
How to deliver a public speech

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There are times when we get chances to speak in public



We always say YES!

Because...

- Chance to reach many people
- Chance to advocate
- Could potentially influence decision makers
- Could get media interested
- Could help galvanize your colleagues and build a movement

**None of us are
born with innate
public speaking
skills**

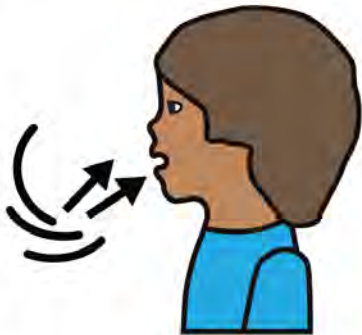


It is an acquired skill

We can learn & get
better!

What makes a good speech?

Take deep breath



Be yourself (authentic), use your lived experience

&

Try to calm yourself (nerves are normal and can help)



<https://www.youtube.com/watch?v=4dp-9szu4Oo&t=39s>

What makes a good speech?



Know your goal

When the speech is over, what do you want the audience saying about it and you?

Know your audience

What is the one key take-home message you want them to leave with?



<https://www.youtube.com/watch?v=TMrtLsQbaok>



Joanne Liu's Speech to the UN Security Council

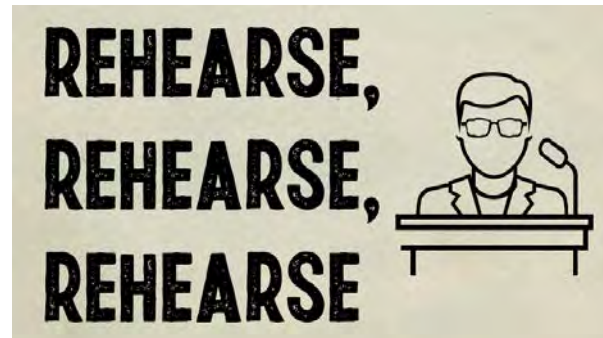
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<https://www.youtube.com/watch?v=niehJb220nY>

What makes a good speech?



Memorize your speech and try to avoid reading from a script (ok to have an outline or cue card with key points)

Rehearse & rehearse

Make sure to grab the audience's attention in the first 30 seconds.



<https://www.youtube.com/watch?v=PN6THYZ4ngM>

What makes a good speech?



Make eye-contact and connect with your audience

Watch for feedback and adapt



A call to address racism and colonialism in Global Health | Prof. Madhukar Pai at AIDS 2022

<https://www.youtube.com/watch?v=eJQkSO2zw6c>

What makes a good speech?



Use humor, anecdotes, and stories (make it personal)

Create a memorable 'wow' moment



Activist Larry Kramer's 1991 Remarks on the AIDS Epidemic | NowThis

<https://www.youtube.com/watch?v=mocXSBxaPK4>

What makes a good speech?



Grab Attention at the Beginning, and Close with a Dynamic End

People will only remember a few catch phrases when they leave



John Goes ... to the UNITED NATIONS?

<https://www.youtube.com/watch?v=hMvJ4PDr4g4&t=201s>

What makes a good speech?



Great speeches rarely use PowerPoint!

Even if you use slides, use a few, and do not read from bullet points!

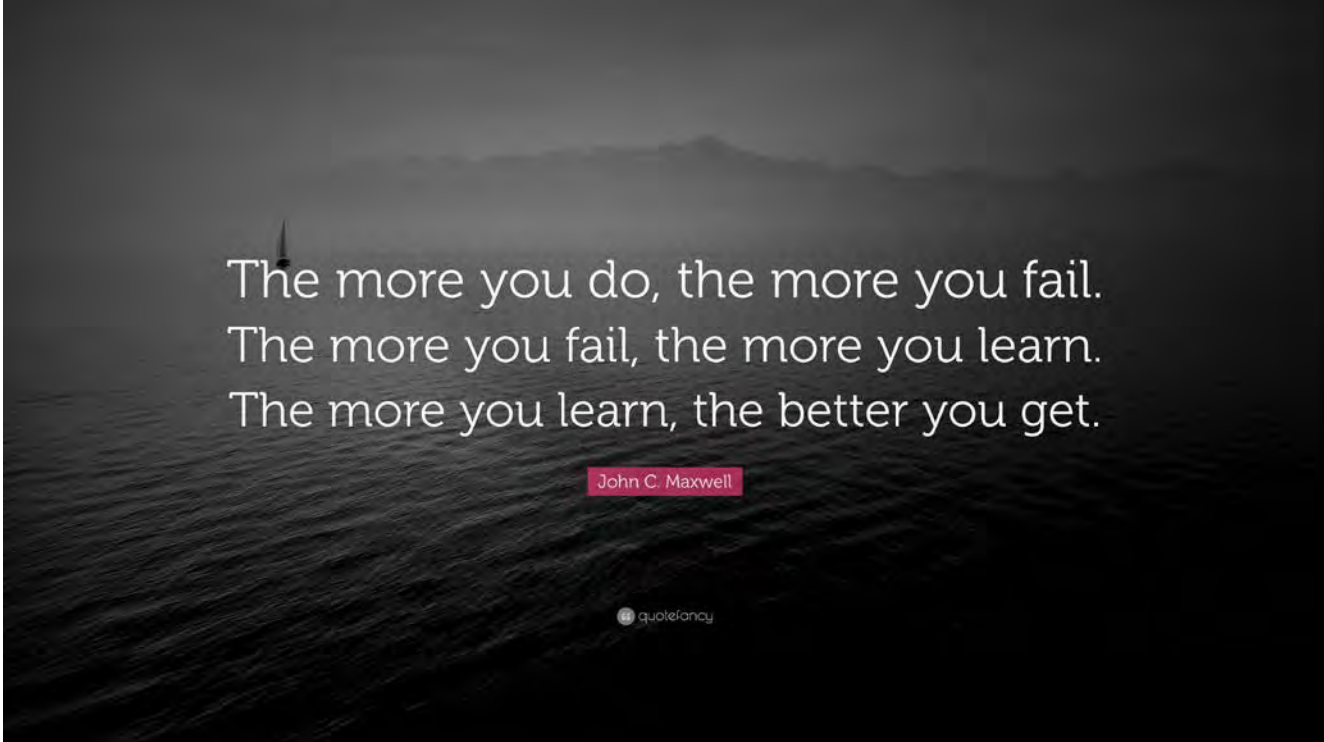
What makes a good speech?



Long speeches rarely work

Shorter the better!

As with anything else in life...



The more you do, the more you fail.
The more you fail, the more you learn.
The more you learn, the better you get.

John C. Maxwell

quote fancy

Some good resources

<https://professional.dce.harvard.edu/blog/10-tips-for-improving-your-public-speaking-skills/>

<https://hbr.org/2011/03/delivering-the-speech-of-your>

<https://hbr.org/2020/01/what-it-takes-to-give-a-great-presentation>