Learning Plan 2

Steps to overcome your fear of public speaking

1. Be well-prepared before speaking to a group
2. Practice your speech
3. Have a backup, in case you forget what you want to say
4. Reduce the fear of your audience
5. Relax yourself just before you speak

Make yourself heard!

In this learning plan you will identify and apply the skills necessary to become a better public speaker.

There are four possible objectives to a speech. To persuade, to inform, to entertain or to motivate. In speaking to sell, your objective is to persuade. That doesn't mean the speech can't also be entertaining, or informative, motivational or even all three, but they are all secondary to the primary objective, which is "to persuade the audience to take action".

Unfortunately nearly everyone who gets up to deliver a sales speech, delivers an informative one, often with so much information they leave the audience shell shocked. The purpose of your presentation is to impress the audience with your skill and knowledge so that they will be motivated to talk to you about how you can help them. Once they have seen you in action subsequent meetings become much easier. But if you want them to come to the back of the room and buy your products now - Make that clear.

Assessment Activities

1. Oral Presentation

2. Class Participation

Learning Activities

1. REVIEW Learning Plan introduction, objectives and activities
2. PARTICIPATE in lecture/discussion
3. PARTICIPATE in a WebQuest activity on active listening. Identify and review three websites that provide beneficial information on public speaking.
4. CREATE a list of the top 10 active listening tips from your WebQuest.
5. IDENTIFY your choice for the number 1 speaking tip
6. CONDUCT a 2 minute sales pitch on your number 1 speaking tip - why should your audience follow your advice
7. THINK about times you were listening to a public speaker. What did they do well? What went wrong? Using Post-IT! notes POST your thoughts on the "GOOD, BAD & UGLY" wall