Let YOUR Voice Be Heard

November 2, 2015
New Members Round Table
Online Programs Committee
Past Performance Poll

Think about the last place you “spoke” wherein you thought things went WELL. 😊

Were you solid on your content?

Were you speaking with people you might never see again?

Did you think about how your presentation helped to further the Library’s Mission?
Who?

- Who is your intended audience?
- Formal or casual?
- Intimate setting or public forum?
- Solo vs. panel? Duet or taking turns?
- Live vs. via technology?
- What are the expectations?
  - Should you bring *Lagniappe* ... ie handouts or swag
  - Number of deliverables ...
What is the Message?

• Easiest thing to talk about: Specific Library programs, services or resources

• Followed by: The Library itself (political, financial, your relevance in the age of Google)

• If you frame the talk, you can steer it the way you want it to go

• Build in time for a FEW questions
When?

- Always respond QUICKLY to a request for an interview or presentation, *no matter what*!
- Say YES with enthusiasm
- Make sure you schedule any necessary setup or preparation time
- Scope out the route or location
- Arrive early
- P.S. Don’t overbook!
Where?

- In the library (YOUR house)
- At someone else’s house
- At a community organization's own stomping grounds
- On neutral ground
- On stage at the podium
- On stage at a table
- Via a media venue
- Online
How Will You Deliver the Message?

• Depends on the venue, size of audience, time allotted
• Images can be powerful, but remember ... *Less is more!*
• Use humorous images / metaphors with CARE
• PLEASE don’t READ a PowerPoint ...
• Can you demonstrate it? Share it? Pass it around?
• Can you use interactive elements?
• Can the audience help with your “stuff”? 
• Build in time for a FEW questions
Why You?

- Are you the **best person** to do the talk?
- **Get over it** ... spend less time obsessing about “why you” and more time organizing your content
- “**BE**” the Brand ... **REPRESENT**!
- Why **NOT** you?
- How will you **become a better speaker** if you never speak?
POLL: What Scares YOU?

• Is it self-doubt about your content?
• Or in your memory?
• Do you think people will think you are lacking?
• Do you fear that your voice will betray you with nervous shaking, stammering, or stuttering?
• Do you think nerves will get the best of you mentally? Will they see you sweat?
• Are you painfully shy in any situation?
• Are you afraid of the audience in general?
• Are you afraid the audience will get you off track with interruptions?
• Are you afraid that technology will let you down?
Why Are You Nervous?

What’s the WORST that can happen?

Determine the source of your anxiety:

• **Situational anxiety** is really performance anxiety
  - Reframe the “performance” as a conversation

• **Audience-based anxiety**
  - Use visualization

• **Goal-based anxiety** RE: the presentation
  - Focus on content ; stay in the moment
Content is **KING**

- You are a Librarian.
- When it comes to Content: You OWN it!
- USE the tools of your trade ...
  Find examples and expand on issues that resonate with the group
- Plus, you know how to OUTLINE!
- SO DO IT!
- BUT know when to STOP.
Again ... **YOU ARE A LIBRARIAN**

- Expert knowledge
- Research
- Experience via:
  - The reference interview
  - Storytelling
  - Teaching classes
  - Demonstrating resources
  - Book talks
  - Reader’s Advisory
- Confidence
- Librarians like to share
Fake It ‘Til You Make It

• Don’t wait ‘til the stakes are really high before you start to “speechify”
• Speak early ... and often!
• Practice greeting people — concierge desk, service desk, walking the stacks, meetings
• Practice reading aloud — read at church, at meetings, even announcements on the PA system
• Practice speaking out loud — pledge, prayers, welcomes or intros at library programs, calls to order
• Practice networking EVERYWHERE
• Practice your elevator speech at the grocery
Concept for Solo Presentation

• Doesn’t have to be fancy ... K.I.S.S.
• Try not to mix metaphors — develop a concept and stick with it
• Most perfect presentations are like a clever sitcom — tied up in a bright red bow at the end
• Shorter is better
  – TED Talk has a 12-minute limit
  – Best sermons are 5-8 minutes
Find “Your” Voice

• It’s just like writing
  – Writers need to read
  – Then writers need to write
• So observe other speakers
• Listen critically
  – If you liked a speaker, analyze why
  – What aspects can you adapt?
  – Try one (aspect) on for size
  – Practice alone AND with an audience
Fine Tune Your Presentation

• Transitions can be an art form
• Slip in library programs and resources
• Embed examples of library formats within your talk
• Use personal stories or anecdotes to illustrate your content ... great if you can relate them to the group
• Use vocal inflection, change the pacing
• Circle back to the Library’s Mission when appropriate
• Have a wrap-up sentence or two
Bring Help ... Use TOOLS

• Use PowerPoint or Keynote for talking points
  – Handout or Notes view

• Use books, library resources or objects to jog your memory or keep you in order

• Use Index Cards
  – Link them together
  – Highlight the key points
  – Check them OFF as you go

• Use Flip charts
  – Prepare topic headings in advance
Slide Shows

• Use Keynote or PPT
• Build in opportunities for YouTube or interaction
• How many slides? How clever?
• Be willing to sacrifice a graphic or slide
• Speed of delivery
• K.I.S.S. with graphics and effects
• Text light
• Guy Kawasaki’s 10-20-30 rule
  – 10 slides
  – 20 minutes
  – 30-point font
Logistics: You Go, Girl!

- Check it out ahead of time
- Find delivery area for your “stuff”
- Pack smartly
- Arrive early
- Large Print notes with highlights
- Mark your spot and leave cues on your books or other props
- Bring water ... with a lid
- Sugar/coffee up ... but not TOO much! Don’t want caffeine jitters!
- Dry those sweaty palms
- Where’s the bathroom?
Dress for Success ... Bring Your A-Game

• What is the right tone for the venue?
• Wear something YOU feel good wearing
  – Comfortable ... But not TOO comfortable!
  – Skirts can be tricky ...
• Don’t blend into the background
• Solid, saturated colors are best
• Wear layers
  – Jackets ALWAYS add a professional touch
  – You might need to thread the mic through clothing
  – You might need a pocket for the mic pack
  – Slip business cards in your pocket
  – Have a pen with a cap handy
  – It might get hot ...
• For TV - avoid white, green, stripes, checks, or patterns with small prints
• Never assume that your technology will work
• Don’t rely on it
• Bring extras of everything ... and email your presentation to yourself just in case
• Bring your own MiFi
• Mics are different ... mice & laptops go to sleep ...
• Teleprompters can be SLOOOOOOW or FAST
Timing

• Respect the time you were given
• Divide your talking points up accordingly
• Build in time for a few questions
• Locate the wall clock
• Set your cell phone timer
• Get a 5- or 2-minute warning
• Remember to plug the website etc.
• Exit gracefully, and with thanks
Body Language

- Open body
- Open hands ...
  - Vary active hands with quiet hands ...
  - hold something if you are a fidgeter
- Open face, level head
- Eye contact
- Slow and deep breaths
- Posture standing
- Posture when seated
- No Bobblehead!
- No Radarhead!
Aftermath ...

• Ask for feedback (survey cards or email comments)
• Collect and review evaluations.
• Follow up as needed.
• Unpack your “stuff”
• Re-file or put away all the “stuff”
• Make revisions based on how it went
• Forgive yourself for not being perfect
• Share with administration
• THANK THE GROUP
• THANK THE GROUP
• THANK THE GROUP
• THANK THE GROUP
Any More Questions?
Takeaways

• Understand the event
• Know the audience
• Get a feel for the time
• Organize the content
• Prepare your talking points
• Include some specifics
• Smile and make eye contact
• Confidence is sexy
• Nobody dies
Thank You and Good Luck!

Mary Stein
Assistant Library Director
East Baton Rouge Parish Library
7711 Goodwood Boulevard
Baton Rouge, Louisiana 70806
mstein@ebrpl.com
www.ebrpl.com
facebook.com/ebrpl
twitter.com/ebrpl

The East Baton Rouge Parish Library*
is a community service organization
that connects our citizens with information, resources,
materials, technology, and experiences
in order to make a positive difference in their lives.

*A Starred Library
References & Resources

- OCLC
- WebJunction
- Geek the Library... ... I *geek* speaking!
- ALA, PLA, and I Love Libraries tools and classes
- YOUR Library’s resources ... Look it up!
- YOUR Library’s online classes (like Gale Courses)
- Toastmasters (all media, including Youtube)
- Dale Carnegie (all media, including Youtube)
- National Speakers Association
Can You Have Too Many Books?

• Public Speaking Handbook for Librarians and Information Professionals by Sarah R. Statz
• Living Proof: Telling Your Story to Make A Difference by John Capecci
• Boring to Bravo: Proven Presentation Techniques to Engage, Involve, and Inspire Audience to Action by Kristin Arnold
• Presentations for Dummies by Marty Brounstein
• Real Leaders Don’t Use PowerPoint by Christopher Witt
• Schaum’s Quick Guide to Great Presentations by Melody Templeton
• How to Say it With Your Voice (with CD) by Jeffrey Jacobi
• Speak with Confidence by Dianna Booher
How About a Few More?

- Presenting Like a Pro
  [http://www.webjunction.org/documents/webjunction/Presenting_Like_a_Pro_Handout.html](http://www.webjunction.org/documents/webjunction/Presenting_Like_a_Pro_Handout.html)
- The Librarian's Guide to Developing Presentation Skills by Jennifer Osborn
- Like Stage Fright, Only More Specific, Or, Librarians Have to Speak in Public Whether We Like It Or Not
  [http://letterstoayounglibrarian.blogspot.com/2012/03/like-stage-fright-only-more-specific-or.html](http://letterstoayounglibrarian.blogspot.com/2012/03/like-stage-fright-only-more-specific-or.html)
- Public Speaking Demystified ... Tools, Tips and Tricks for Special Librarians Recap
- Infopeople webinar on public speaking
  [https://infopeople.org/civicrm/event/info?reset=1&id=160](https://infopeople.org/civicrm/event/info?reset=1&id=160)
- On YouTube: Public Speaking University with Andy Harrington
- On YouTube: Knockout Presentations by Diane DiResta
- On YouTube: Speaking.IO/deliver/nervousness