

## **Capsule 6: 10 Minutes to Master Public Speaking**

**Introduction (1 minute)** Dear students, hello! I am Habiba Dassouli, a coach and trainer in personal and professional development. Today, we are going to talk about public speaking, which can be intimidating, but with the right techniques, you can succeed in captivating your audience.

**1- Understanding the Fundamentals of Public Speaking (2 minutes)** You've probably heard the saying, "One is not born a speaker, one becomes one!" Mastering the art of oratory is essential in many circumstances: speaking in public, leading a meeting, presenting your project publicly, motivating your teams, asserting your leadership, presenting an innovative idea, convincing a client, etc. The stakes are high: imposing your ideas and personality through your speeches in front of an audience that might not necessarily agree with your positions from the start allows you to build personal credit and establish a certain leadership. However, not everyone is necessarily comfortable in these moments. To communicate effectively, the speech itself is certainly important, but gestures, attitude, and tone used are just as intrinsic to good oral communication. They contribute just as much, if not more, to getting the message across. That's why you need to work on certain key aspects of public speaking well before D-day to master them perfectly. This capsule will help you acquire them. You can also draw inspiration from books like "The Power of Storytelling" by Camille Gilet, for example.

**2- Preparation: (2 minutes)** First, we will talk about SELF-PREPARATION – At this stage, it is necessary to remember a basic principle: "we are all afraid of public speaking," which is called "Glossophobia." It is important at this stage to know how to manage your stress/stage fright to reduce its effects on your body (sweaty hands, sweating, accelerated heart rate, nausea). And verbally, avoid using "uh!" to fill the voids. We must also talk about Self-Understanding (image, fears...). To quote Gandhi, "The greatest traveler is not he who has gone around the world ten times, but he who has journeyed around himself once." Take a moment with yourself to ask what image do I want to give of myself? What am I afraid of when I speak? How important is it to me that I am observed? Do I have to please everyone, or do I just have to be true and authentic? - It is also necessary to revisit your self-confidence and assertiveness and make a positive anchoring by remembering all the times you have been able to speak and defend your point of view in public. Finally, it might also help you to review the capsule on emotion management to try to control your fears.

**3- Basic Techniques of Oratory Art: (2 minutes)** Remember that "the body does not lie." When entering a room, you send out 10,000 signals. Everything plays out in the first three minutes. Our posture reveals what we think. Thus, in a good public speaking event, I am in a unified axis; the words I say, my voice intonation, my body all say the same thing. Hence the importance of breathing, voice, diction, articulation, and rate. We will also emphasize the importance of a confident and stable posture and good gestures. Regarding verbal structure: You need to have a "hook," which will be your message and the main idea of your speech. Do not forget the impact of visual aids (slides, images, etc.) to animate your presentation. Be careful not to overload the slides and to use relevant images.

**4- The Speech: Developing the Message: (2 minutes)** For your intervention, you need to know how to capture attention (the impact of non-verbal communication), how to convince, how to captivate your audience with (pauses, looks...), how to answer questions, and interact with your audience. I also encourage you to structure your speech with an introduction, development, and conclusion.

**Conclusion (2 minutes):** As you have understood, public speaking can be scary, but it can be learned! For this, there is nothing better than practice. Start by practicing among students in groups of two or three people. Work on a theme to present and ask your friends to act as the audience to gather comments and points for improvement before the big day! This will finally help you manage your stress and reduce the

physical reactions of your body on the day of the presentation: nausea, skin reddening, sweating, accelerated heart rate. I hope this capsule has been useful to you. Don't forget to answer the quiz!