Let’s Talk Speaking

How to effectively present your nonprofit story

Mo Waja — Marketing Storytelling Expert | Host of the Let’s Talk Show | Account Manager at Blakely

contact information
Why do we speak?
The Credibility Challenge

Technical Credibility

Perceived Credibility
A note on **authority**…

- Your technical credibility at work
- Demonstrations of expertise (publications, interviews, successful projects)
- Granted authority (by merit of position)

**authority** shortens the distance between hearing, accepting, and implementing
Perceived Credibility vs. Inertia

- How you look
- How you speak
- Your race
- Your culture
- Your gender (presenting or otherwise)

we react first *emotionally* then *rationally*
The Social Context Challenge

It’s all about expectations

- Age
- Outfit
- Race
- Appearance
- Voice

perceived credibility is how you manage expectations
Why do we speak?
The Power of Stories
The Power of Stories

“To our surprise, we saw that all these complex patterns within the listeners actually came from the speaker’s brain.”

— Uri Hasson; Neuroscientist

“This is your brain on communication”, TED2016
Definitely **not** good public speaking
How do we make speaking storytelling?
Applying the Hero’s Journey
Applying the Hero’s Journey

1. The **Inciting Incident**
2. The **Rising Action**
3. The **Climax**
4. The **Close**
The Non-Story... Story

- The Inciting Incident
- The Rising Action
- The Climax
- The Close
- Gives Context
- Framing + Content
- Your Call to Action
- Give Context
speaking is about taking people on a journey from what they believe
to what you want them to believe
Projecting Confidence 101
What is Confidence?

Confident Body

Confident Voice
Projecting Confidence 101

1. Keep your **feet planted**

2. Keep your **back straight**

3. Set your **shoulders back**

4. Deep **breaths from the diaphragm** (this is confident voice)

5. Tilt your **chin up** and **smile** (especially at the start of a talk)

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✉️ mo@mowaja.com  LinkedIn: Mo Waja  Instagram: @iammowaja
The thing about eye contact...
What makes good eye contact...

In a small group

1. Choose one person at random
2. Hold eye contact for a beat of 3
3. Switch to another person at random
4. Acknowledge every person in the room, then start with someone new and repeat

One-on-one

1. Focus on one eye for a beat of 3
2. Intentionally shift focus to the other eye for a beat of 3
3. Rinse and repeat
The Power of ‘Romantic’ Eye Contact
Large Audiences

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YOU ARE HERE

mo@mowaja.com  Mo Waja  @iammowaja
A note on PowerPoint...

1. **Yes**, PowerPoint (or other reference deck) is useful and relevant, especially as a visual anchor.

2. **No**, you should not just get up and talk... especially if you have a content-heavy presentation.

3. **Lead your slides**, don’t let them lead you.
Presenting with PowerPoint
Questions

it’s cool if you have them later

e-mail me, or drop me a line on social!