



УНИВЕРСИТЕТ ИТМО

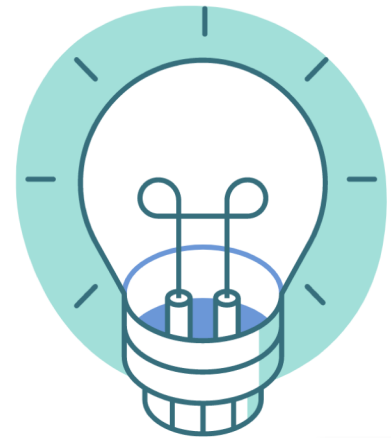
Workshop

**Final defense: managing anxiety,
preparing the structure**

2021

Today we're going to find out

- How to manage anxiety when speaking on public?
- Preparing for public speaking
- Composition of speech



“Research tells us that 85% of people feel anxious when speaking in front of others, and I fully believe that the other 15% are lying.”

Matt Abrahams

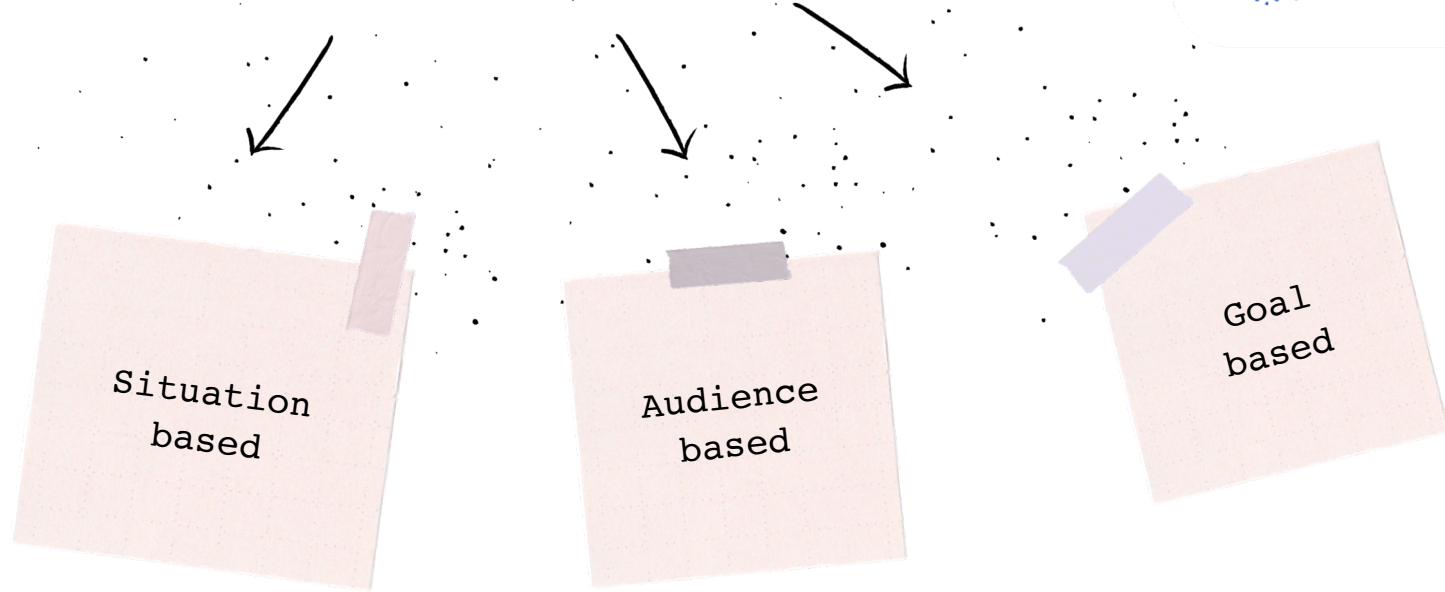


Myths about public speaking anxiety

- People who suffer from speaking anxiety are neurotic
- Telling a joke or two is always a good way to begin a speech.
- Imagine the audience is naked.
- Any mistake means that you have “blown it.”
- Avoid speaking anxiety by writing your speech out word for word and memorizing it.
- Audiences are out to get you.
- You will look to the audience as nervous as you feel
- A little nervousness helps you give a better speech. This “myth” is true!



Public Speaking Anxiety



The tools for managing public speaking anxiety

Mental tools and techniques

- Find out the basis of your anxiety.
Face & verbalize it
- Focus on your strengths (make a list of your achievements, previous successful PS experience)
- Think about your goals
- Don't expect perfection
- Focus on something neutral (mental grounding)
- Visualize your success in details
- Stop ruminating anxious thoughts
- ABCDE technique
- Mental modelling "What if I fail"
- Positive affirmations
- Meditation
- Psychotherapy

Bodily tools

- Deep breathing
- Slow down your speech and movements
- Physical activity
- Micro physical exercises (muscle tension + relaxation)
- Power pose before going on stage
- Anchoring
- Grounding
- "Fighting fire with fire" (acquire speaking experience)
- Sleep hygiene
- Diet (exclude caffeine, alcohol, cigarettes)
- Connect with your audience
- Free-writing
- Don't memorize the text, make theses
- Prepare!



Reframing theory

1. What kind of thoughts and attitudes act as our limitations?
2. How can you possibly overcome such attitudes?
Please provide examples



ABC Model (Rational-Emotive Behavior Therapy (REBT))



Albert Ellis)


A: Activating Event (something happens to or around someone)

B: Belief (the event causes someone to have a belief, either rational or irrational)

C: Consequence (the belief leads to a consequence, with rational beliefs leading to healthy consequences and irrational beliefs leading to unhealthy consequences)

D: Disputation (if one has held an irrational belief which has caused unhealthy consequences, they must dispute that belief and turn it into a rational belief)

E: New Effect (the disputation has turned the irrational belief into a rational belief, and the person now has healthier consequences of their belief as a result)

| | |
|--|---|
| <p>A - Activating event - event or thought that cause your emotional reaction or counterproductive behaviour</p> | <ul style="list-style-type: none"> • What is the Activating event? • What has happened? • What did I do? • What did others do? • What idea occurred to me? • What emotions was I feeling? |
| <p>B - Beliefs, Irrational thoughts</p> | <ul style="list-style-type: none"> • What do I believe about the Activating event? • Which of my beliefs are my helpful/self-enhancing beliefs, and which are my dysfunctional/self-defeating beliefs? |
| <p>C - consequences. Your emotional reaction or irrational behavior</p> | <ul style="list-style-type: none"> • Am I feeling anger, anxiety, frustration, self-pity, etc.? • Am I behaving in a way that doesn't work for me? |
| <p>D – disputing. Disputing your belief through analysis</p> | <ul style="list-style-type: none"> • What is the evidence that my belief is true? • In what ways is my belief helpful or unhelpful? • What helpful/self-enhancing belief can I use to replace each self-defeating or dysfunctional belief? |
| <p>E – effect. Your new constructive, rational thoughts</p>  | <ul style="list-style-type: none"> • Effective New Belief and Emotional Consequence • What helpful/self-enhancing new belief can I use to replace each self-defeating or dysfunctional belief? • What are my new feelings? |

Practice ABCDE technique

1. Recall a recurring situation in which you wish you felt and acted differently (A)
2. Write down emotions you experienced in this situation (C)
3. Write down non-constructive actions (D)
4. Work in pairs to generate irrational thoughts / beliefs (B) related to your actions
5. Formulate alternative emotions and actions (what you want to experience next time)
6. Reformulate your irrational thought(s)

How to prepare for the defense?

Preparing your speech

STEP 1: Set your goal. Define your message

What's your GOAL?

INFORMATION

What does your audience need to
KNOW?

EMOTION

What does your audience need to
FEEL?

ACTION

What does your audience need to
DO?

What's your MESSAGE?

What's the “**burning idea**” of your speech?

What should your audience remember your speech?

“robots are cool”

“buy my service/ goods”

“support my project”

“read books”

“save the planet”

Preparing your speech

STEP 1: Set your goal. Define your message

STEP 2: Analyze your audience

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Choose the right HEADING

Get your audience “hooked” by
your topic

Why should your audience chose
to listen to your speech?

important for you

relevant to your
audience

should intrigue your
audience

should correspond to the
content

Preparing your speech

STEP 1: Set your goal. Define your message

STEP 2: Analyze your audience

STEP 3: Prepare the content: structure & support

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1. Chronological (past - present - future)
2. Problem - Solution - Benefit
3. Cause - effect (what - so what - then what)
4. Thesis - Arguments (**the rule of three**)
5. Dual structure (pro & cons)



STEP 3: Prepare the content: structure & support



- Facts
- Evidence
- Figures
- Examples
- Experts' opinion
- Analytics
- Stories
- etc.



Preparing your speech

STEP 1: Set your goal. Define your message

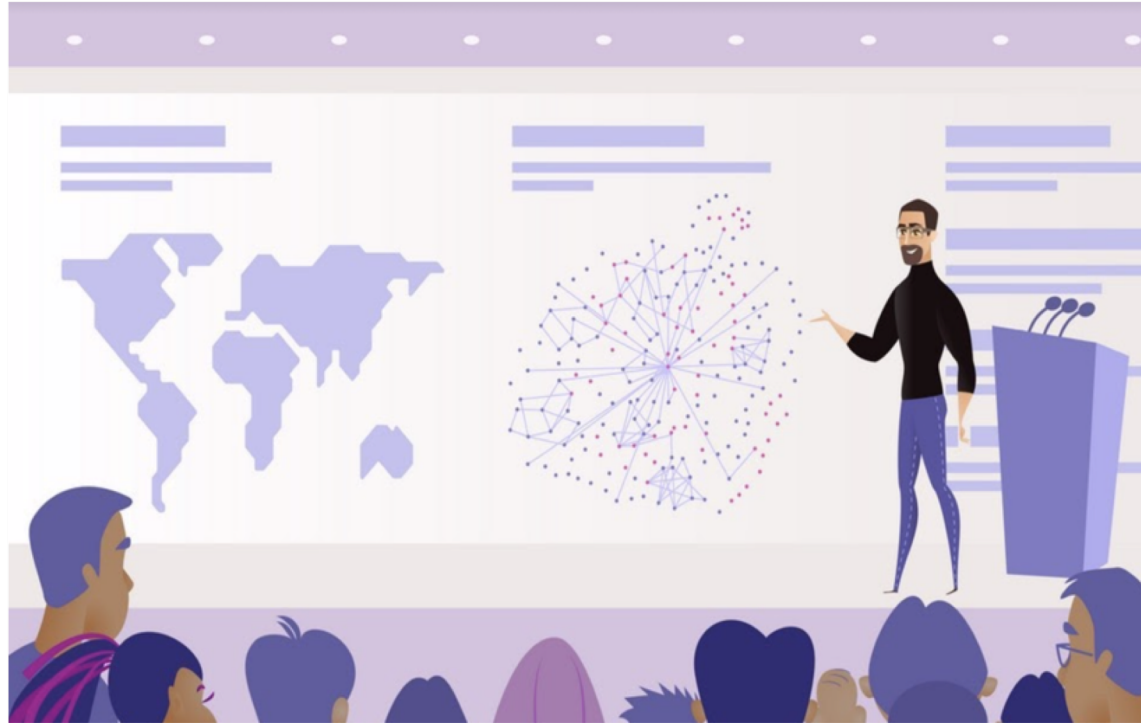
STEP 2: Analyze your audience

STEP 3: Prepare the content: structure & support

STEP 4: Make the visual support

STEP 4: Visual support

- Slides
- Your outfit
- Handouts
- Interactive tools
- Board / Flipchart
- Ergonomics
- Demonstrations



Preparing your speech

STEP 1: Set your goal. Define your message

STEP 2: Analyze your audience

STEP 3: Prepare the content: structure & support

STEP 4: Make the visual support

STEP 5: Think about the emotional connection with your audience (introduction & conclusion)

STEP 6: Practice!



Introduction

20%



Body of your speech
+ Culmination

60 %



Conclusion

20%

Composition

Introduction

greeting

self-presentation

compliment to
your audience

mainstreaming

announcing the
plan

regulation

strong facts

big figures

story

your feelings

strong question

good joke

promise

“One in a hundred regular people is a psychopath. So there are 1500 people in this room. Fifteen of you are psychopaths”

Jon Ronson

Introduction: Draw a picture (use emotions)

I'd like to ask you to use your imagination and think how it would feel if you'd spent an evening studying for an exam, you get up in the morning all set to go to class. You get to the University front door, and it won't open. You think: "Oh, I can just get to the first building and use the bridge." but you get there and the door won't open either. It would be pretty frustrating, wouldn't it? That's the kind of frustration handicapped students feel when they can't get to class because there are no necessary accommodations at the University buildings

Introduction: Ask a question

Have you ever spent a sleepless night studying for an exam?
Can you remember rushing to finish a term paper because
you waited too long to start writing it?

Do you often feel overwhelmed by all the things you have to
get done?

If so, you may be the victim of poor time management.

Fortunately, there are proven strategies you can follow to use
your time more effectively and to keep control of your life.

Introduction: Tell a story

I can visualize the scene again and again: 11:30 p m, Saturday night, the 15th of August. International Airport, India. I was leaving home for the University of Richmond. And as I said that final goodbye to my parents, my family, and my friends; and as I saw hope, expectation, even a tinge of sadness, in their eyes; and as I stepped aboard the Boeing 747 in front, I knew my life had changed forever.

Conclusion

~~I'm done
I finished
That's all~~

make a resume

repeat your
message

make a compliment
to your audience

tell about the next
steps

give some wisdom

thank your audience

make a call to
action

make a circle
(with your
beginning)

The body of your speech

THREE POINTS

tell about the problems

supports with facts/ figures

support with stories

deliver your MESSAGE

give solutions

show your attitude

finish with a strong culmination

tell your arguments

give examples

dig deep

experts' opinion

Using the SPEECH CANVAS,
make a draft of your defense
speech

Share the key points with your
peers



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