

FEDERATION OF DEFENSE & CORPORATE COUNSEL



**FDCC**

DEFENSE LAWYERS. DEFENSE LEADERS.

# **OWNING THE ROOM**

**PRACTICAL TIPS & ADVICE  
FROM SOME OF THE FDCC'S  
BEST PUBLIC SPEAKERS**

# Public Speaking For Lawyers



This volume of "***Owning the Room: Practical Tips & Advice From Some of the FDCC's Best Public Speakers***," from the Federation of Defense & Corporate Counsel ("FDCC") is designed to provide relevant and informative tips to lawyers and others seeking to improve their public speaking skills. The volume provides practical information concerning the subject matters covered. It is being distributed with the understanding that neither the FDCC, the editors, authors, contributors nor others involved herewith are rendering legal advice or a professional service.

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# PRESIDENT'S MESSAGE

It has, and continues to be, a gift to watch our smart and talented Federation members' presentations at our meetings and conventions. In true Federation style, our members always stay ahead of the curve on public speaking techniques, and do not hesitate to share their "secrets of success" with their peers. Over the past fifteen years, I have written their tips down, studied, and practiced them. In no particular order, here is a list of those public speaking tips (which I happily copied) which may enable us all to strive for excellence, improve our presentations, and hone our public speaking skills:

- know your audience;
- study your subject;
- prepare;
- write down every word of what you plan to say;
- start with an interesting beginning to draw the audience in;
- tell a good story;
- use simple words in place of fancy words;
- be careful using jokes (unless you are really funny which most of us aren't);
- if speaking for more than 10 minutes use an effective power point;
- practice speaking your presentation many times and in front of a mirror;
- take a deep breath and exhale right before you enter the stage;
- stand (don't sit);
- move away from the lectern and use a lavalier microphone if at all possible;
- relax, but control your unnecessary or unwitting movements;
- don't read your speech;
- connect with the audience through eye contact;
- own the room;
- be relatable;
- be genuine;
- be humble;
- speak slowly;
- pause for emphasis;
- enunciate (and don't mumble);
- end with a bang with something truly memorable.

These are only but mine. Ahead in this book many of our FDCC members present their best speaking tips, and we offer them to you here for our Public Speaking Workshop adjunct to the FDCC's 2020 Winter Meeting in beautiful Scottsdale, Arizona. You are invited to turn the page and begin mining the best tips from well over one hundred of our finest speakers, to hone your skills in becoming a truly great public speaker!

Elizabeth F. Lorell  
Florham Park, New Jersey  
President, Federation of Defense & Corporate Counsel  
February, 2020

# INTRODUCTION

Our success as advocates, counselors, and leaders, is contingent in no small part on our ability to communicate effectively, persuasively, deliberately, and passionately. Each of us, when getting in front of a judge, jury, client, group, or audience, wants to capture and hold their attention. We want to be storytellers and orators. We want to inspire, motivate, raise up, and move others with our words, our body language, and the force of our will, intellect and imagination. This desire gave birth to the Federation's inaugural Public Speaking Seminar and this publication. We asked our members for their best public speaking tips and they did not disappoint. What follows is the advice of well over 100 of our members that will make us all better public speakers and advocates. We thank all of them for their contributions and we hope you enjoy their insights and wisdom.

Frank Ramos  
Miami, Florida  
Editor

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## **RYAN ACOMB**

1. Organize your oral presentation in a logical sequence that makes sense to you.
2. Write down bullet points to jog your memory for the important points you want to make in your and/or use PowerPoint.
3. Do not read your presentation – make eye contact.
4. Write a two-line introduction and a two-line closing and memorize it.
5. Practice, practice, practice.

# HELEN ALFORD

Be prepared.

If asked a question that you don't know the answer to, say "I don't know" and open it up for discussion if possible.

Engage the audience if the group is small enough. Make it interactive instead of just talking.

Use panel discussions when possible. One person talking for 60 minutes is generally too long.

## JORGE ANGELL

1. Master the subject. You should know it better than the average person in the audience.
2. Never read. A memory aid is acceptable.
3. Look at the audience and nobody in particular.
4. It's better to speak standing up than sitting down. In this way you command the audience. Of course, this will ultimately depend on the format chosen.
5. Relay three or four main ideas, no more. Neurologists claim that an average person in the audience cannot grasp more than that.
6. Be concise, short, and clear. A brief speech is twice as good and effective. Audiences are distracted after about 20 minutes, so they will enjoy and thank you.
7. PowerPoint presentations (PPP) are good but can distract the audience, so think about it. I normally use PPP.
8. Try to be amusing. Not all of us have this gift, but above all transmit a sense of empathy and "reliability". By this I mean that the audience must realize and be persuaded that you are an expert on your field and that you will understand the issues and deliver timely and effectively if they choose to instruct you.
9. At the beginning or at the end say you are ready to answer questions, if any.
10. Don't forget some courtesy remarks at the beginning and at the end: thanking the organizers who invited you and the audience for their attention, show appreciation of the city you are speaking in, of the venue and the like.

# **ANONYMOUS**

TIP: Help the audience. A speaker should be a helper – a person who acquaints the audience with the details of a message/topic. Avoid selling your wares/experience. Focus on sincerely helping the audience learn.

## **BARBARA BARRON**

1. BE PREPARED; which includes rehearsing and knowing your material.
2. Use visuals. On visuals, limit the number of words and don't read the words to the audience.
3. Use humor
4. Don't go over the allotted time.



## **RYAN BEAUDOIN**

Slow down, speak loudly, and be yourself. Try to make a personal connection with the audience.

## **CAROLINE BERDZIK**

Make sure that you truly understand who will be in the audience so that the content you deliver is not too elementary or too complex and plan on putting some practical advice and tips in your presentation that are not in your PowerPoint.

## **APRIL BERMAN**

Silence is an effective (yet underestimated) tool. Strategic moments of quiet create emphasis and drama, driving home your point or building anticipation for what comes next.

## **THAYLA BOHN**

Know your audience and tailor your message, including the language you use, to them. To the extent you can, you want to present yourself as one of them; someone they can identify with and trust.

## MARK BRANCATO

In addition to my many other responsibilities at FLS, I train our sales, procurement, project engineers and project managers on a variety of topics. The course material can be very dry and downright boring to those who'd rather be anywhere except listening to a lawyer tell them what they think they already know. Nevertheless, the feedback that I get from my presentations (whether in formal surveys or unsolicited comments) is usually very positive, and what the attendees typically cite is the energy that I exhibit (I *never* stay stationary at a podium), the use of real-life examples to drive home the lessons, and my humor.

If I had to encapsulate the foregoing in a single tip, I guess I would say this:

**Be engaging.**

## **TILLMAN BRECKENRIDGE**

In your preparation, try to plan to put in a few things just about no one in the room will know.  
That way, everyone gets something out of having been in the audience.

## **MICHAEL BRIDWELL**

Know your topic well enough to talk about it without memorizing. Memorize the points you want to make, and then make them in a way you would make them in a conversation. If you practice your talk 10 times, it should be 10 different talks.

If you memorize the all of the exact words you want to use, it will sound stilted and will not keep the attention of the audience.

# **NATHAN BROWN**

## **Tip #1**

Prepare, prepare, prepare

## **Tip #2**

Before presenting, take a moment to recollect a time when you really succeeded. It may have been acing a law school final or getting a great job offer. Remember the feeling that you felt in that moment, internalize it, and then take the stage with that high level of confidence.



## **TED BUCK**

Preparation and practice. Winston Churchill, probably the most celebrated public speaker in the history of the English language, spent a significant amount of time practicing and refining before any major presentation. Substantial practice provides for a more seamless presentation, more confidence, better eye contact with your audience, more flexibility to move away from the podium or table and interact – everything that enhances a presentation. If Churchill had to do that to be successful, certainly we mere mortals must do so.

## **DOUGLAS BURRELL**

Believe in what you are saying.  
If you don't believe, how can you expect your audience to believe?

# **JOHN BURTIS**

1. Keep it short!
2. Provide the audience with a very brief outline of what you're going to say,  
and then say it.

## OSCAR CABANAS

Public speaking is, first and foremost, a physical experience. Treat it that way. As the time comes for you to speak, start taking deep breaths (without making it visible to others). This will prepare your lungs for the event. The added oxygen will relax you and awaken you. Your first sounds will be crisper and clearer because you will be automatically blowing more air with more power through your vocal chords even without trying to speak louder.

Start slowly. This will automatically help your diction and compensate for the fact that you are probably speaking faster than you think. Just like you pace yourself for the length of a run, pace yourself for the length of the speech. Some are sprints; others are marathons.

## **MATTHEW CAIRNS**

1. The people that you are speaking to have given up valuable time to be there to listen to you. Respect that and don't waste their time with shtick or self-promotion or a very long wind-up. Remain focused, clear and understand that folks being in the audience is a gift to you, not the other way around.
2. Always make sure your fly is zipped.

## **RICHARD CALDWELL, JR.**

The best speaking tip I know of is to have a thorough, detailed knowledge of the subject matter. Knowing whereof one speaks is much more important than glibness. Obviously, a deep understanding of the subject matter is necessary in putting together any presentation. Perhaps equally as importantly, however, it gives the speaker confidence in their ability to deliver the message, which in turn aids immensely in making an interesting, understandable oral presentation.

## MELANIE CHEAIRS

The process of engagement of the audience cannot be over-emphasized. Regardless of the topic, it will fall flat if the audience is not engaged with you. Presentation of the most compelling current case law means nothing if the persons to whom you are delivering it are on their phones checking email. So, when I speak at various events, I try to always include two things: an intro with music, and short video clips woven throughout. I also feel strongly that a moderator or speaker should not be static, behind a table. Movement throughout a room can be a wonderful tool to grab an audience's attention.

Finally, if speaking as one of many, I work very hard to work in direct quotes from an earlier session. Doing so lends credibility to the overall cohesiveness of the Program. Obviously if you are in the Opening Session, that won't work. But, in such a case, I will say: "you all will be hearing from .... later, and he/she will discuss the more recent efforts by the Texas Bar to...."

## **ALISON CHRISTIAN**

My best tip for successful public speaking is a magical little secret: the “public speaking drug”! It is a cardiac drug called Propranolol and it calms a racing heart. I was terrified of public speaking, but was being asked to present across the country. Rather than turn down the opportunities I talked to my doctor and started taking a small dose of Propranolol an hour before any public speaking engagement and all of my jitters went away! With the anxiety gone, I was able to focus on the substance of my presentation and it helped me immensely. Now I am able to present to large groups without any fears.



## **MARA COHARA**

My tip is to avoid death by PowerPoint and do not apologize or degrade yourself while speaking as it takes away from the speech.

## CLARK COLE

My best speaking tip? Toastmasters.

Toastmasters is not just for those who are nervous about public speaking. It's also for people like trial lawyers who are completely confident about talking to groups – but who need to substantively improve their public speaking skills.

One of the greatest aspects of Toastmasters is the instant **feedback** that is provided by other members who are assigned to critique your presentations. Where else do you have someone tell you immediately what they liked and what they didn't like about your talk?

Toastmasters taught me that I do not need **any notes at all** for short speeches or opening statements. I previously kept my notes within reach and was good about only glancing at them from time to time. Since I first joined Toastmasters 20 years ago, I have done every opening statement since without notes.

## **ROBERT COOPER**

Make the talk about the audience-not you. Don't be afraid to be a little self-deprecating.

## **STEPHAN COOPER**

Use a prop, like an exhibit, every time. It moves the audience's focus away from the speaker which will help settle you.

## DAVID CORSO

Regardless of whether opening statement or closing argument, argument at a hearing, initial remarks at the beginning of mediation, or introducing a speaker at a conference, the one common thing is my preparation in the form of an outline of really boiled down bullet points which are organized to flow from one to the other, from segment to segment, which makes memorizing the outline easy to do. I do not write out every word but I do rehearse enough to get familiar with what I want to say at each step and transition point. In addition, I have the beginning and closing remarks nailed down; particularly the closing remarks, which serves as a graceful exit even if everything beforehand was not presented as planned (unbeknownst to the audience).

## **RICHARD COYNE**

As you walk up to the podium to speak, take three deep breaths.

Also, take Tums about 20 minutes before you speak.

## **MARGARET CUPPLES**

I like to encourage audience participation, including by taking a handful of small gifts (pens or notepads or whatever) and handing them out to people in the audience who ask questions or make comments.

## **MELISSA D'ALELIO**

Be genuine. Be true to who you are in your speaking presence and style.  
This is the only way to forge a connection with your audience.



## **JAY DAVIS**

1. Don't take yourself too serious.
2. Don't think about how you say it –think about how they will hear it.
3. Be funny, reasonably short, and on point.
4. Don't worry – most people are on their phones anyway.

# **THOMAS DAVIS**

Speak with – not to – your audience.

## **DANIEL DeMERCHANT**

It's not uncommon to speed up speech during a public speaking event – especially when you're given a time-box to give the presentation. Aside from all the prep, I recall the latest news commentator I've listened to and use this as a gauge - to set my tempo to theirs during practice and the actual presentation.

## SCOTT DICKENS

For particularly significant speaking occasions (like oral argument before an appellate court), I usually take a minute or so immediately beforehand to close my eyes and to ask God to calm my mind and my body and to grant me clarity and confidence in what I am about to speak. I know not everyone believes in God, but I would imagine that any spiritual person who believes in a higher power (in whatever form) could draw upon that source.

The result can be “a peace that transcends human understanding.” Probably won’t work for everyone, but it has never failed me.

## **MARVIN DIKEMAN**

Start out by giving your audience a general idea how long you are going to talk. There is nothing worse than being an hour into a talk while wondering if the speaker is trying to outdo a political speech from Fidel Castro. Knowing when something is supposed to end helps you pace your engagement as a listener.

## **THOMAS DIXON**

1. Prepare by actually practicing your speech/presentation. There is no better way to lessen anxiety than by being well prepared.
2. Investigate your surroundings before the presentation so there are no surprises. Make changes if you think it will improve your presentation.
3. Don't read to the audience--I generally use notes that are just bullet points rather than a written narrative.

# **ANDREW DOWNS**

1. Be brief.

2. Speak simply, plainly and clearly.

The goal is to be understood, not to show how smart you are.

## **JOSEPH FALASCO**

Slow down. Give your listener time to process what you are saying.



## **JEAN FAURE**

Be familiar with your notes so that you are not forced to read from them.

## **STEPHEN FELDMAN**

Imagine yourself as a member of the audience and give the type of presentation that you would personally find to be informative, engaging, and a valuable use of your time.

## **MICHELE FENICE**

Always be your authentic self. The audience will see you as genuine, approachable, and you will be more relaxed and comfortable speaking.

## **ANGELA FLOWERS**

I once read that the great orators of ancient Greece and Roman utilized a simple memory technique to make their public speaking presentations appear effortless. As an appellate practitioner, I strive to speak in an extemporaneous conversational style that is as seamless as possible with little or no reference to notes and have found it helpful. The ancient technique involves systematically connecting your public speaking presentation with a physical place – either the room you will be speaking in, your office or your home. You mentally associate each room, or aspect of a room, with a section of your presentation. With some practice, you will be able to systematically take a mental walk through the physical space while you are speaking and bring to mind each of the talking points you have connected with that location. At the conclusion of your journey, you will have covered all the key points you planned to discuss.

## **H. MILLS GALLIVAN**

ALWAYS THANK THE AUDIENCE FOR THE OPPORTUNITY TO SPEND TIME WITH  
THEM AND LET THEM KNOW YOU KNOW WHO THEY ARE!

Know your audience and tailor your presentation to them.

Self-deprecating humor is a great way to create a bond with the audience.

Keep it short; TED Talks are 18 minutes for a reason.

Storytelling is the most effective way to deliver a message that resonates.

Be yourself and HAVE FUN!

## **MEL GAROFALO**

My suggestion is to refrain from using PowerPoint whenever possible. So many speakers rely on their PowerPoint slides to serve as their outline; they end up looking at the screen (along with their audience) instead of making eye contact.

Even when the speaker does try to make contact with the audience, the audience remains fixed on the screen. While PowerPoint can be useful, I believe it has become a crutch for so many speakers and takes the place of preparation and the ability to engage with an audience.

## **SETH GAUSNELL**

Everyone has their own way of doing things, but for me a brief outline of the major points of what I am speaking about works much better than writing out the entire speech/talk. If I write out the entire speech/talk and I forget where I am at in the speech/talk I can never seem to find where I am at in the written speech. If I know the main points then it is very easy to quickly look at my outline if necessary and stay on point.

# STEVEN GERBER

Never read a speech.

Change your modulation and spacing (pausing)  
for max effect on most important items.

Use the plural “we” not “I”.

“What will we be talking about?”

“What have we (not I) learned.”



## **DAVID GODWIN**

Speak slowly and use as few words as possible to convey your point.

## DAVID GOVERNO

1. Smile.
2. Understand your goals. If it is a marketing talk, remember that your key is to get the audience to like you. That is, not to convey the most information about the topic, but to convey your personality as someone the audience members would enjoy working with.
3. Don't use your Power Points as notes to read. Instead, use very few words or even some image. I still recall the legal presentation given decades ago using only images of art masterpieces as slides. You want the audience relating to you not to the screen.

## NEIL HARTZELL

Always speak to the last person in the room; that way your voice will carry to the back row.

If you are going to tell a joke, better make sure it is politically correct and doesn't offend someone.

Tell the audience when you start what the topic is and provide a brief roadmap of the subjects you are going to cover, that way it is easier for the audience to follow.

Present with confidence; someone has told the audience you know what you are talking about; you want the audience to believe that is true.

Make eye contact when you speak, look around the audience; do not stare at your notes.

Be clear and professional; you want the audience to think: wow this speaker really knows his/her subject.

# **MARC HARWELL**

Be concise. Use active verbs. Be sincere. Be confident. Smile.

## JARED HEALD

The best tip would be to buy this book, read it, read it again, and try to incorporate relevant recommendations:

*Speak Like Churchill, Stand Like Lincoln:  
21 Powerful Secrets of History's Greatest Speakers*  
by James C. Humes.

## LAURIE HEPLER

1. Speak to the back row, with moderate but not over-loud volume. Doing so fixes many other problems. You can't read many notes when you're speaking to the back row. You can't ignore questions.
2. While we're at it: Minimize notes. It's boring, undermines the feeling of sincerity, and drains energy.
3. Minimize use of PowerPoint. Make slides if you want, and distribute them, but keep the on-screen text to orienting headlines (what section of the program are we in?) or at most bullet points. PPT is routinely abused with extensive text. And even absent that, it tends to make programs into lectures instead of conversations. It distances the speaker from the audience – never a good thing.

# **SCOTT HOFER**

Speak very slowly.

Do not read off your PowerPoint.

Don't assume the audience is an expert in your topic area –explain the background so your topic and presentation makes sense to all listeners.

Define terms of art.

## **JENNIFER HOOFMAN**

“Practice, practice, practice and have someone review your PowerPoint for any errors you may have overlooked after having looked at too many times.”



## HELEN HOLDEN

1. Be yourself.
2. Avoid reading slides or other materials.
3. Watch a videotape of yourself – it will help you see what others see.
4. Be aware of, and make a concerted effort to reduce, use of your personal filler words or verbal tics. This includes um, uh, so, well, alright, and similar words and phrases.
5. Make eye contact with audience members – don't look down at your notes the whole time.
6. Smile.
7. Don't be afraid to let your sense of humor and personality come out. See #1.

## JASON HOLDEN

My best public speaking tip comes from how I learned to *voir dire*. Tell the audience your truth. Whenever I speak in front of lawyers, I always tell them how nervous I am about speaking in front of them because I know how critical lawyers are. They are sitting there judging every word, or conclusion. I then tell them that it is odd because lawyers are my favorite people and to be able to speak in front of them is really an honor. That gets me going and puts in the right space to effectuate my communication plan.

My second tip is to never forget primacy and recency. Begin with something that you will end with. That way the audience is brought full circle. I am not talking about a funny story, I am talking about a meaningful primacy such as a key part of what you are teaching, and then recently, bring that to relevance.

## **JAMIE HUFFMAN JONES**

It is uncomfortable, but use your phone to video tape yourself giving your speech. You will catch where it does not make sense, you will catch where you stumble, and you will catch those unconscious ticks. But most of all, have fun!

## **MARIE JONES**

I regularly begin each presentation with “What’s happened on this day in history” to give folks a few fun facts/cocktail fodder and to warm them up to hearing me speak without starting in on a heavy topic too quickly. For groups to whom I speak often, they come to know me by this “starter” and look for new facts to learn.

## **JASON IRVIN**

The most important speaking tip for anyone (even for Southerners like me) is to slow down. Speak slowly and deliberately. Often when speakers make a great point or say something impactful, they rush on to the next point. Pause after that important statement, let the jury or audience soak it in.

The second tip I would give is practice your speech and record yourself. When you listen to the recording, pay attention to your pace, tone and pitch, each of which should vary when you speak to keep the audience's attention. Pay special attention to the pitch of your voice. If the pitch of your voice rises at the end of sentences, that suggests to the audience you're unconfident in the statement you just made. You'll be surprised about how much improvement you can make on an individual speech if you listen to yourself with a critical ear. This practice has made all the difference in my career as a trial attorney.

## **TRAVIS JACKSON**

- Keep it as concise and short as possible.
  - Keep it easy to understand.
- Try to make it entertaining or fun to keep the audience's attention.

## JENNIFER JOHNSEN

Before you step onto the stage, up to the podium, wherever you are presenting, close your eyes and take some deep breaths. Relax.

Rehearse, rehearse, rehearse - at home in front of your family members, at work in front of colleagues. And be open to their feedback. It's not easy to hear but is invaluable as you prepare.

S L O W   D O W N ... and speak clearly. Modulate your tone and cadence to keep it interesting. Smile.

Every time you have the urge to say "um" or "uh" or some other filler word, pause instead of saying the word, and then continue with your presentation.

Do not take longer than your allotted time. Nothing will antagonize an audience more than infringing on their time, an upcoming break or the next speaker's time.

If you are using a PowerPoint, make sure it is readable by someone sitting in the back row of the room. Does the font color show up on the slide? Is the font too small? Are there too many words on the slide? Less is better!

Make sure the technology works! Again, practice, practice, practice!

## JOHN KELLEHER

I have derived some comfort believing that my audience shares the same interest in the subject matter I do. They will be interested in what I have to say as long as I demonstrate the same passion they feel regarding the subject matter. They are not there to judge me but to hear what I have to say. They will overlook small hiccups along the way as long as they go away with a new thought or two. Of course, an early joke helps also!



# **VALERIE KELLNER**

Practice.

Take a deep breath.

Smile.

## **JEFFERY KELSEY**

Following a set process helps me perform best when speaking publicly. Completing the process gives me confidence that I'm well prepared, and helps alleviate any last minute nerves.

For example, for oral arguments, I use a single manila folder at the podium. On the inside and back of the folder, I have an outline of the argument, or cases I want to bring to the court's attention. I always include a list of the most important issues to ensure I emphasize those ideas with the court.

The work involved in preparing that small folder gives me confidence that I am prepared for the argument. When I'm confident, I'm not nervous, and I perform better, even in the face of a hot bench.

## DAN KOHANE

- START WITH A BANG.
- Do not waste your time thanking the person who introduced you, thanking people for coming, making some worthless joke. The first words out of your mouth MUST be proactive.
- Get away from the podium. If you can wander through the audience, do so.
- If you have a PowerPoint, think WHITE SPACE with concepts. The few words on the slide should trigger your comments; they are not to be read.
- ENGAGE your audience. Ask them questions. Get answers; make sure they ask you questions. Have a pigeon or two in the audience to get the questioning started.
- If you are a lawyer, don't speak like a lawyer. Speak like a human being.

## MARTIN KRAVITZ

1. Do have a PowerPoint to cover only the MAJOR topics to open areas to be covered. But do not break language down into long statements that serve as the basis for your talk. If the speaker reads from the power point he will immediately lose the attention of the audience. Reading from a PowerPoint is boring and shows a lack of preparation.
2. The best presentations really work better as panel discussions. The moderator asks a panel of 2 or 3 a pre-arranged question or raises a topic on the power point. One of the pre-assigned panel members serves as the primary speaker on a topic (usually for 5 minutes or less) and then turns to another panelist (also pre-assigned) and says: "what do you think" or "do you have any additional comments?" The second speaker should only supplement not repeat points made and should take around 3 minutes. This needs to be prearranged before the meeting to assign the speakers on each topic. This kind of presentation keeps people interested. I hate listening to one person simply drone on for a solid hour.
3. Interweave short actual deposition or trial testimony into the presentation (best by video transcript) if you are demonstrating trial technique or errors.

## JOHN LACKEY

I like to split the room into sections and then speak to one person in each of those sections, rather than worrying about trying to make eye contact with everyone. Preferably, I find someone I know in each of those sections, since speaking to someone I know is a far more comfortable process (and you can warn them they are your focus without them feeling singled out), but even if I don't know anyone in the audience, I try to pick someone out before I begin from each section and make them my "target." As the speech develops, I make eye contact with audience members organically, but I try to use the natural section and topic breaks within the speech to move from section to section.

## NICK LANZA

Know your audiences well—2 weeks in advance of my talks, I always ask 15 minutes of questions or so to the person or group that asked me to speak so I can gauge their experience and expertise levels, what is on THEIR radar, concerns or struggles they are facing, etc.

1. My main point is: I want to speak on topics THEY want or need, NOT what I have already prepared.
2. Have a simple opening joke.
3. Be an expert ...AND be humble and/or humorous.

## **J.K. LEONARD**

Know your strengths and weaknesses. If your weakness is nervousness, practice until you know your points cold. And remember, humor is the great equalizer – for everything you think is funny there are dozens who will not, so be very careful when using humor.

## **RICHARD LESLIE**

Know and understand your audience, so that you can make your presentation especially meaningful to them.



## **DANIEL LITCHFIELD**

Memorize at least a high-level outline. This allows the speaker to be more conversational and natural.

## ROBERT LOCKWOOD

Do not read to an audience and do not talk at an audience. Instead, try to make your presentation style more like a conversation. In my opinion, the best way to do this is to know your source material thoroughly. Know it well enough so that you could truly have a one-on-one conversation with somebody about the material. Many presentations are “high pressure,” and it’s easy to forget one of your key points. So, it’s OK to have an outline or Power Point to remind yourself of key points. But, never read your outline or materials to the audience. By keeping your style conversational, you are able to keep the audience engaged and also engage yourself with the audience so that you can see what is working, and what’s not, during your presentation.

# **MARK LOGALBO**

Rehearse, practice, and prepare.

## MIRANDA LUNDEEN SOTO

Invest in a tripod and record yourself while you practice for your next public speaking engagement. When reviewing your video, turn off the sound completely and watch your body language carefully. Take notes and ask yourself, “what is my non-verbal body language conveying to the audience?” Am I flailing my arms repeatedly? Am I walking back and forth too quickly? Am I making strange faces? How’s my posture?

I also routinely do this exercise with well-known speakers that I admire to identify their “non-verbal” body language that I think is effective. I then incorporate what I’ve learned into my “non-verbal” public speaking routine to see if it works for me. A word of caution, not everything that someone else is doing will work for you. You need to practice and record yourself to see if you are giving off the same non-verbal message as the one you are trying to mimic.

Ask friends and family members for their honest feedback as well on your videos. I’ve learned so much from receiving constructive feedback from people that care about me and want to help me better myself and my practice.

## **CARL MARIANO**

Be yourself and don't worry if there are small mistakes.

## CRAIG MARVINNEY

- Always be curious – in a broad, observant way so that you can always build a common analogy or metaphor on more complex ideas.
- Take the time to mull over the ideas to speak about and how best to say them.
- Practice the phrases and words you plan on using --- just as muscle memory works for body motion on a golf chip shot, or a 3-point shot in basketball, so too with your breathing, your vocal muscles, your diaphragm and ability to project when it comes to speaking and your posture and delivery gestures.
- Pace yourself and control your voice so you modulate properly, and deliver your phrasings with gravitas as needed.
- Know the room layout and take advantage of AV and presentation ware, but always be prepared so speak on your own with no assists from technology, graphics, or music.
- Know your audience – think on their likely comprehension level before you deliver, know their general limits as to humor and gravity, know what might likely move and inspire them, and most of all watch them as you speak to know if you are losing their attention, their interest, their buy-in.
- Keep humor, but know the center without wandering too far afield.
- Be yourself, be true to yourself, and be comfortable in your own shoes – with humility.
- Speak from your heart, with passion and meaning.
- Learn from and observe good public speakers – their body language, their demeanor, their patterns and inflections, how they say what they say.

## **BENTON MATHIS JR.**

1. You cannot talk too slowly because you will be excited and  
tend to talk fast.
2. Take the change out of your pocket so you don't fiddle with it.
3. Make sure you pee before you start.

## **CHRIS MCCARTY**

Be yourself. If you are serious, be serious. If you are funny, be funny. If you are sarcastic, be sarcastic. When I first started out, I simply tried to emulate my older partners or (even worse) TV lawyers. But I only started getting asked to speak more and more after I started just being myself. People can spot a fake a mile away.



## **ERIC MILES**

Know your topic so well that you can deliver it without notes, in a natural manner consistent with your personality.

## JOHN MITCHELL

My best tip for public speaking is the same one I use for trials: Get to the point.

I had a law professor that used to say: “The great thing about lawyers is that they seek to say something profound; the problem is that they keep talking until they do.” Just as no one wants to read a book that is too long and boring, and no one wants to hear a speaker drone on before getting to the point. Be sincere, be honest, and get to the point.

# MATTHEW MOFFETT

You must show and tell.

You must entertain and not bore.

Shorter is better for everyone.

Slower is easier for everyone.

## **BARRY MORRISON**

Keep the presentation length at no more than 20 minutes.  
Listeners' attention spans are becoming shorter and shorter.

## **THOMAS MURRAY**

Never put your hands in your pockets, either one or both. Use one or both of your hands to gesture tastefully while speaking to emphasize what you are saying, or simply leave them on or near the podium.

## **DONALD MYLES**

Speak to the back of the room.

## **BRIAN NALLY**

1. Practice to an audience (whether a colleague or spouse or kids) – practicing your presentation or trial opening/closing in front of people is a great way to get comfortable with what you are going to say and how you are going to say it.
2. Obtain feedback during your practice runs – sometimes we are so close to the content of our presentation/trial openings/closings that we can't identify gaps. Receiving feedback from non-lawyers is especially helpful. I use my wife. If a non-lawyer/listener feels like a concept is "over her head," I am not doing a good job explaining the topic in a way that can be understood to a normal audience member/juror. Take a step back, simplify the language, and make sure you properly introduce the foundation for your topics.
3. Pare down your notes/outline for your actual presentation. I like to start with a longer outline or "script" so I am confident I know everything I need to know about the presentation topic. I can't use this type of document during a presentation or trial open/close because it's too overwhelming and distracting. I like to pare the longer notes/outline down through my practice so I have a one page document with short phrases or word(s) that will help guide me through my presentation.

## **DAVID NICHOLAS**

I always try to deliver the message/story/presentation the way I  
would want to hear (or receive) it.

Use voice inflection, talk to the people (not at them); and  
whenever possible, throw in some humor!



## **DUDLEY OLDHAM**

My tips for public speaking boil down to (1) prepare on the topic(s) you've been asked to address (2) speak from no more than an outline or very cryptic notes so that your presentation is conversational in your normal style — absolutely no reading from a script (3) speak distinctly and at a comfortable more relaxed pace (4) maintain eye contact with your audience and (5) shorter and focused is always better!

## **ROBERT OLSON**

I put the following on the top of all of my oral argument notes.  
They apply equally to public speaking:

Eye contact

Speak slowly

Relax

Regarding eye contact, I consciously try to move my head/gaze to different parts of the room so that everyone feels that they are being spoken to directly.

I might add, keep it simple. There is only so much information that anyone can absorb at any one time. And that goes for PowerPoints. Essays do not work well on slides. A couple of simple words or a picture encapsulating a thought or point does.

## **DEBBIE ORTH**

My best tip is to know your topic thoroughly and that way you can have a conversation with your audience.

## **SAMUEL PACE**

Prepare, prepare, prepare!

And then prepare some more!

# **BRUCE PARKERSON**

Bring energy and enthusiasm to the presentation.

Do not read the PowerPoint. Do not read your presentation!

Keep the PowerPoint wording in each slide to less than five words  
per bullet – no more than three bullets per slide

Use rhetorical questions.

## MIKE PIPKIN

I used to practice speeches in front of my wife who would snap her fingers any time that I filled dead air with “um” or “uh” or another sort of crutch word or noise. That practice method broke that habit very, very quickly, and I’ve avoided it ever since (more than 30 years).

## **BRETT PRESTON**

Don't be afraid to pause periodically to catch your breath and let the audience catch theirs.

Don't say "um."

Prepare from, but don't read from, your outline/slides.

Demonstrate appropriate emotions; don't suppress them.

## **TRACY PREWITT**

Use regular words. Talk normally without trotting out fifty dollar words that make you sound stilted and that people might not understand. You will sound more natural and it will be easier for people to listen to you.



## **PARK PRIEST**

1. Know your audience.
2. Obviously try to get audience engaged. If possible have a couple of audience members who are friends prepared to raise his/her hand to make a comment or raise a question, to initiate participation.

## **JOHN RAHOY**

In any trial I speak from the heart. Engage the jury by speaking candidly about all areas of the case. They should have no concern for speaking the language of the jury. I use words the jury would use without cussing. I speak with candor about my case, warts and all. I know these are general tips but I find juries like raw candid talk.

# **FRANK RAMOS**

Know your topic.

Know your audience.

Read your audience.

It's not about you. Don't make it about you.

## KELLEY REID

1. Speak to your entire audience, don't focus on one area of the audience; move your head, face and eyes left and right and cover your entire audience with your message.
2. Try not to use notes if possible; know your subject, topic well enough to speak without having to look at your written material all the time, looking up and down, and "reading" your material to a soon to be "bored" audience.
3. Add some humor in your speech if you can and it is on the topic of the presentation.
4. Avoid the use of the "ums" when you can't think of what you are going to say next in your speech. Too many "ums" are a distraction and the audience will start silently counting the number of "ums" in your speech!
5. Don't use a lot of flailing of your hands and arms in your speech to attempt to make a point. That's a distraction to the subject matter of your speech and to your delivery.
6. Speak loudly and clearly if no microphone is available so that the folks in the back row can hear you loud and clear.
7. Practice your speech in front of a mirror at home or in front of your spouse or significant other. That's good for feedback as to your delivery, mannerisms, and your personality.
8. Don't speak in a monotone voice. Use voice inflexion and raising of eyebrows. Watch the evening news on your TV and watch the news broadcaster speak the news with facial gestures of raising eyebrows and voice inflexion from time to time.
9. Speak to your entire audience, don't focus on one area of the audience; move your head, face and eyes left and right and cover your entire audience with your message.
10. Enjoy your own show! The audience will enjoy you as you speak to them if you look and sound interesting and know you "stuff"!

## **ERIC RIEGNER**

Memorize and rehearse the first several lines.

Think in advance about what you are going to do with your  
hands—folded, on the podium, etc.

## **TODD ROBERTS**

My best speaking tip is to speak from the heart—with sincerity and conviction.

## **VICTORIA ROBERTS**

Try to make eye contact with multiple individual audience members.

## **WILLIAM ROEDDER**

1. Know your subject matter inside and out.
2. Don't read your paper, don't even take your paper to the podium with you, take only a few notes.
3. Believe in what you say and speak from your heart.
4. Never talk down to the audience.
5. Weave a few laughs into your presentation.
6. Visually focus on those in the audience who seem to agree with what you are saying. This will build your confidence.
7. Do not stand behind the podium the entire time; walk around on the stage.



## **RONNA RUPPELT**

Project your voice so that it feels almost too loud and exaggerate your movements the same way. If you were to watch yourself on camera after doing this, you will see that you look totally engaging and not “obnoxious” as you may feel.

## **AMY SABBOTA GOTTLIEB**

I remember that everyone in the room, wherever I may speak,  
“puts their pants on one leg at a time.”

## **NINOS SAROUKHANIOFF**

Rehearse, rehearse, rehearse, and slow down! Great speakers always seem to talk slowly which allows their words to actually be heard and digested by the audience.

## **K. ROGER SCHOENI**

Establish eye contact with your audience and speak in plain English.

## **JAMES SEMPLE**

1. Speak only about something you know well.
2. Relax.
3. Speak plainly, as if you are having a conversation, not giving a lecture.
4. Pick out a person in the first 3 rows in front of you and direct your speech toward that person.
5. Speak loudly enough to be heard by the audience.
6. Respect your audience.

## **JAY SEVER**

I learned at some point during my early deposition and trial experiences that I could excel at oral presentation when:

- 1) I knew the material better than my audience,
- 2) knew they needed to hear it, and
- 3) realized that it was imperative that the information be communicated.

To this day, I'm only really an effective speaker when I am speaking under those circumstances.

## **CARYN SIEBERT**

Don't be so over-rehearsed that it's not genuinely from your heart.

# **JOHN SINGLETON**

Don't use notes, hit the big points, and avoid excessive detail.



## **ANGELA SMITH**

Use humor and keep things light.

Don't read from the PowerPoint.

Try to engage the audience with questions  
that are relevant to the topics.

# MARCUS SNOWDEN

1. Practice, practice, practice .
  - This cannot be over-emphasized even though it seems obvious: you should first be comfortable with your topic and “script.
  - This will make it easier to get immediately back on track if you are thrown off by an interruption or technical glitch.
  - Practice being interrupted too – you will be better able to avoid the “deer in the headlights” look by being prepared this way.
2. Know your venue and format.
  - If you are more comfortable “walking and talking” don’t fight it, ask ahead of time for a lapel microphone and ensure the venue can accommodate your wandering habits (don’t wait until moments before to ask: is the stage wide enough, can you “walk the aisles”, are there floor obstacles you need to be mindful of, etc.).
  - If the venue does not accommodate some or all of your preferences, then prepare by adapting and practicing your script in the more confined format (this is a form of interruption which, if you’ve followed tip #1 above, will make this easier).
  - You can practice making even standing at a fixed podium more dynamic with carefully (but not frequently) timed body gestures, hand wave or etc., and in this context, be sure you rotate your head and make occasional eye contact, rather than only addressing the one spot on your right that you’re most comfortable with.
3. Be yourself – the worst feeling is trying to “force” a presentation when you are not comfortable putting on a “show” – so don’t:
  - Just treat it as a conversation you are having with your most important client who knows and respects you, as she or he expects your best.
  - Don’t forget to lighten up just a bit – this does not mean jokes at every turn, but rather assuring the audience that you’re not taking yourself or your topic so seriously that you come across as wooden.
  - To be engaging, work in a story or two to illustrate a point in your script and practice telling it the way you would in conversation and most importantly – relax.
    - Your audience is there to learn and you will best teach if you speak to their interest.
    - If your topic could be tailored or your script “interrupted” (again #1 above) by knowing how many in the audience, for example, hold a certain position or have experience a certain area or have heard other speakers on your topic previously, then one good

“interruption” is to stop before you get too far into your remarks and “poll” the audience for this important data.

- If you’ve done tips #1 and #2 above ahead of time, this interruption, whether done while walking and talking or otherwise, will not only show you’re as interested in your audience as they are in you, but also introduce something of a “tailored” feel to your presentation.

As a Canadian speaking occasionally at US programs, I make an effort whenever possible to throw in something from “home” or when “home” to share something from “away” – so, if you’re flying in from a destination, take a moment to share something of where you’re from, or if you’re speaking at home, share a recent experience from your last venture away, calculated to resonate locally – in either event, the goal is to engage by letting the audience in on your world.

# JOHN SWEENEY

1. Connect with your audience: Never talk to a group of strangers. Always befriend at least one member of the audience (or talk to a friend or acquaintance in the audience) in advance, sharing any personal unease you may have about speaking before you talk and making eye contact with them frequently throughout your talk.
2. Connect with your topic: No one cares how much you know until they know how much you care. You must introduce yourself in connection with your topic, explaining, when, how, why and what you have learned about it and why you are inspired to share it at this time with this audience.
3. Keep it simple. Address a single theme with never more than three supporting subparts.
4. Repetition of message: The Rule of Threes. First, tell the audience a summary of what you are going to tell them. Second, tell the audience what you said you would tell them. Third, tell the audience a summary of what you just told them.
5. Respect your audience: Be organized. Outline your talk. Write out your opening and your conclusion (but never read them to your audience). Have a list of bullet points to use as a checklist as you move through your talk. Do not ramble.
6. Be clear and concise. Use short, declarative sentences. Always use active voice.
7. Words matter. Use common words. Strive for accuracy and precision of word choice. Avoid foreign language, especially Latin, and legalese.
8. Practice, practice, practice. Write it out, read it silently, read it out loud, speak it while referring to notes, and finally give your talk without referring to notes except as a checklist to ensure you are covering all the points.
9. No one can listen while they are reading. Do not hand out or refer to written materials in advance of or during your talk. Distribute or refer to written materials at the end of your talk.
10. PowerPoints are only powerful if they rely on images rather than words. If you use a PowerPoint, only use slides with photos or graphical images with less than ten words per slide. Never use a PowerPoint as a teleprompter for your speech.
11. Time yourself then pace yourself. Tailor your talk to the allotted time, allowing for questions at the end. Time yourself when you practice. Keep an eye on the time while you are talking. Try to avoid either running over or falling short of the allotted time.
12. Assume your speaking voice. Consciously raise your volume and lower the pitch of your voice. Consciously slow your pace and enunciate your words carefully.
13. Involve your audience: ask them questions. Ask for a show of hands at the beginning of your talk to engage your audience. Perhaps prior experience or familiarity with the topic. Perhaps what they are looking to get from your talk. Be prepared to break the ice at the end of your talk by asking pointed questions of the audience.

14. The all important take away: A call to action. Your conclusion should reinforce what your introduction promised, leaving your audience with a specific, practical, action-focused take away.

## **COOPER THURBER**

I believe there is always room for humor in any situation. However some are not naturally humorous and they should not attempt try to be humorous. That is a big mistake. Humor gets the audience's attention and helps the audience warm up to the speaker. I use it in opening, closing, and cross fairly often; always in public speaking.

## **CLINTON THUTE**

Relate to your audience by going out amongst them when you speak. Engage them in your topic and discussion. Vary your tone, inflections and delivery speed. Body language and eye contact are essential. Know your material. Don't rely on notes and get out from behind a podium or dais.

## RICHARD TRAUB

1. Know who are you presenting to: What is the reason you are addressing this audience? Know who you are speaking to and what they want or need to take away. If it's a corporate event, teach and inspire them. Knowing the demographic of the audience is imperative. If it is your family, entertain them.
2. Rehearse, practice with distractions and rehearse again. You certainly don't have to practice for 10,000 hours but it is the law of 10,000 hours. Nothing becomes muscle memory unless you practice. Prepare your goals and the content well ahead of time. This can be done while driving, exercising, in the car, on a plane...anywhere. Once you are comfortable with that, add some distraction. Turn the TV on while rehearsing. It will make disruption during the presentation easier to deal with.
3. Find your own style. Not everyone is funny, not everyone is formal. What works for you. Some like the podium. Some like walking around. That said, different events will require a different approach. Reading a prepared speech is never acceptable. But in a highly complex presentation you may need detailed notes. In that event, know it backward and forward so you're not staring down at the pages the whole time. Some people like to be 100 percent scripted and memorized. Not me - as that seems too stiff. You must be able to go off script. Most of the time you will not be addressing on rocket science or brain surgery so be sure to use the proper approach for the appropriate event.
4. Get a feel for the room you will be in. How many people, what is the layout. Walk around and get comfortable with the room.
5. This is key: Test all equipment way ahead of time. Nothing is worse than last minute failure of your PPT or Audio.
6. Many people practice in front of a mirror. I don't. I hate the way I look and It just makes me self-conscious.
7. Speak every chance you get. Seek opportunities. Become sought after. The only way to improve is by doing it over and over again. (See rule of 10,000 hours).
8. Slow down and pace yourself but don't go over your allotted time. Take long pauses to emphasize points.



9. Make eye contact with your audience – as many as possible. Make them feel you are talking directly to each one of them.
10. Seems like a no-brainer, but know your material exceedingly well. Faking it does not work.
11. Practice tone and projection. DO NOT present in monotone or the same volume throughout. Your audience will be asleep. Keep them engaged by changing tone and volume. It will re-engage them if you have lost them.
12. Use humor but if you are not funny, don't try to be funny. In that case, use emotion. If you don't have emotion, don't speak.
13. Get some exercise before you present. Most people far less anxiety after a workout. You could rehearse in your head while you are exercising.
14. Project confidence. Once you can fake that you have it made.

## THOMAS TREZISE

Never make eye contact with someone you know. It can distract you. Pick out three people in your audience; one in the front-right, one in the middle, and one in the back-left, and rotate between them. It will appear that you are speaking to everyone and you will be, but avoiding distraction.

## **ANN TRIVETT**

It may not be revolutionary, but the thing that is most important to me when public speaking is to make sure I have well prepared notes (in outline form) that I can always reference if I get lost. I also write out exactly what I want to say first. I find that I am most nervous right before I get started, and therefore I am most likely to forget what to say or be too self-conscious right in the beginning. Once I get through the first few lines, I usually feel much calmer and don't need so many notes.

## DENNIS WADE

Never write out an address. Outline the message in 3 simple points, then “script” your address by playing out your address in your mind’s eye while you walk or are at the gym. And here is the little secret, use an image or two, not words, to engage the audience. Watch YouTube videos of Steve Jobs pitching a new Apple product and you’ll get a sense of a master communicator at work. Be yourself and magic will happen.

## JEFFREY WALKER

1. Always be who you are – do not try to act like, speak like, walk like, etc. someone who is not inherently you.....a jury or observers can tell.
2. Try not to rely on objects for safety (like a podium) and do not put objects in between you and the jury (counsel table, the podium, an elmo)....get close.
3. Always make great eye contact to all, speak loud enough for all to hear regardless of where they're seated, and move around to keep them attentive.
4. Never turn your back to the jury if possible; always show them courtesy and openness/transparency.....even if it means you have to navigate around the courtroom.
5. Always inject proper humor when its appropriate (perhaps mild self-deprecation) to show them you are a real person, just like them.
6. Make attempts to open yourself up to who you are so other will feel comfortable sharing with you "who they are."
7. Don't rely on too much electronic presentation when speaking.....power point is great at times, but not when someone simply reads what is written.....no suspense, no surprises, and the readers move ahead on the slides and stop listening.
8. Always inject a concept in the discussion that everyone understands.....it unifies the crowd and no one feels "left out."
9. KISS – keep it simple, stupid! No need to get too technical on tough subjects.
10. Have fun! That's really what it's all about.

## **GORDON WALTON**

Here are a few of my tips on improving your public speaking:

1. Find a style that works for you and fits your personality. This will allow you to convey your authenticity in what you are speaking about.
2. Connect to the audience in a positive way by telling a personal story related to the topic.
3. Master your nonverbal behavior – using your hands, smiling and using the entire stage can help you captivate the audience.

## **JOYCE WANG**

Be yourself.

Be prepared.

## **JEFFREY WEINSTEIN**

Don't just throw a bunch of slides up on the screen and read what's on the slides. The slides should supplement what you're saying.

If you are more comfortable reading from notes or a script, try hard to make it sound like you're not reading and look up to the audience often to try to establish a connection.

Assume that you know more about the topic you're speaking about than the audience does...even if not true...helps to portray confidence.



## TOM WERLEIN

Practice. Don't spend all your prep time becoming a subject matter expert, rather, save time and practice your presentation – and I mean rehearse – top to bottom. You'll probably find you've got more material than time – that's great, take the material out. We (your audience) won't remember it anyway (audiences will only remember a small percentage of what you say).

Related to that is “the medium is the message.” Since your audience won't remember all the info you have, take out “stuff” and spend time on presentation methods that will reinforce the info you are presenting. Better that I remember 20% of 50% of the info you wanted to present, than 5% of the 100% you presented (or intended to present but got cut off due to running over time).

## **MICHAEL WESTON**

Tell them where you are going, go there, and tell them where you went. By doing so, the audience will better retain the key points of your address.

Another one: Have your first 30 seconds down cold. You will grab the audience's attention and gain confidence in the rest of your address.

## **MONTÉ WILLIAMS**

When presenting, try to have a conversation with your audience, not a lecture. Continued glances to a PowerPoint screen create space and take away from the tone and tempo of the presentation, which will likely impact how the information provided is received.

## **BRET WILSON**

I don't think of myself as a particularly good public speaker, but I have found one thing that helps me move from a poor public speaker to an average one:

Speak slowly.

## JOHN WOODARD III

Approach the task of public speaking with the idea and belief that those in the audience are there because they actually want to hear what you have to say, regardless of the method of delivery.

Such a belief by the speaker will then allow him/her to make the presentation without worrying about gaffes, and to permit the speaker to own the space and time granted, if only for a few minutes.

One of the mantras of public speaking is to A) tell the audience what you are going to say, B) say it, and C) tell the audience what you just said! Not repetitious; just to educate and instruct, much as if you are speaking to a jury, and explaining your client's position, and why!

As for visuals, I am reminded of the admonition of a federal judge who once noted, when an advocate was trying to get a witness to read an admitted into evidence letter into the record, simply said, "Counsel, why don't you just tell the jury what the letter says?"

(Writer's note- it wasn't me!) In other words, simply telling the audience what you want them to hear is sometimes the best method of conveying your message.

## **SHARON WRIGHT**

Always open with a lighthearted personal story (humorous) which allows the audience to connect with the speaker. Caution to make certain it is not politically sensitive or offensive. Usually a story about yourself helps to open up and allow them to relate.

## **MARC YOUNG**

Eye contact with the audience/jurors provides tremendous information. They tell you when to move on, when to slow down, when to provide more information and most importantly it tells you whether they understand/agree with what you are saying.

## **ANTHONY ZARILLO**

Consistently look at the audience,  
even when you need to refer to notes or an outline.



## **LAURA ZAROSKI**

Smile – Laugh. The audience will smile and laugh with you.

Vary your tempo. The same tempo starts to lose the listener.

Keep it lively.

## **JOSEPH ZIEMIANSKI**

Open with a crisp and concise statement of the main point or position you intend to make.

Rather than lecture, tell a story.

Know your audience to guide the level of detail, depth, and background you need to address.

# **WALTER ZINK**

Refrain from using acronyms!

## DAVID ZUBER

Two key points I would emphasize would be:

1) structure and 2) engage the audience.

I find that so many speakers talk and when they finish, I ask myself what was the talk about and half the time I am not sure. Good and great speakers leave no doubt about what the message was and a lot of it has to do with the structure. I also believe that you can't properly structure the talk unless you are prepared.

The second is the engagement. There are lots of ways to engage the audience but make sure they are engaged at the beginning. If not it is very unlikely you will engage them half way through.

### Some Final Thoughts...

“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

– *Maya Angelou*

“If you can’t write your message in a sentence, you can’t say it in an hour.”

– *Dianna Booher*

“It usually takes me more than three weeks to prepare a good impromptu speech. There are only two types of speakers in the world. 1. The nervous and 2. Liars.”

– *Mark Twain*

“A good orator is pointed and impassioned.”

– *Marcus T. Cicero*

“There are three things to aim at in public speaking: first, to get into your subject, then to get your subject into yourself, and lastly, to get your subject into the heart of your audience.”

– *Alexander Gregg*

“Best way to conquer stage fright is to know what you’re talking about.”

– *Michael H. Mescon*

“The most precious things in speech are the... pauses.”

– *Sir Ralph Richardson*

“If you can’t communicate and talk to other people and get across your ideas, you’re giving up your potential.”

– *Warren Buffet*

“Only the prepared speaker deserves to be confident. A talk is a voyage with purpose and it must be charted. The person who starts out going nowhere, generally gets there.”

– *Dale Carnegie*

“If you don’t use stories audience members may enjoy your speech, but there is no chance they’ll remember it.”

– *Andrii Sedniev*

“If you have an important point to make, don't try to be subtle or clever. Use a pile driver. Hit the point once. Then come back and hit it again. Then hit it a third time - a tremendous whack.”

– *Winston S. Churchill*

“Always give a speech that you would like to hear.”

– *Andrii Sedniev*



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