

Let's Talk Speaking

How to effectively present your nonprofit story

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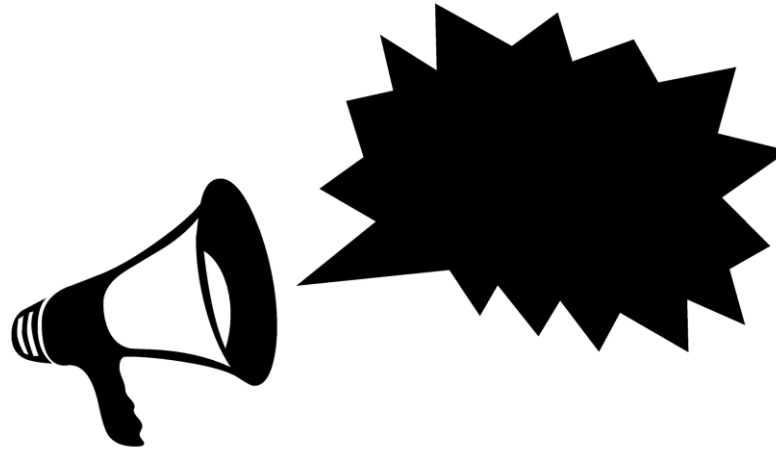
Why do we speak?

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

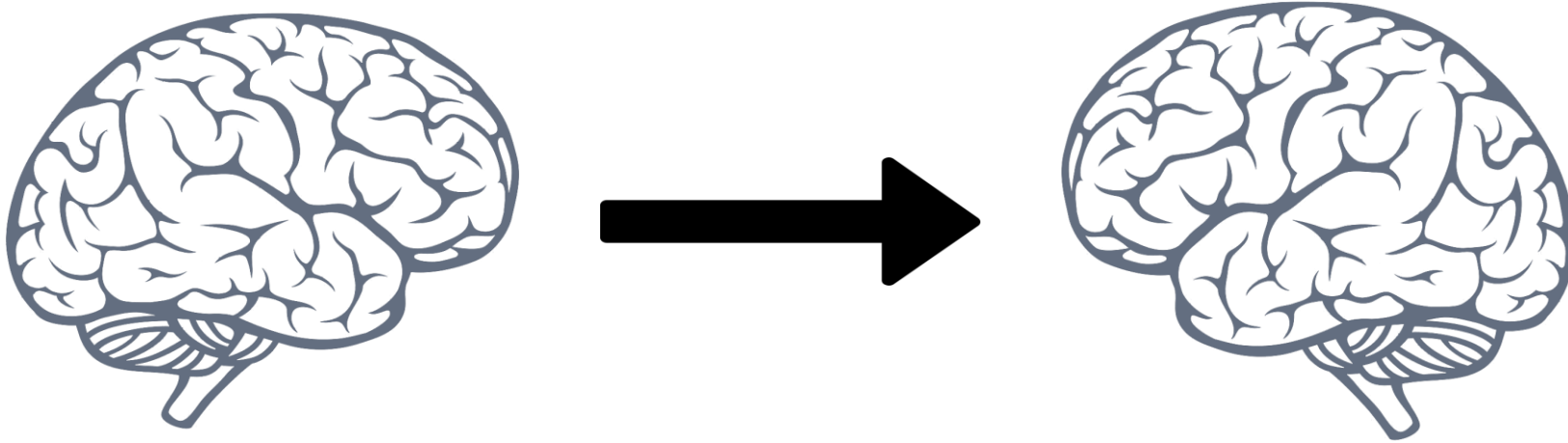
It's all about expectations

- ▶ Age
- ▶ Outfit
- ▶ Race
- ▶ Appearance
- ▶ Voice

perceived credibility is how you **manage expectations**

Why do we speak?

The Power of Stories



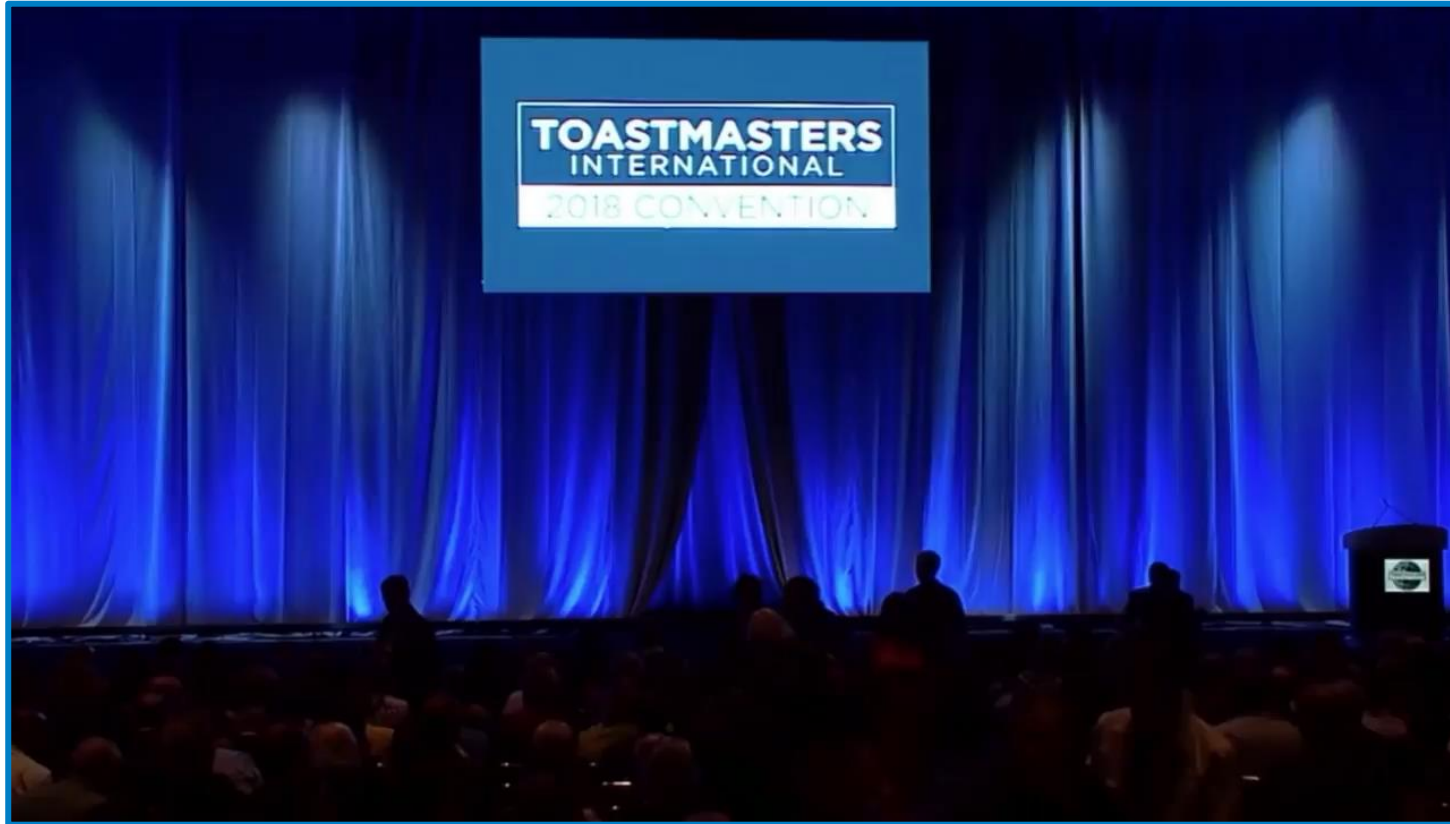
The Power of Stories

“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

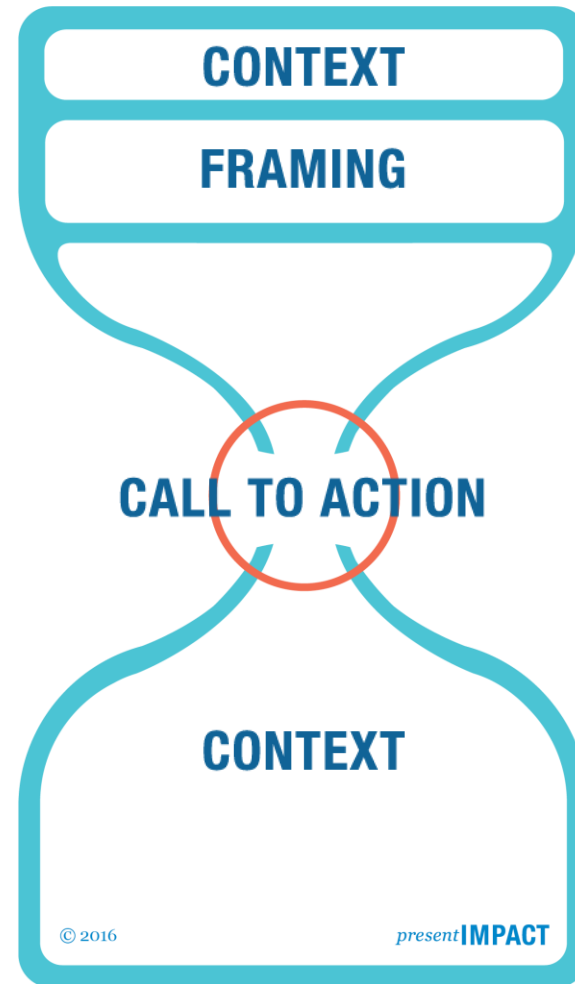


Applying the Hero's Journey

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)

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

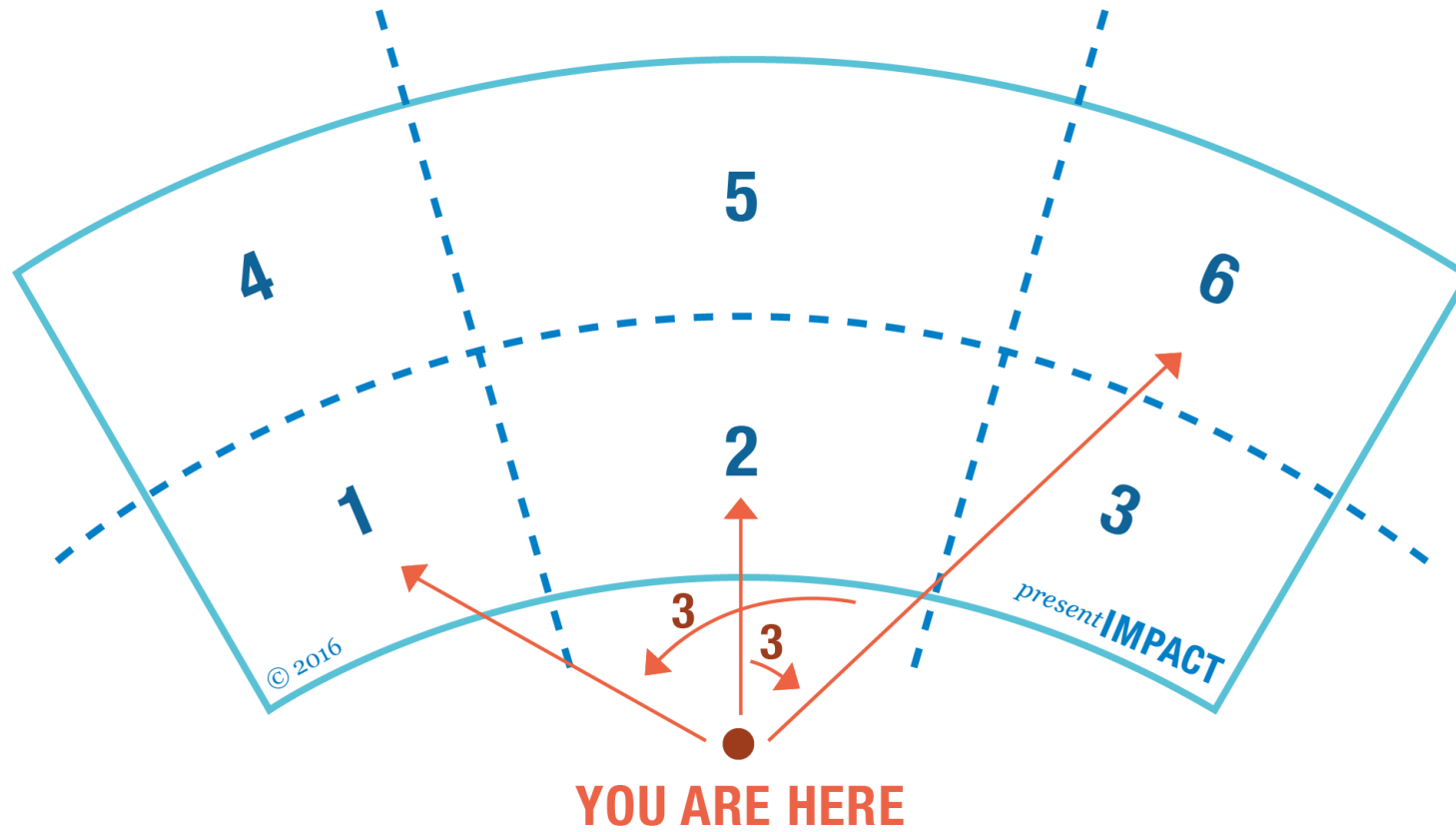
One-on-one

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



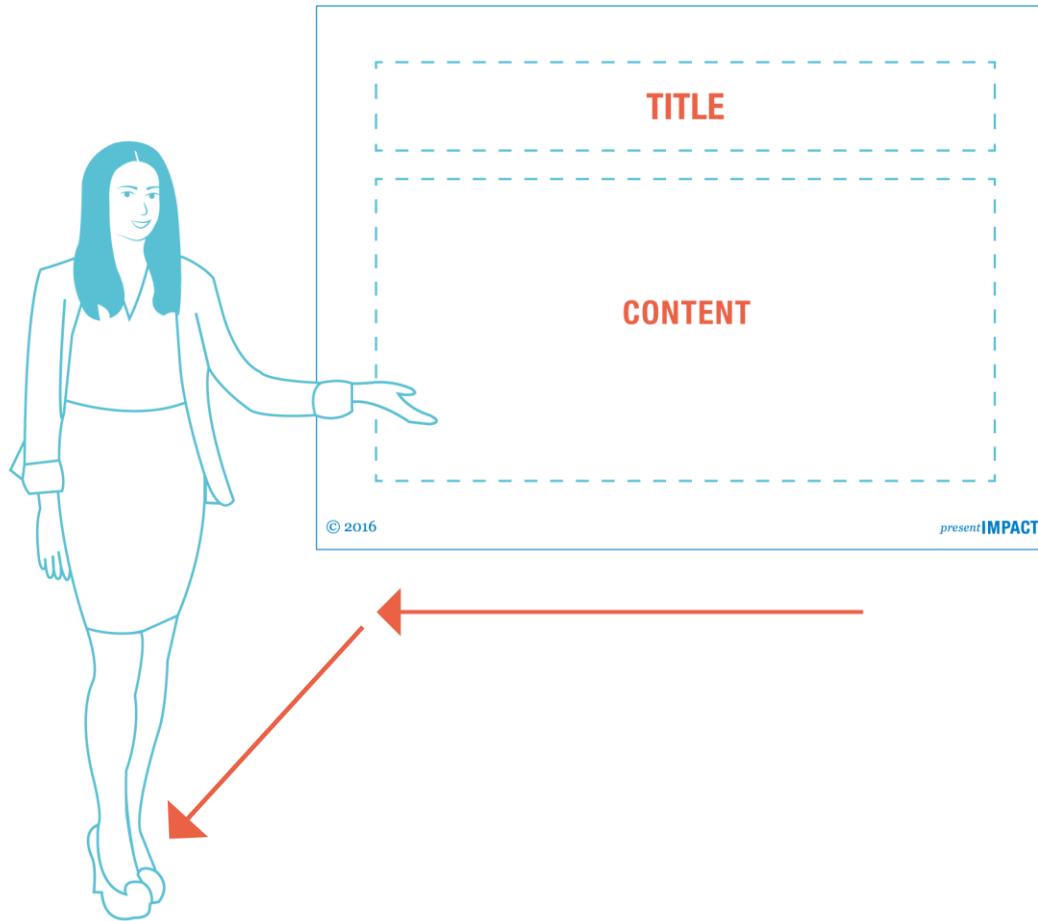
Large Audiences



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

email me, or drop me a line on social!