

How to Speak so People will Listen

Effective Public Speaking



Federal Reserve
Bank of Atlanta



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Disclaimer

The Federal Reserve System is a nonpolitical institution that includes 12 independent regional Reserve Banks and the Federal Reserve Board of Governors in Washington, DC.

The five main functions of the Fed are setting the nation's monetary policy; promoting financial system stability; supervising and regulating financial institutions; fostering a safe, efficient, and accessible payments system; and promoting consumer protection and community development.

The views in this presentation are my views and do not represent the views of the Federal Reserve Bank of Atlanta or the Federal Reserve System. In addition, any examples in this presentation that mention economics or monetary policy are used solely for the purpose of illustration.

About Me

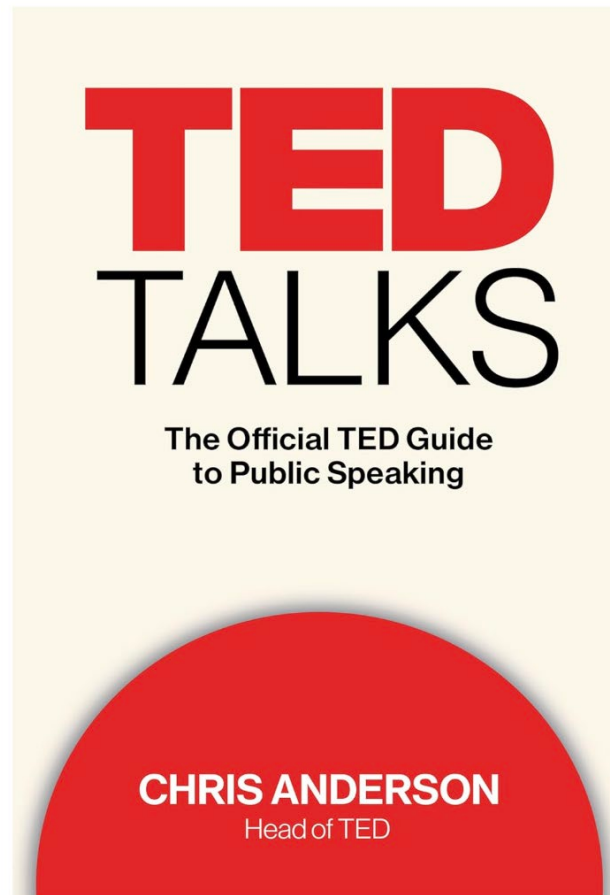
- Three years at the Atlanta Fed
- Our team consists of editors and a writer. All content on the Atlanta Fed's external site is filtered through the editors.
- 30 years as a university professor engaged in research, writing, teaching, and public speaking.



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Strongly recommend:



Flashcards?

Audience

Moderator?

Gaze

Organization
T

Timing

Pace

Acc

Laser pointer

Scripting

Podium ?

Q and A?

es ?

Over-sharing

Cadence
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ation
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Anxiety



The Greek Peloponnesian War 431-404 BCE



Pericles

Athenian political leader
and military general



Storytelling

WSWNW

I. The What

Who are you and what are you doing?

- Brief bio

Pro tip: Highlight only most recent and relevant work.

- Subject, topic, research question/project

Pro tip: Set the stage.

- Your Why

Pro tip: Create a connection with the audience.

- Your action steps

Pro tip: Use action verbs in the active voice—I analyzed, I collected, I researched (rather than “*data has been collected...*”).

II. The So What

Why does your work matter?

- Plot twist

Pro tip: It's all about your audience's Why.

- Framing the story

Pro tip: Frame your work to suit the audience's needs.

- Get the inside scoop

Pro tip: Ask/research.

- Focus

Pro tip: If you stay focused, so will your audience.

III. The Now What

What are the next steps? Or, is there a call to action?

- Your next steps

Pro tip: Share both short-and long-term plans.

- Call to action

Pro tip: Give your audience a specific action plan.

Epilogue

- Practice

Pro tip: Practice breeds familiarity, and familiarity breeds confidence.

- Timing

Pro tip: Keep to your allotted time.

- Nerves

Pro tip: Everyone gets nervous and it's a good thing.

- Visual Aids

Pro tip: Keep your presentation slides streamlined.

- Technology

Pro tip: Use the technology that makes sense for you.

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