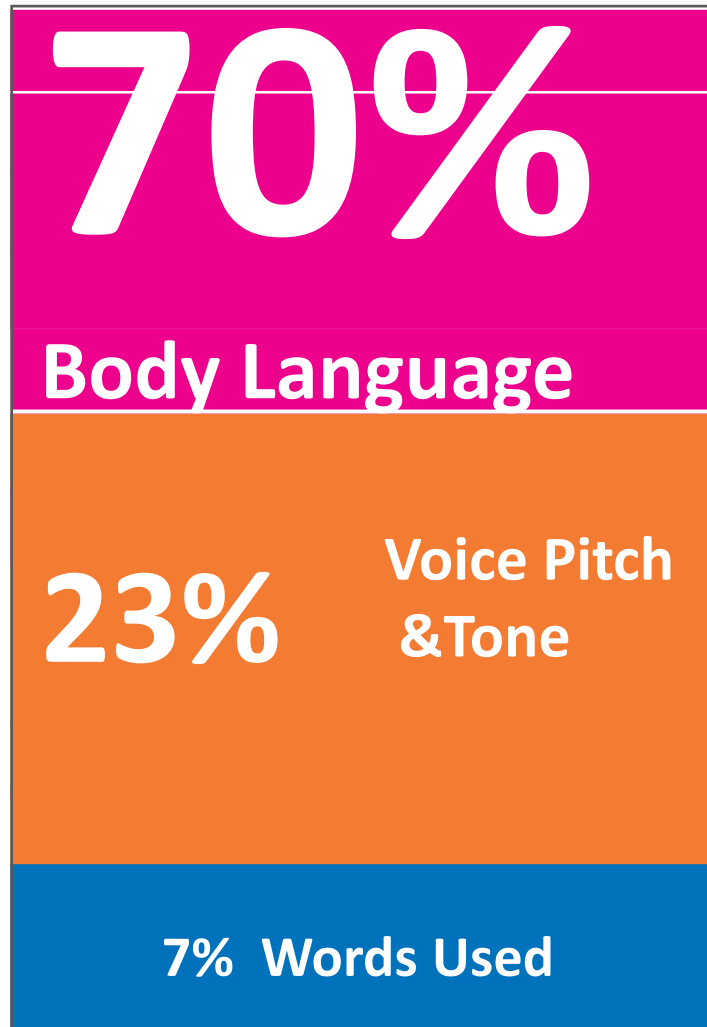
## **6. Body Language & Personality**

Watch yourself in the mirror when you are practicing or record yourself on camera.

Be aware of your body language, what is it conveying to your audience?

# Non-Verbal Communication

Face-To-Face Communications Breakdown



Public Speaking isn't just about what you say;  
It's also about how you say it!

When undertaking any Public Speaking activity you need to be mindful of...

- Your Posture & Body Movements
- Your Facial Movements & Making Regular Eye Contact
- Your Voice Pitch & Tone

# Non-Verbal Communication



# Non-Verbal Communication

## **Positive Examples Of Non-Verbal Communication**

Head Looking Up

A Smile

Small Hand & Arm  
Gestures

Free Arms

Keeping To One Area  
Of The Stage

Making Eye Contact  
With Various Members  
Of The Audience

## **Negative Examples Of Non-Verbal Communication**

Head Looking Down

A Frown

Exaggerated Hand  
& Arm Gestures

Folded Arms

Wondering About  
The Stage

Only Focusing Your Eye  
Contact On One Or Two  
Members Of The Audience

# 7. Practice, Practice, Practice

Run through your presentation on your own for more than 5 times before delivery.

**Pay attention to your:**

**Voice - Tone, inflection, volume, speed, pauses**

**Filler Words**

**- 'um,' 'you know,' 'like'**

**Areas of difficulty in your presentation**

## 8. Get Feedback

Share your presentation with a friend, classmate, professor, or anyone who is willing to give you feedback.

Adjust your presentation with their feedback and then get feedback again.



# 9. Prepare for the Unexpected

**Are you ready for :-**

No Internet

Lost PowerPoint

Cell phone ringing

Late entrance

Different size audience than expected

# DELIVERY

**Very powerful delivery by** Roosevelt '*Pearl Harbor Address to the Nation*' and Martin Luther's "*I Have a Dream Speech*"

President Barak Obama

<https://youtu.be/OFPwDe22CoY?si=K7X33H8MdOWxvM5d>

# 10. Do's and Don'ts

## Do's:

- Always repeat audience questions
- Give audiences something to walk away with
- Respect your audience's time

## Don't:

- make excuses
- read your slides or verbatim from notes
- defer answering questions
- overload your slides

# Your Turn!

Take your next **presentation and practice** in front of the mirror.

Implement some of the suggestions from this presentation and **improve your public speaking skills!**



# Conclusion:

## Tips for Overcoming the Fear of Public Speaking



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- Organize your thoughts and materials.
- Practice and prepare your speech.
- Eliminate your fear of failure by being confident in yourself.
- Watch your facial expressions and body language in front of the mirror.
- Record yourself and get used to your voice and speaking style.
- Deliver your speech to another person.
- Do some deep breathing and stay hydrated before speaking.
- Incorporate strategic pauses to help regain composure and reduce anxiety.
- Do not memorize your speech – rather, remember key points.

**MURPHY'S LAW:** Anything that can go wrong will go wrong



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# The Art of Persuasion



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# Background

- The act of persuading (or attempting to persuade); communication intended to induce belief or action.
- The target person or audience is also influenced by nonverbal characteristics of the communicator.
- People will allow you to persuade them when:
  - 1) They trust you (**ethos**). Establish your credibility and authority
  - 2) The benefits clearly outweigh the costs (**logos**) show the audience the idea “*makes sense*”
  - 3) They **want** to do what you’ve asked (**pathos**) Include **emotional appeals**. Make the audience *feel good* about being persuaded



# In any persuasive situation there is:

- Communicator
  - Format
  - Message
  - Audience
- 
- **The communicator must be**
  - Credible
  - Knowledgeable
  - Similar to target person or audience (principle of likeness)



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# Introduction:

- **The Power of Persuasion**
- Persuasion is an essential skill in life
- Understanding the difference between informative and persuasive presentations
- Defining persuasion and its impact on attitudes, beliefs, values, and behaviors
- Highlighting the importance of motivation in sales speeches

# Informative vs Persuasive speech

- Informative presentations provide **neutral information**
- Persuasive presentations urge the audience **to make choices and take action**
- Differences in audience commitment and focus
- Impact of emotions in persuasive speeches

# Monroe's Motivated Sequence

- Alan Monroe's organizational structure for persuasive presentations
- A needs-based approach to motivate the audience
- **The five steps:**
  - **Attention,**
  - **Need,**
  - **Satisfaction,**
  - **Visualization, and**
  - **Action (ANSVA)**
- Comparison to problem-cause-solution organization.

# Step 1: Attention

- Capturing the audience's attention.
- Creating relevance to the subject matter.
- Importance of engaging openings.
- Building a connection with the audience.

• **EXAMPLES:** *Yes We Can*



# Step 2: Need

- Developing a sense of need in the audience
  - Identifying existing problems or gaps
  - Addressing physical, psychological, and social needs
  - Effectively communicating the urgency of the need
- 
- **EXAMPLES:**

# Step 3: Satisfaction

- Offering a solution to fulfill the identified need
- Addressing the concerns raised in the needs step
- Highlighting the benefits and advantages
- Providing explicit information on how to obtain the solution

# Step 4: Visualization

- Positive visualization: Paint a picture of a desirable future with the solution.
- Negative visualization: Highlight the potential consequences of not adopting the solution.
- Enhancing emotional impact through visualization.
- Balancing positive and negative techniques.

# Step 5: Action

- Providing necessary information for immediate action.
- Explicitly instructing the audience on what to do.
- Addressing potential concerns or questions.
- Concluding the speech with confidence.

# Key Ideas for Success in Sales Speeches

- Understanding the audience's needs and pain points
- Selecting appropriate items to sell based on customer problems
- Emphasizing the importance of the item to satisfy the audience's needs
- Preempting potential concerns and objections
- Delivering the presentation with authenticity and creativity
- Asking for the sale and providing necessary information

# The 6 Principles of Persuasion



# Six Principles of Persuasion

• **Robert Cialdini's six principles of persuasion include;-**

- ☐ **Reciprocity,**
- ☐ **Liking,**
- ☐ **Social proof,**
- ☐ **Authority, Scarcity and**
- ☐ **Commitment and Consistency.**



# The 6 Pillars of Persuasion



- Reciprocity - returning a “favor”
- Commitment and Consistency - honoring a previous agreement or statement
- Social Proof - do what other people are doing
- Authority - do what the person with the highest title/rank, the fanciest car, or the nicest clothes says
- Liking - follow the advice/instructions of people you like or are attracted to
- Scarcity - perceived scarcity generates demand

# Conclusion

- In conclusion a speaker ought to do the following:-
- **restate the thesis,**
- **add an urgent call-to-action,**
- **and finally provide closure.**