Chapter 3
Speaking Confidently

The Secret C.O.D.E.

<table>
<thead>
<tr>
<th>Content</th>
<th>Organization</th>
<th>Delivery</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>

Recognize that Speaker Nervousness is Normal

<table>
<thead>
<tr>
<th>Anxiety Level</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>40</td>
</tr>
<tr>
<td>Moderately High</td>
<td>30</td>
</tr>
<tr>
<td>Moderate</td>
<td>20</td>
</tr>
<tr>
<td>Moderately Low</td>
<td>5</td>
</tr>
<tr>
<td>Low</td>
<td>5</td>
</tr>
</tbody>
</table>

Communication Apprehension

• “The perceived fear or anxiety associated with either real or anticipated communication with another person or persons.”
Control Speaker Nervousness

• Nervousness is natural
• Nervousness is energy
• Control the symptoms
• Channel the energy
  – Facilitative energy
  – Debilitative energy

“The only difference between the pro’s and novices is that the pro’s have taught the butterflies to fly in formation.”

Learn How to Build Speaker Confidence

• Know your strengths and weaknesses.
• Know speech principles.
• Know that it looks worse from the inside.
• Know your speech.
• Believe in your topic.
Learn How to Build Speaker Confidence

- View speech-making positively.
- Visualize success.
- Project confidence.
- Test your message.
- Know how you react to stress
  - Fight or Flight response
- Practice your delivery.

...continued

Be Prepared for How You Respond to Stress
List your symptoms and identify ways to manage those symptoms.

Try This:
Managing Nervous Energy

<table>
<thead>
<tr>
<th>Nervous Symptoms</th>
<th>Controlling Symptoms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Play with ring</td>
<td>Remove ring</td>
</tr>
<tr>
<td>Turning ring</td>
<td>Gesture more</td>
</tr>
<tr>
<td>Etc.</td>
<td>Etc.</td>
</tr>
</tbody>
</table>
Prepare Your First Speech

- Understand the assignment.
- Develop your speech content.
- Organize your speech.
- Word your speech.
- Practice your speech.
- Deliver your speech.
- Evaluate your speech.

Organize the Body of Your Speech

- The “4 S’s”
  1. Use signposts.
  2. State the idea clearly.
  3. Support or explain the idea fully.
  4. Summarize the idea before moving on to the next.