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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).*

Outline

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

Introduction

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



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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

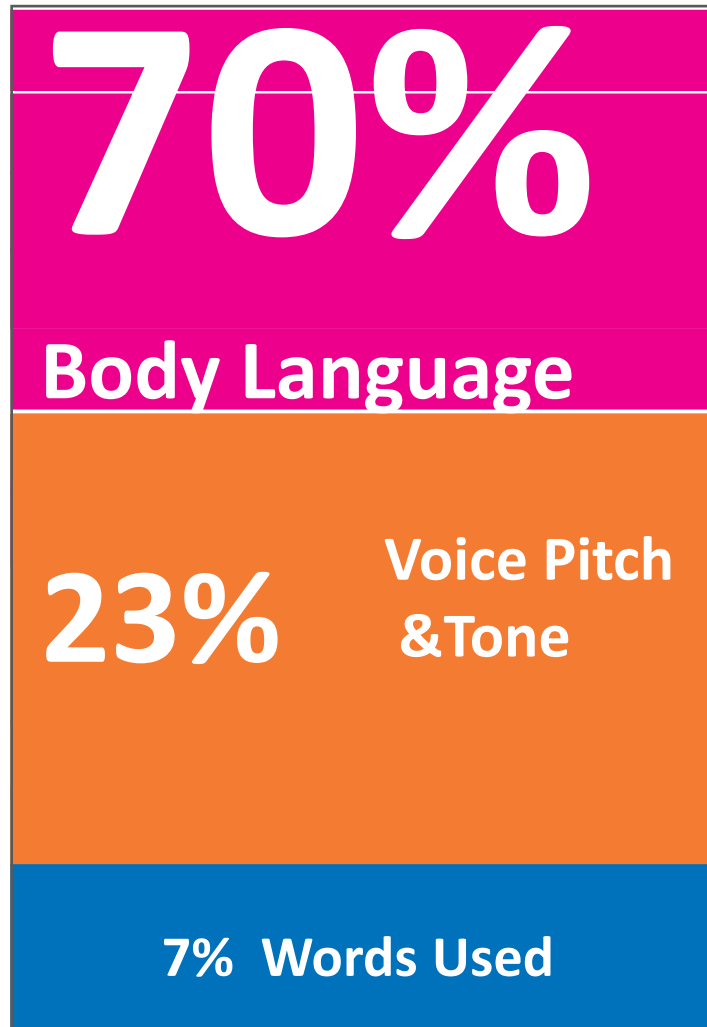
6. Body Language & Personality

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.**