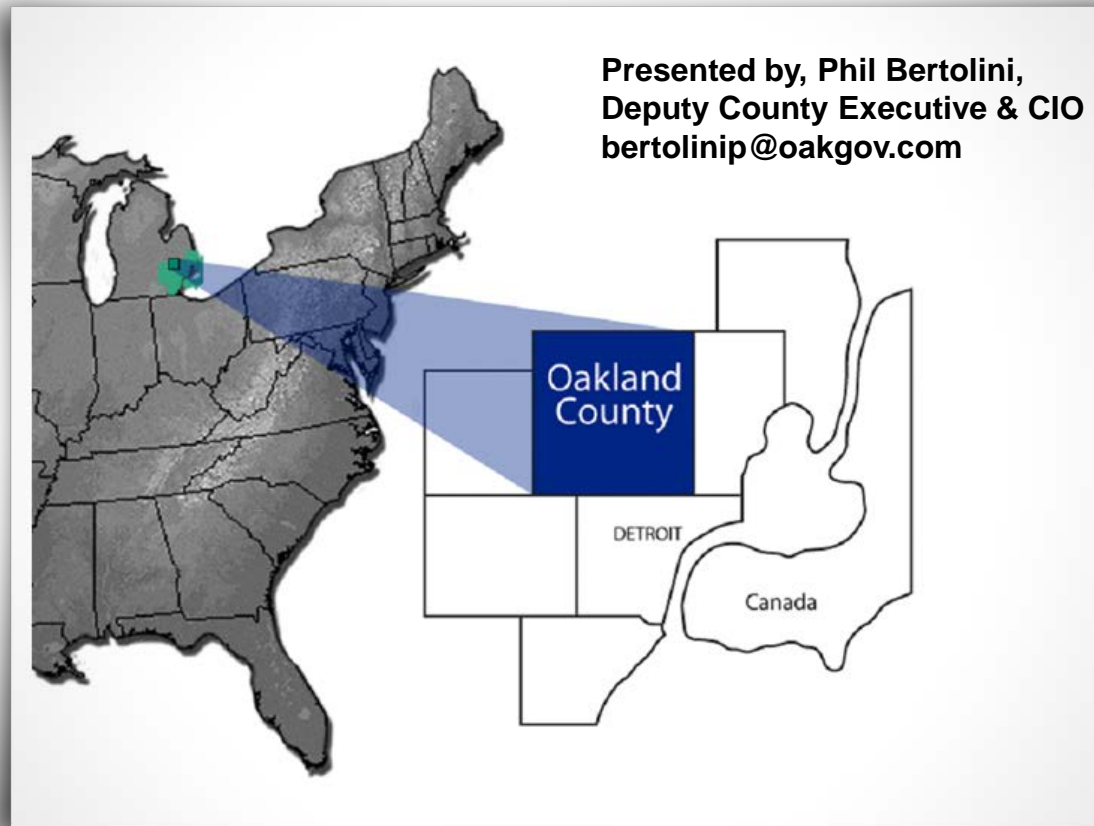


The Art of Public Speaking for Government Officials

“Can you hear me now?” Part 2



2018

Introduction/County Stats

- **Phil Bertolini, Deputy County Executive/CIO**
 - 30 years of government experience
 - Responsible for IT, Business Continuity and Facilities
 - Former Equalization Administrator/MMAO
- **Oakland County Stats**
 - 910 Square miles
 - 62 Cities, Villages and Townships
 - 1.2 million residents
 - 82 departments and divisions of county government
 - County Executive form of government with 21 Commissioners

Purpose

This course will focus on the skills necessary to effectively present to groups of all sizes.

Purpose

Many government officials consider public speaking to be their lowest priority but in reality, they cannot perform their functions without effectively communicating with the public and various governmental groups.

Part 1 Recap

- **WHY we exist?**
- **Fear versus Opportunity**
- **Introverts versus Extroverts**
- **The Basics of Public Speaking**

Perceptions

YouTube Video

Its Not About the Nail

(2 minutes)

Source: www.jasonheadley.com

Perceptions

- **Will the audience relate to you?**
- **Will the audience perceive you as an authority?**
- **Will the audience believe you?**
- **Engage audience on all levels**

The Truth

about

Public Speaking

The Negatives

- **Scary**
- **Difficult**
- **Uncomfortable**
- **Embarrassing**
- **Unwanted**

The Positives

- **Thrilling**
- **Motivating**
- **Engaging**
- **Rewarding**
- **Passionate**

FEAR

Opportunity

Exploring Fears

- **What are you afraid of?**
 - Failure
 - Embarrassment
 - Looking foolish
 - Passing out
 - Throwing up

Myths to Managing Fear

- **Avoid looking at audience**
- **Ignore audience body language**
- **Look at audience foreheads**
- **Drink alcohol**
- **Imagine audience in their underwear**

Advice for Managing Fear

- **Believe you know more than your audience**
 - You prepared and they didn't!
- **Practice in front of a mirror**
- **Harness adrenaline rush**
- **Use humor and have fun!**

TED Video

Megan Washington (13 minutes)

Source: Ted.com

Class Re-Introductions

Elevator Speech

- **Stand and introduce yourself**
- **Put your best foot forward**
- **Clear and concise content**
- **No visual aids**
- **Impress us!!**

Creation

of a

Great Speech!

Creation of a Great Speech

- **Content**
- **Visuals – PowerPoint?**
- **Expectations**
- **Delivery**
- **Feedback**

Advice for a Great Speech

Speak

Speak

Speak

**The more you speak, the better you
will be!**

Class

Take-Aways

#1

**The audience will
perceive what the
speaker leads them
too.**

#2

There are **NEGATIVES** and
POSITIVES to public
speaking...embrace them!

#3

FEAR and
OPPORTUNITY are cut
from the same cloth.

#4

**A great speech is built
from many parts all
leading to a positive
experience.**

#5

Have fun and get out
there and **speak!!!**

Thank You for Attending Part 2!

Phil Bertolini

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Deputy County Executive/CIO

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