

Public Speaking: Get A's, Not ZZZzzz's!



with

Milo Shapiro

of

IMPRO  **ventures**
and
Public Dynamics



Improv in 1990



(when hair was
still big)



TheatreSports 1993-2007



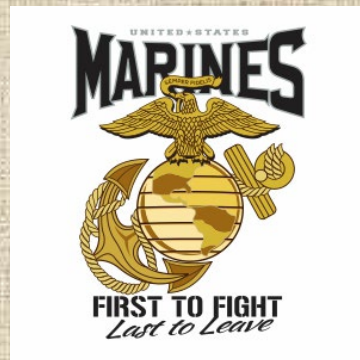
With
1998's
obligatory
goatee



TEAMprovising



TEAMprovising



We Gotta Fail...To Succeed!



Laugh In The Fast Lane

Sales

Coping

Management

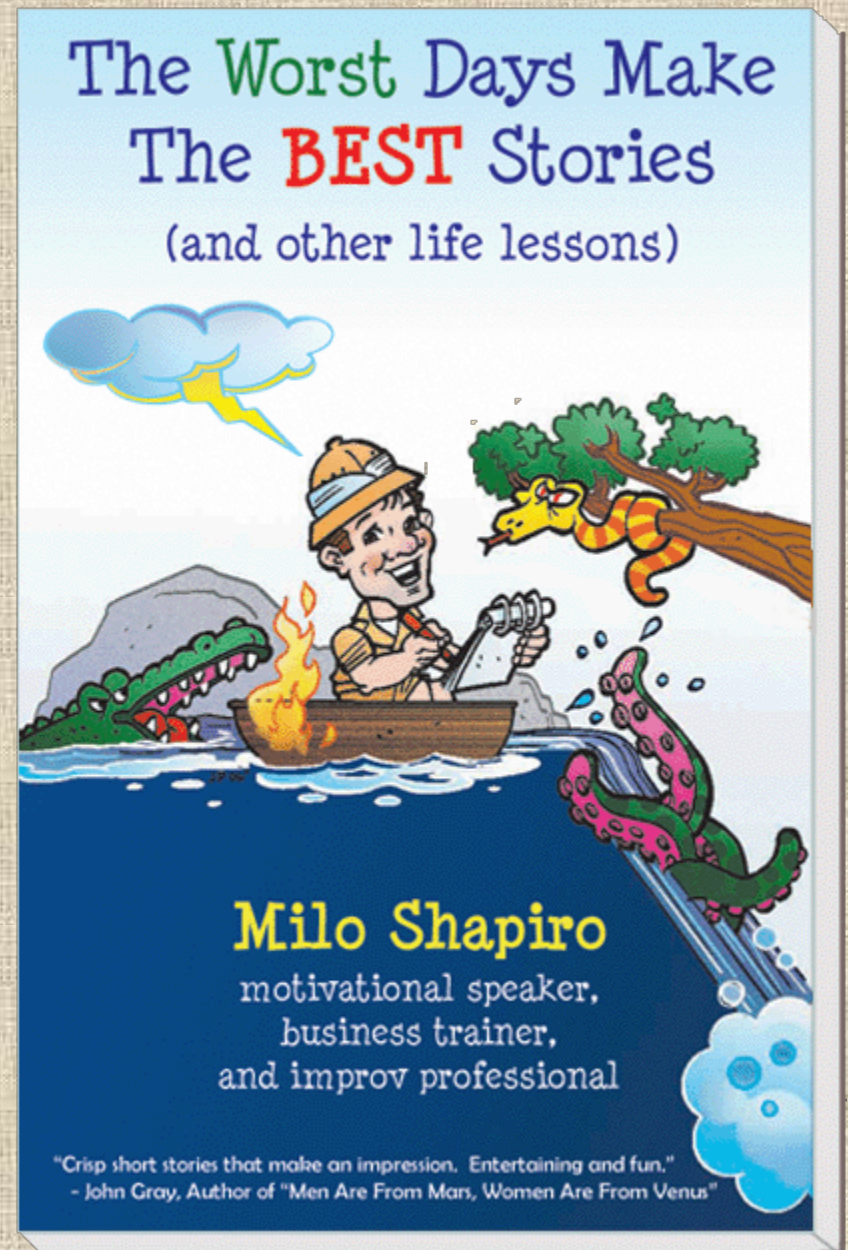
Teamwork



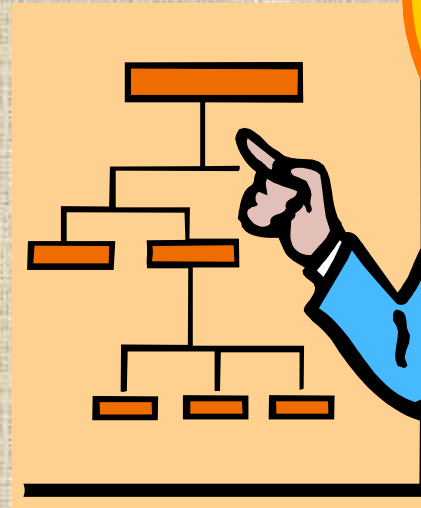
Now available
on CD audio!

**“Crisp short stories
that make an
impression.
Entertaining and
fun to read.”**

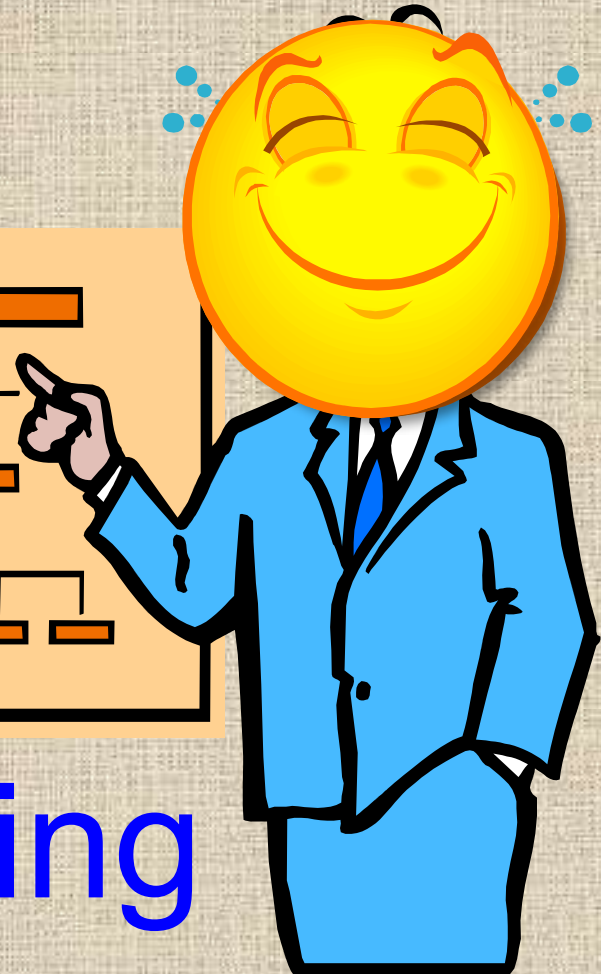
- *Dr. John Gray*
Author of
*“Men Are From Mars,
Women Are From Venus”*



Public Speaking



Coaching



Public Speaking: Get **A's, Not **ZZZZZ's**!**



**A fun guide to speaking
“Prepared, Polished,
and Powerful”**

Milo Shapiro

QVC “Shop-TV” Coaching

**“Our work together
with both improv
and rehearsal has
absolutely paid off!**

**[This] boosted our
sales in 2004.”**

**-Koort Wallien, president
Roberta’s Exotic Gardens**



Public Speaking: Get **A's**, Not **ZZZZZ's**!



A fun guide to speaking
“Prepared, Polished,
and Powerful”

Milo Shapiro

Public Speaking For Teens: Get **A's**, Not **ZZZZZ's**!



For teens ready to come across
prepared, polished, and powerful!

by motivational speaker,
speaking coach/trainer, and
improv professional

Milo Shapiro

PublicDynamics.com

For managers!

Public Speaking [^] : Get A's, Not *Zzzzzz*'s!



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Milo Shapiro
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Public Dynamics

Holy cow...

**This guy
is *awful!***

A silver metal spiral binding is visible on the left side of the notebook, passing through a series of holes in the brown cover and the white page.

**I can't sit
through a
whole hour
of this!**

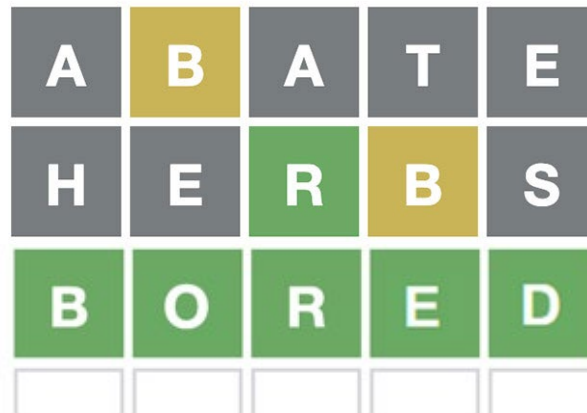
A silver metal spiral binding is visible on the left side of the notebook, with the wire looping through a series of holes in the paper.

**Man, what else
can I *think* about
while he's talking
to keep me
busy?**

**I'd play Wordle on
my phone but Mitzi
might notice.**



WORDLE



A silver metal spiral binding is visible on the left side of the notebook, with the wire looping through a series of holes in the paper.

**I wonder why
Diane gave me
that funny look
when I walked
past her?**

A silver metal spiral binding is visible on the left side of the notebook, with the wire looping through a series of holes in the paper.

**Do my socks
actually match
my slacks?**

**They look different
in this light
than in my room...**

**Boy, could I ever go
for a Dove Bar
right now.**



**Grrr... stop thinking
about chocolate!**

**Good Lord, he's *still*
talking...how much
time is there left?**

Aaaauugh!

57 minutes???

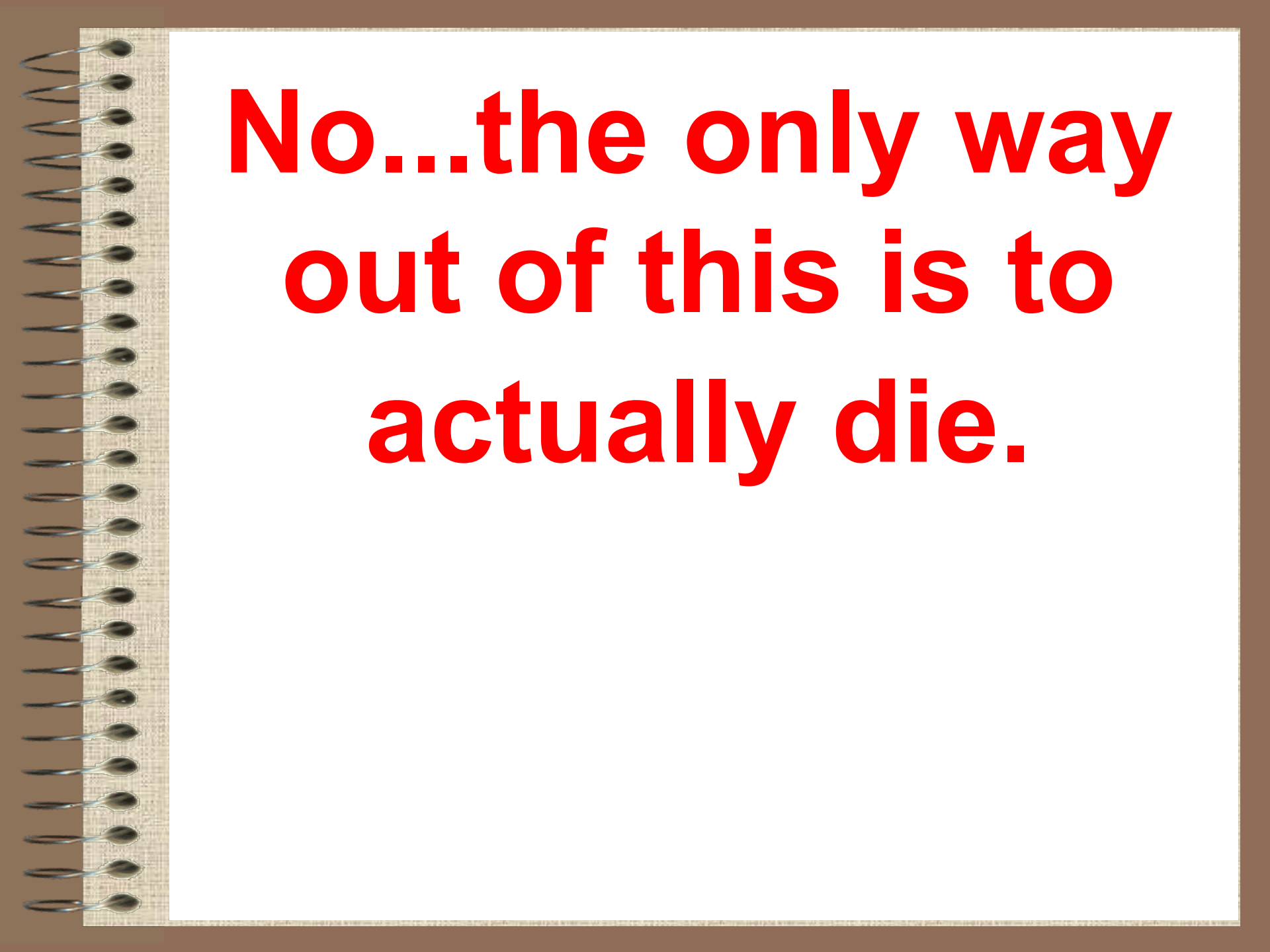
**Surely he's been up
there for 15 by *now*!**

A silver metal spiral binding is visible on the left side of the notebook, with the wire looping through a series of holes in the paper.

**Maybe if I fake a
sneezing fit,
I could sneak
out.**

A silver metal spiral binding is visible on the left side of the notebook, with the wire looping through a series of holes in the paper.

**That would be
embarrassing if
it sounded fake,
though.**

A spiral-bound notebook with a light brown cover and a white page. The spiral binding is on the left side. The text is written in red on the white page.

**No...the only way
out of this is to
actually die.**

A silver metal spiral binding is visible on the left side of the notebook, with the wire looping through a series of holes in the paper.

**I wonder...
...can I just WILL
myself to die
right here?**

**Rather than listen to
him for another
minute?**

A silver metal spiral binding is visible on the left side of the notebook, with the wire looping through a series of holes in the paper.

**I wonder if I could
puncture an artery in
my arm with this felt
tipped pen...**

Ow...nope...

A silver metal spiral binding is visible on the left side of the notebook, with the wire looping through a series of holes in the paper.

**Wait, I have
children. I can't
die today
because I have
carpool this
afternoon. Dang.**

**Maybe I can will HIM
to die and *still* drive
carpool.**

Die, Speaker. Die!

A silver metal spiral binding is visible on the left side of the notebook, with the wire looping through a series of holes in the paper.

Ooo! Hey!
Here's a thought!
Maybe *no one* here
wants to endure a
speaker like this
ever again!

A silver metal spiral binding is visible on the left side of the notebook, with the wire looping through a series of holes in the paper.

**Maybe all we have to
do is *unite* to stop it!**

**If we all vow to *never*
do this to OUR
audiences...**

**...maybe we can fix
this guy and salvage
the next hour!**

Okay, if all of us, on a
count of three, yell:

“STOP IT!!!” ...

...maybe he would!

Let's try it...one...

two...

THREE!

STOP
IT!



Grandpa Harold



FREE



Plan Ahead...
...for peace of mind

Choose the right
funeral plan



Grandpa Harold



Grandpa Harold

**6 great lessons
that I learned
from Grandpa**



Grandpa Harold

1) If you don't plan for the future, you can't complain about how it turns out.



Grandpa Harold

#2) The hardest
part of any job is
getting started.



Grandpa Harold

#3) Quality results
can't be
rushed.



Grandpa Harold

#4) A man afraid to fail
rarely creates
anything brilliant.



Grandpa Harold

#5) List your priorities each day and cross each one off as it's accomplished.



Grandpa Harold

**#6) Make sure
your message
is understood.**



Grandpa Harold

**#6) Make sure
your message
is understood.**













Broadway Diner

wishes you a

Happy Birthday









Grandpa Harold

**#6) Make sure
your message
is understood.**



Speakers



So, tell me
about the
speaker at
the
meeting...



#6) Make sure your
message is
understood.



My Task Today



Grandpa Harold

#4) A man afraid to fail
rarely creates
anything brilliant.





Grandpa Harold



**#6) Make sure
xxxx xxxxxxxx
xx xxxxxxxxxxxx.**

Grandpa Harold



**#6) Make sure
your message
is understood.**



Keypoint #1

Never under-estimate the power of story.

- The Tortoise and The Hare
- The Boy Who Cried Wolf
- The Wizard of Oz

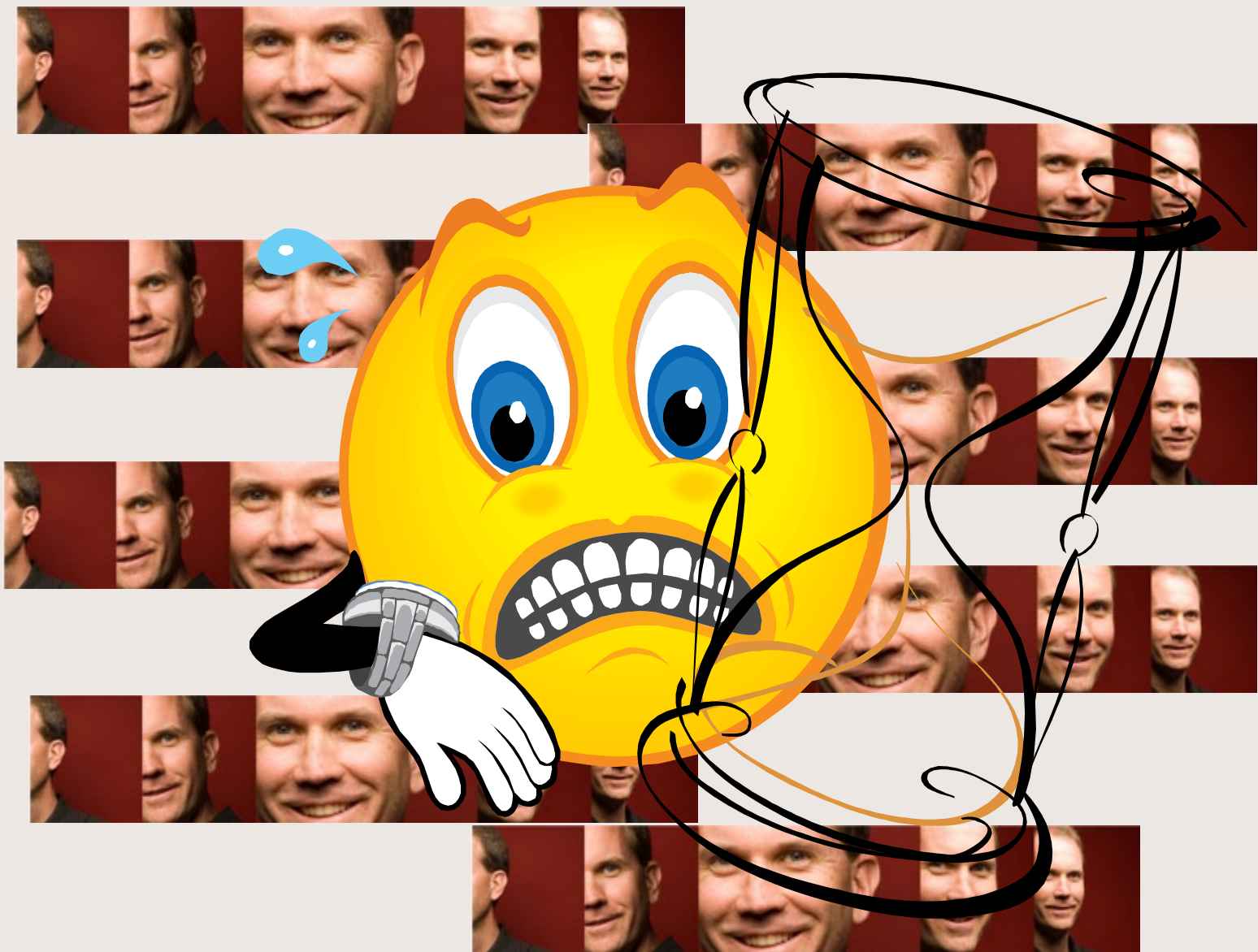


How
Convenient!



#6) Make sure your
message is
understood.

- Communication
- Customer service
- Project management

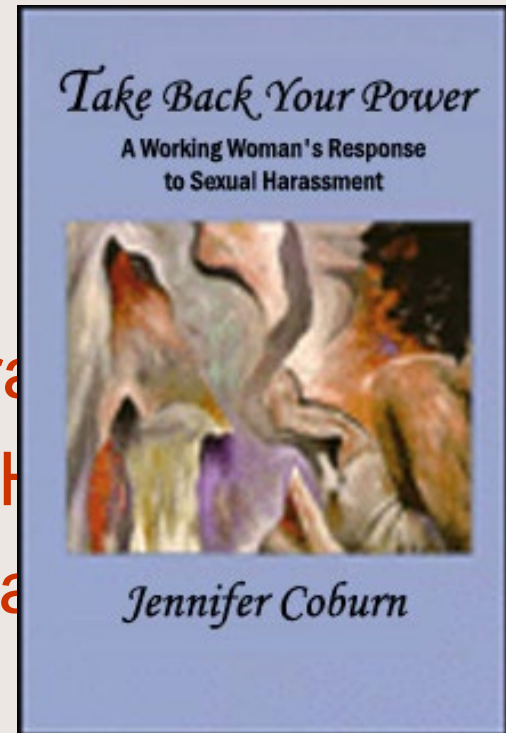


Quick points on “story”

- More stories, less data
- Automatically reduces jargon
- “For example”

Sexual Harassment Jennifer Coburn

- For example, “Sexual Harassment”
- Story about “Sexual Harassment”
- Point about “Sexual Harassment”

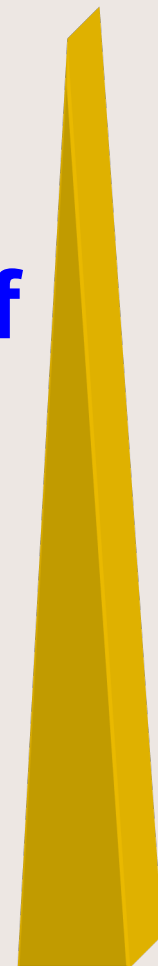
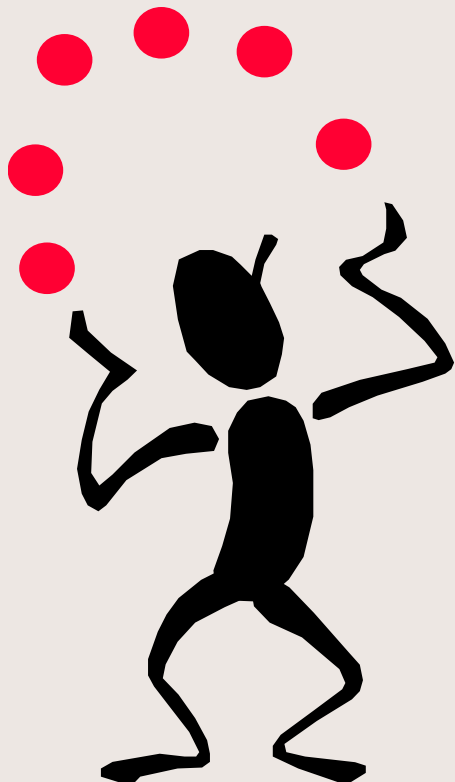




Keypoint #2

Capture their attention fast...

**...so they're with
you for the *rest* of
the time**





Which was the bigger step forward in the history of architecture?



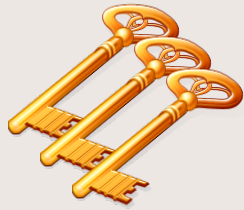
Three Stage Speech Outline

1. Tell 'em what you're *gonna* tell them
2. Tell 'em what you've *gotta* tell them
3. Tell 'em what you *told* them



Milo's Four Steps To Successful Speech Structure

- **Capture:** Grab their attention with something interesting and relevant, (even if they don't know why it's relevant just yet)
- **Transition:** 1-3 sentences that clarify why we heard that capture...and where we're headed
- **Body:** Tell 'em what they need to hear
- **Capper:** Leave 'em with a final story or message that caps the program

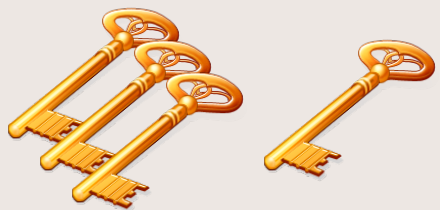


Keypoint #3

Avoid ~~potential~~ distractions

- Props
- Clothing





Keypoint #4

Watch out for all those ways you can alienate without intention

- Ethnicity
- Language
- Sex
- Politics
- Bragging



point #4



Shameless Bragging

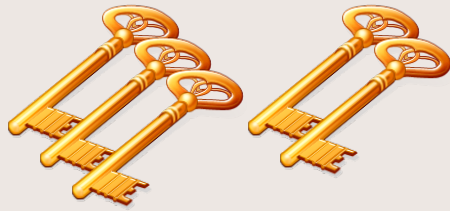
AMERICAN MUSIC AWARDS

dc
click clark
productions

AMERICAN MUSIC AWARDS

dc
click clark
productions

AMERICAN MUSIC AWARDS

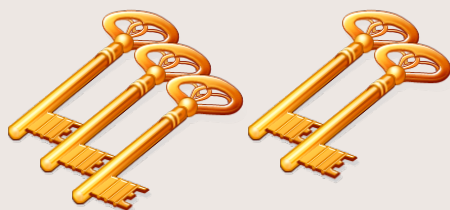


Keypoint #5

Speak at your audience's level of experience

- Vocabulary
- Industry jargon





Keypoint #5



Perfectly Normal Improv Conversation

Milo: Hey, I heard you
represented at CATS?

Lee: Actually, I was a filler for Stamford.

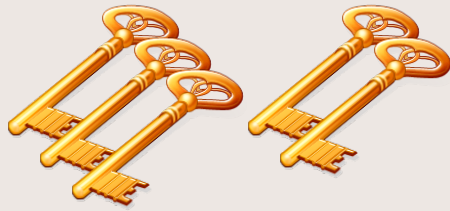
Milo: Were they company players?

Lee: Barely JV. I was the only one
going for CROW!

Milo: Oh, so that left you on Objective...

Lee: Yeah...While they were gagging
and shining all over the place.





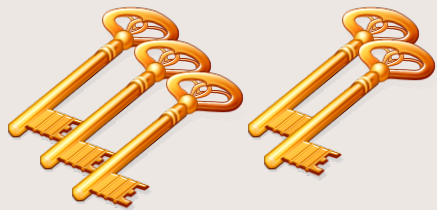
Keypoint #5

Speak at your audience's level of experience

- Vocabulary
- Industry jargon
- Age
- Cultural references



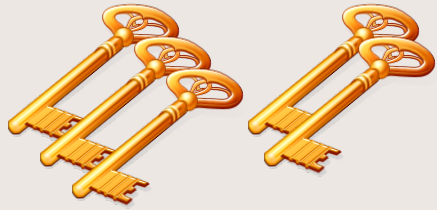
Gloria Steinem



Keypoint #5

So what's left???

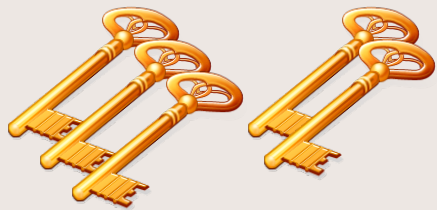
**THE
BIG
4**



Keypoint #5

So what's left???

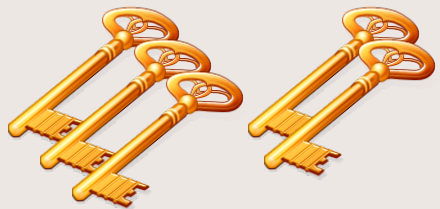




Keypoint #5

So what's left???

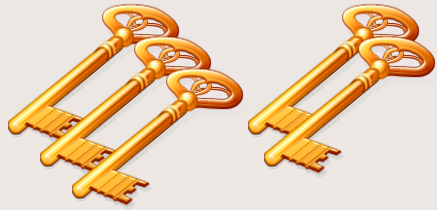




Keypoint #5

So what's left???

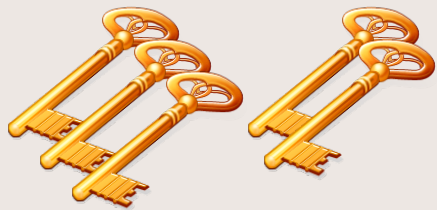




Keypoint #5

So what's left???





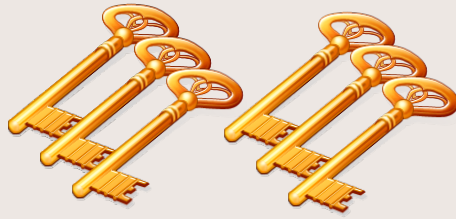
Keypoint #5

So what's left???



**Touch
upon
the
Pain**





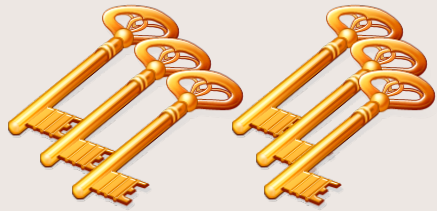
Keypoint #6

Find a common theme for organizing your points

- ☒ 1) Grunting
- ☒ 2) Spoken Words
- ☒ 3) Pictographs
- ☒ 4) Written language
- ☒ 5) The Printing Press
- ☒ 6) Morse Code
- ☒ 7) Email
- ☒ 8) Text-Messaging

☒ **COMMUNICATION**
☒ **THROUGHOUT**
☒ **HISTORY**

- Chronological
- Size Characters
Relationship
- Acronym Objective
Where?
- Background-Issue-Proposal
- Landing points
- 10 Key Points about...



Keypoint #7



Don't let Q&A control YOU!

- Never make it your final moment!
- It's okay NOT to have it.
- Compliment and acknowledge.
- Consider pre-collecting.
- Know your answering options.

Q&A Answering options

▪ **Answer:**

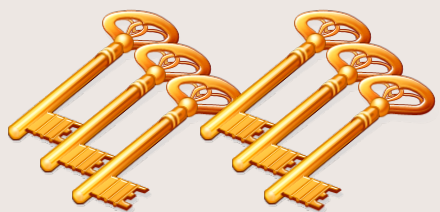
▪ **Scope:**

▪ **Defer:**

▪ **Refer:**

▪ **Reflect:** “Mr. Shapiro, who coined

▪ **Refuse:** “the phrase ‘The Big 3’?”
“Mr. Shapiro, do your father’s legal problems with Microsoft affect your feelings on this?”



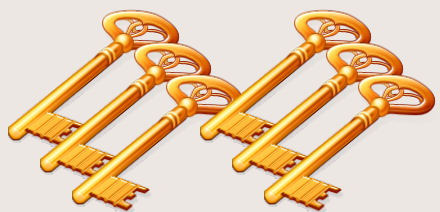
Keypoint #8



Warm Up!

- Body
- Face
- Voice
- Mind





Keypoint #9



Practice for vocal variety

MAY 1989						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

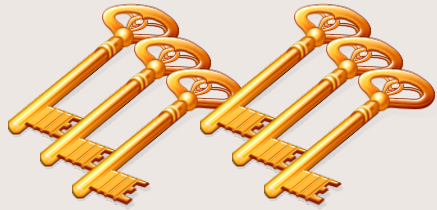




Later...

JUNE 2004							
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		1	2	3	4	5	
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30				





Keypoint #9



Seven Variants of Vocal Variety

- 1) Volume**
- 2) Pitch**
- 3) Speed**
- 4) Breakpoints**
- 5) Holdings**
- 6) Emotion**
- 7) Intonation!**

The big bad sales pitch!



The big bad sales pitch!

If you know someone who:

- 1) Is scared to speak**
- 2) Doesn't make their point**
- 3) Rambles**
- 4) Can be bland to listen to**
- 5) Reads their slides**
- 6) Has a big program coming up**
- 7) Needs to improve a program
they give a lot**

The big bad sales pitch!

**10% off all initial Zoom consultations
purchased Jan 31, 2024
and used by March 31**

**Mention “City Clerks”
when you call
or contact me via
PublicDynamics.com**



Public Speaking: Get A's, Not ZZZzzz's!

Your agency
here



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Public Speaking: Get A's, Not ZZZZZ's!



**A fun and helpful guide to being
prepared, polished, and powerful**

**by motivational speaker, speaking
coach/trainer, and improv professional**

Milo Shapiro

*An easy and entertaining read jam-packed with immediately
applicable ideas for speakers at all levels.* - Lenora Billings-Harris,
Past-President of the National Speakers Association

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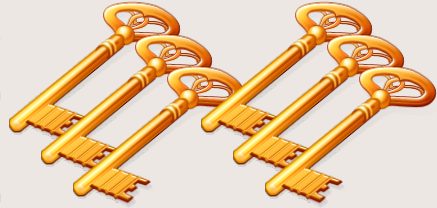
Oh, one more free thing...



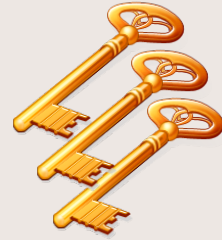
**Get my eZine newsletter
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business tips, and
always a little fun!**

\$0.00

At MiloShapiro.com/eZine

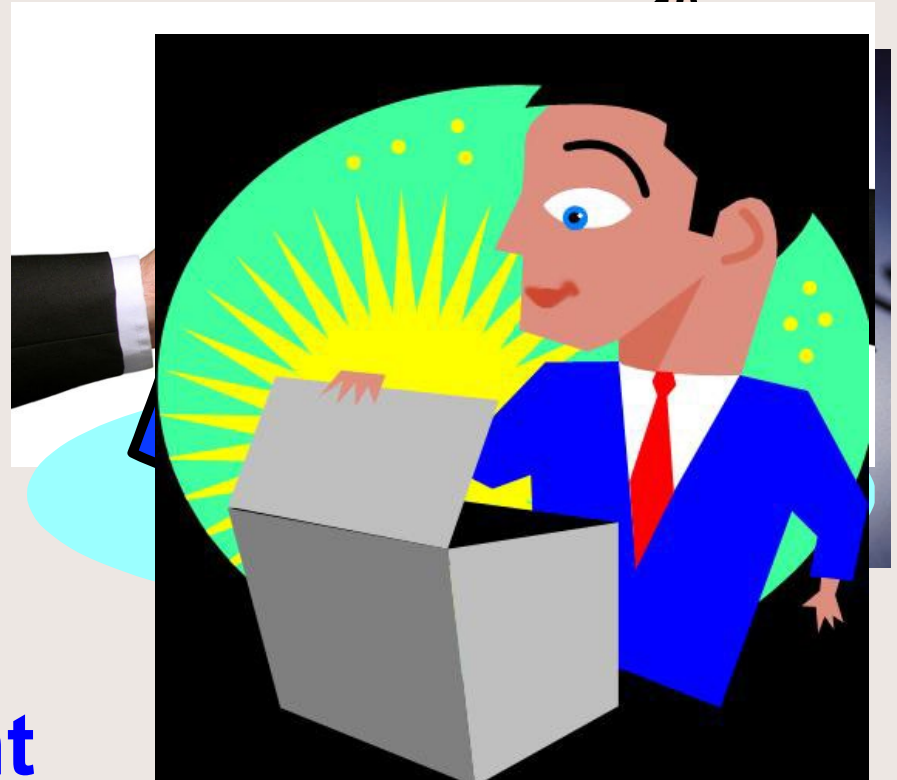


Keypoint #10



Use your pacing tools

- Q&A
- Story length
- Referrals
- Interactive Exercises
- Homework
- A Bonus Point



CASEY KASEM'S
AMERICAN
TOP 10
COUNTDOWN



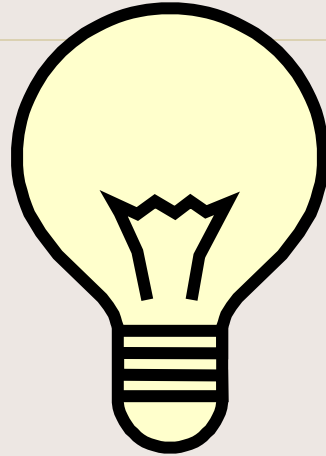
Saturdays

6am-9am

On



So...what's rung true for you?

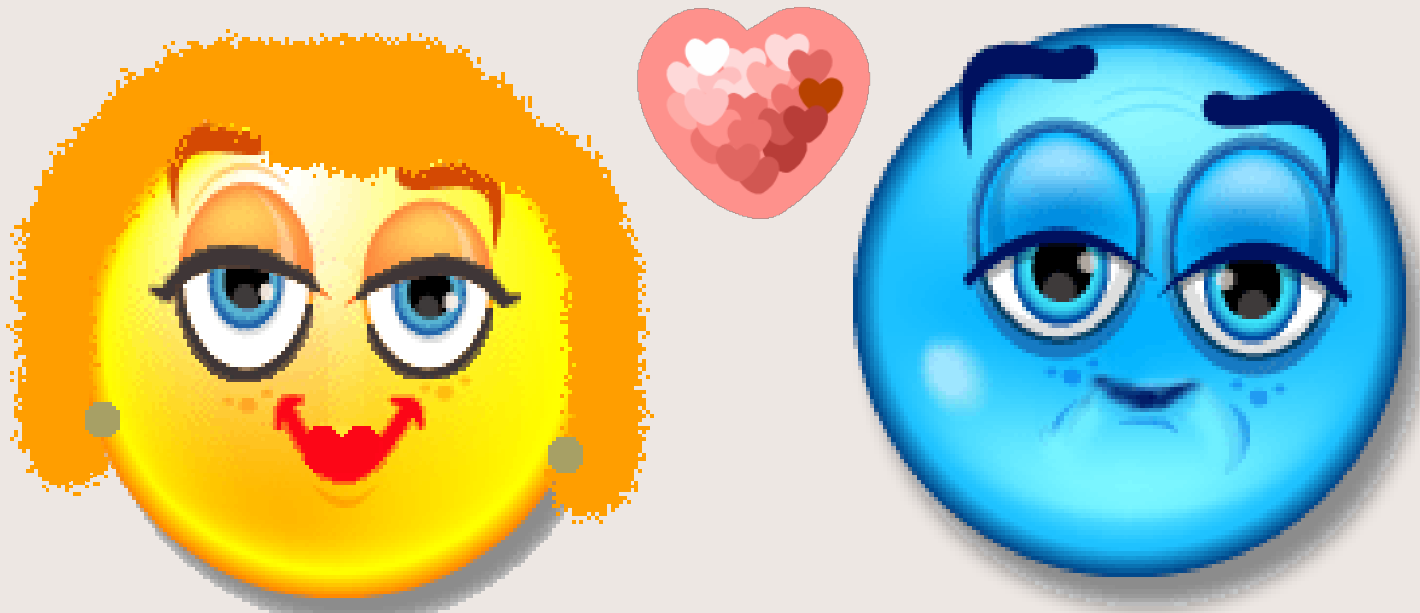


The final story on speaking



The final story on speaking

When you serve the message,
you have served your audience.

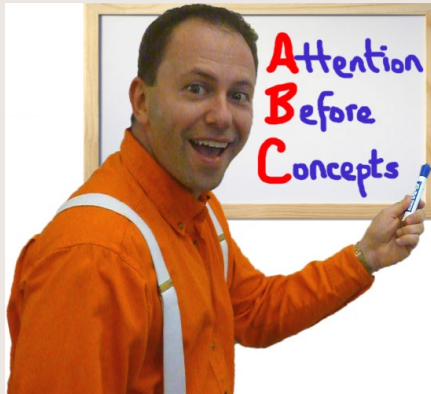


THANK YOU AND PLEASE FILL OUT YOUR SURVEY!



Milo Shapiro.com

For motivational speeches,
teambuilding, or entertainment
using IMPROVISATION!



Public Dynamics.com

For coaching, classes, and
this speech *about*
Public Speaking !

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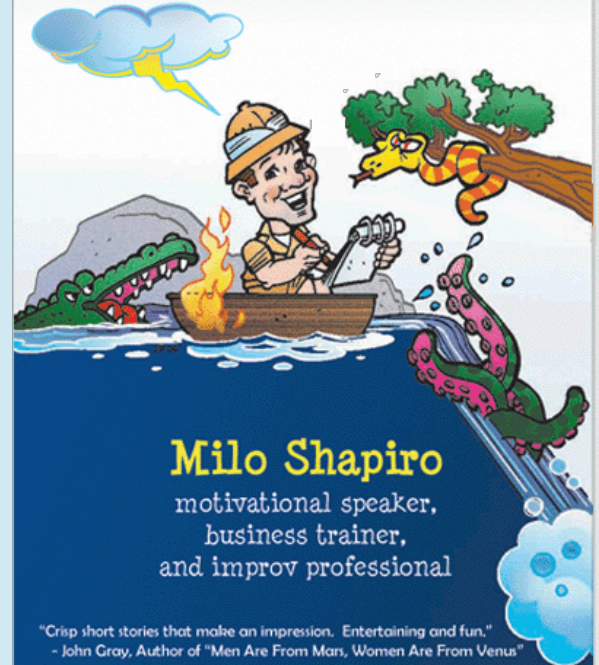
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The Worst Days Make The **BEST** Stories (and other life lessons)



Milo Shapiro

motivational speaker,
business trainer,
and improv professional

"Crisp short stories that make an impression. Entertaining and fun."
- John Gray, Author of "Men Are From Mars, Women Are From Venus"