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**Public Speaking–Crafting Speech**

**KA2 AD IN RAISE YOUR VOICE- IO3**



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## Section 2.5: Soft skills, transversal skills, and other competencies

### Objective of the learning module:

- **Soft skills:** verbal and non-verbal communication, active listening, empathy, confidence, teamwork, and time management.
- **Transversal skills:** critical thinking, problem solving, creativity, innovation, leadership and influence, cultural competence, diversity awareness, resilience and stress management, decision-making and assertiveness.

### Skills to be acquired:

- Both soft skills and transversal skills are essential for *personal and professional development, enabling individuals to navigate challenges, communicate effectively, and achieve success in diverse environments.*

### Images chosen for the learning module:



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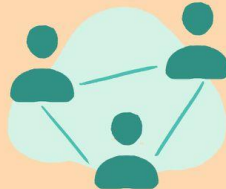


## What Exactly Are Soft Skills?

Soft skills are personal attributes needed for success on the job.



Time Management



Networking



Teamwork



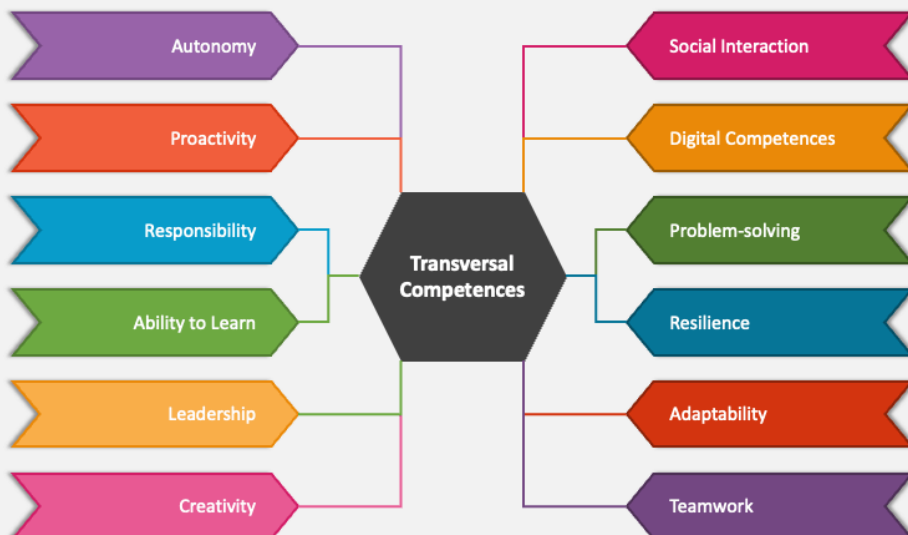
Creative Thinking



Conflict Resolution

Source: <https://www.thebalancemoney.com/>

## TRANSVERSAL COMPETENCIES



Source: <https://www.collidu.com/presentation-transversal-competencies>



**Keywords:**

- **Soft skills:** Communication, teamwork, adaptability, problem-solving, time management, emotional intelligence.
- **Transversal skills:** Critical thinking, creativity, innovation, collaboration
- **Other competencies:** Leadership, decision-making, resilience, cultural competence, negotiation, networking.

**STRUCTURE OF THE ARGUMENT AND CONTENTS**

**1. INTRODUCTION.**

Key soft skills for communication and public speaking include:

- € **Verbal and Non-verbal Communication:** Verbal communication skills are crucial for expressing thoughts, ideas, and emotions clearly and effectively. Effective speakers **talk clearly and concisely:** they can choose the right words and tone for the context and adapt their language to the audience's level of understanding and cultural background. They know how to engage their audience by **tailoring their message** to them. But improving verbal communication is not enough to become an expert speaker: non-verbal communication complements verbal communication and plays a significant role in conveying messages effectively. For example, **body language**, including gestures and posture, expresses emotions and intentions. When speaking in front of an audience, it is customary to **maintain open and relaxed body posture**, because it can make the speaker appear approachable and confident. **Facial expressions** can also provide insight into a person's emotions and reactions, so smiling or frowning can reinforce or contradict verbal messages, impacting how the message is perceived. Lastly, establishing and maintaining **eye contact** demonstrates attentiveness and sincerity, because it creates a sense of connection between the speaker and the audience.
- € **Active Listening:** A good speaker can also listen actively when somebody else is talking, fully concentrating, understanding, and responding to the new speaker's message. By interpreting both verbal and non-verbal cues from the speaker, active listeners gain a deeper understanding of the message and the speaker's intentions. Active listening can also strengthen the relationship between speakers and their audience.



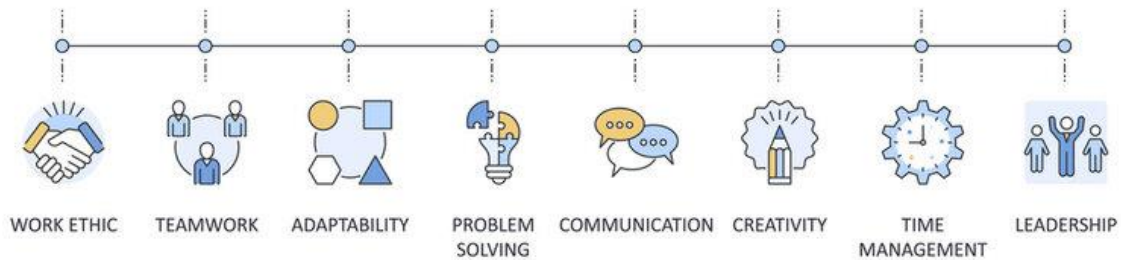
- € **Empathy and Emotional Intelligence:** Empathy is the ability to understand and share the feelings, thoughts, and perspectives of others. Empathetic speakers connect with their audience on an emotional level, making them more receptive to their message, as individuals feel understood and valued. Empathy helps the speaker to create a sense of connection and community with audience. Emotional intelligence comprehends various skills that contribute to effective communication and relationship building. For example, self-awareness is the recognition of your own emotions and how they impact on your communication style. Self-regulation is the management of emotions effectively, staying calm and composed even in challenging situations. Social awareness refers to the skill to understand the emotions and perspectives of others, while relationship management is the capacity navigate interpersonal dynamics, building trust and rapport with an audience.
- **Confidence and Self-esteem: Confidence is the belief in oneself and one's abilities.** Confident speakers obtain credibility, instilling trust in their audience. Confidence enables speakers to captivate their audience, holding their attention and keeping them engaged throughout the presentation. Even if there are people who naturally feel more confident than others, confidence can be cultivated through deliberate practice and preparation. For example, **encouraging yourself with positive affirmations** and focusing on past successes will boost your confidence and self-assurance. **Self-esteem is the perception of one's own worth and value.** Individuals with high self-esteem are aware of their strengths and abilities, allowing them to leverage these qualities to enhance their presentations. It's important to keep a positive mindset, to improve self-esteem and empower speakers to approach challenges with resilience and optimism.
  - **Time Management and Organization:** Time management is crucial when organising and presenting a speech. It is essential to rehearse your speech, to make sure that everything goes as planned and that you manage to keep the audience's attention, without exceeding the time allocated.
  - **Collaboration and Teamwork:** Collaborative skills involve effectively working with others. Speakers who excel in collaboration and teamwork create cohesive presentations that highlight various perspectives and engage the audience through diverse voices.



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# SOFT SKILLS



Source:

<https://stock.adobe.com/de/images/vector-banner-infographics>

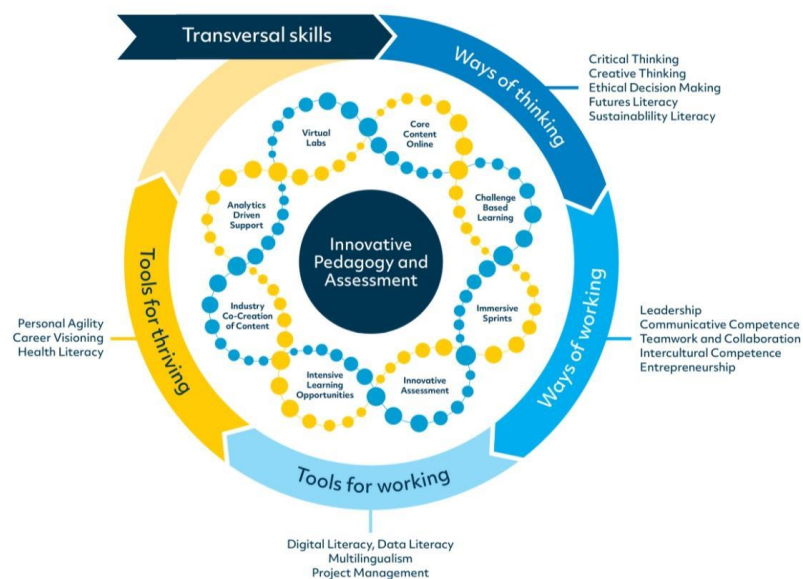
2. Transversal skills for public speaking and communication are:

- Critical Thinking and Problem-solving: Speakers analyze information, structure speeches logically, and address challenges effectively. Having sufficient mental agility to solve any problems that might occur during a presentation is crucial to maintain high audience engagement, for example, in the case of a technology-related issue.
- Creativity and Innovation: Speakers engage audiences with unique approaches, making messages memorable and relevant. The best way to be creative is to create a story and to tell it also by exploiting the possibilities that new technologies offer. You can take inspiration from other stories and rework them, experiment, change to create something innovative and memorable.
- Leadership and Influence: Speakers inspire and guide audiences, adapting messages to meet diverse needs. Effective leaders can create a positive speaking atmosphere, set the tone, and establish credibility. They possess the skill to connect with their audience, develop rapport, and influence their thoughts or behaviors.
- Cultural Competence and Diversity Awareness: Speakers tailor messages respectfully to diverse audiences, fostering inclusivity and engagement. It is important to check



that the speech we have planned does not violate the sensibilities or social norms of the audience well before we start speaking.

- Resilience and Stress Management: Speakers handle pressure and setbacks with composure, maintaining focus and confidence. Public speaking can be stressful at first, but it is just a matter of getting used to it.
- Decision-making and Assertiveness: Speakers make informed choices and communicate effectively, resolving issues and leading discussions. This is why it is essential to prepare a good speech, which is made unassailable by the quality of our data and sources.



Source:

<https://www.dcu.ie/ovpaa/transversal-skills>

By honing these skills, speakers elevate their effectiveness, adaptability, and impact, connecting with audiences and delivering resonant messages across contexts.



### 3. COMPETENCIES FOR EFFECTIVE PUBLIC SPEAKING:

#### **Speech Preparation and Delivery:**

Learn techniques for structuring speeches, managing stage fright, using visual aids, and handling questions effectively. Apply these skills to deliver clear, engaging presentations that captivate your audience.

#### **Integrating Soft Skills:**

- a. Active Listening: Practice attentive listening during conversations and presentations to understand your audience's perspectives and tailor your message accordingly.
- b. Empathy: Cultivate empathy to connect emotionally with your audience and deliver speeches that resonate with their needs and concerns.
- c. Collaboration and Teamwork: Engage in group activities to enhance your teamwork skills, providing feedback to peers and delivering powerful joint presentations.

#### **Applying Transversal Skills:**

- a. Critical Thinking and Problem-Solving: Develop skills in analysing viewpoints and forming persuasive arguments to structure your speeches effectively.
- b. Cultural Competence: Adapt your speech content and delivery to suit diverse audiences, respecting cultural differences and creating an inclusive environment.
- c. Creativity and Innovation: Use storytelling techniques and multimedia elements to engage listeners and make your message memorable.

#### **Implementing Competencies:**

- a. Speech Preparation Techniques: Outline main points, organise evidence, and practice delivery to ensure a coherent presentation.
- b. Delivery Techniques: Enhance body language, eye contact, and voice modulation to keep your audience engaged throughout your speech.
- c. Handling Questions and Feedback: Respond to questions confidently, listen actively, and accept feedback gracefully to continuously improve your public speaking skills.





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In summary, consistent practice, self-reflection, and application of these skills and competencies will help you develop the confidence, effectiveness, and impact needed to excel as a public speaker.



Source:

<https://safety4sea.com/cm-7-tips-for-successful-public-speaking/>

## 5. Public Speaking- Technical Skills

Public speaking isn't just about words; it's about how you deliver them. Our journey begins with mastering technical skills that form the foundation of effective communication.

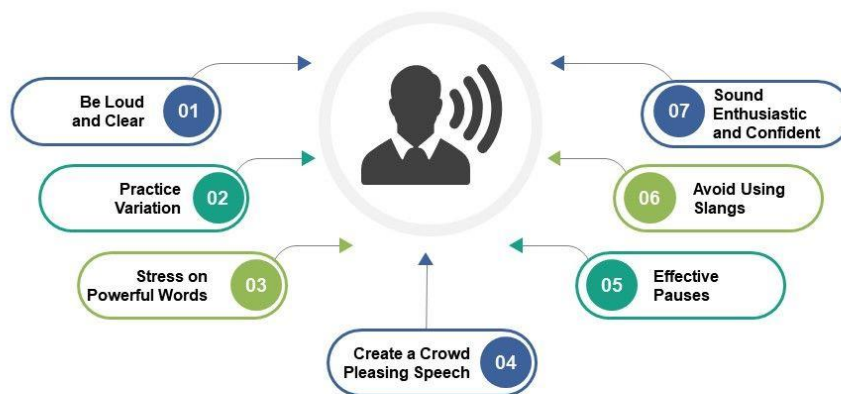
### Objectives:

- Conquering Stage fright.
- Becoming a great public speaker.
- Mastering skills.



## Voice Modulation:

### Several Points of Voice Modulation



Source: <https://www.slideteam.net/several-points-of-voice-modulation.html>

- The power of your voice.
- Pitch and tone differences.
- Changing scales to engage.
- How to practice.

**Practice Tip:** Start with simple exercises. Read a passage with different emotions, from excitement to empathy. Record yourself and listen. The more you practice, the more confident and expressive your voice will become.

## Body Language and Eye Contact:



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- Good Posture
- Body Language reflects feelings
- The Power of Hand Gestures
- Strategic Pauses
- The Power of Silence
- Eye Contact



**Body Language:** Now, onto body language. How you carry yourself speaks volumes before you utter a word. Good posture exudes confidence. Stand tall and imagine a string pulling you upward. Practice in front of a mirror to refine your body language. Your posture isn't just about how you look; it's about how you feel. Confidence starts from within, and your body language reflects that.

**Hand Gestures:** Let's not forget the power of hand gestures. They add emphasis, clarity, and energy to your message. Experiment with open gestures to convey honesty and openness, or use a closed fist to emphasize a strong point. Practice in front of a mirror, ensuring your gestures feel natural and enhance your message rather than distract from it.

**Speech Breaks:** Strategic pauses can be just as impactful as the words you speak. They give your audience a moment to digest information and emphasize key points. Don't rush; embrace the power of silence. Practice incorporating intentional pauses to allow your audience to absorb and connect with your message on a deeper level.

**Eye Contact:** Establishing a connection through eye contact is essential. **Practice the 4x4 rule:** Hold eye contact for four seconds, then move to another person. It feels natural and keeps everyone engaged.

## Microphone Use and Stage Presence



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Source: <https://www.nuorigins.com/wingate-concert-series/>

**Microphone Use:** Let's talk about the microphone. Familiarize yourself with it; adjust the distance and volume to suit your comfort. Eliminate the fear of feedback or muffled sound by practicing with different microphones.

**Stage Presence:** Lastly, stage presence. Move with purpose on stage. Use the space to connect with different parts of the audience. Here's a dynamic exercise: Walk and talk. Practice delivering a short segment while walking. It enhances your presence and body language simultaneously.

## Conclusion

To recap, we've explored the intricacies of voice modulation, body language, eye contact, microphone use, and stage presence. These technical skills, when mastered, lay the groundwork for compelling public speaking. Now, let's shift our focus to the art of crafting a speech in our second video.

## 5.Crafting a speech:



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## BASIC STRUCTURE OF A **SPEECH**

### **1** INTRODUCTION

Hooks your audience and provides an overview of the topic. This includes your: greeting, statement of purpose, or pitch.

### **2** BODY:

Dives deeper into each main point with supporting information, data, or stories illustrating the points or claims you made.

### **3** CONCLUSION

Summarizes all the main points made throughout the speech and finishes with a call to action about what you offer.

**BIGHQ**  
IMPACT

Source: <https://bigimpatchq.com/hot-speech-openings/>

Crafting a compelling thesis statement for a speech is essential for guiding your audience and conveying the central message of your presentation effectively.

#### **Here are some steps and tips to help you craft a strong thesis statement:**

**Identify Your Topic:** Clearly define the topic or subject of your speech. What specific aspect of this topic will you be addressing?

**Determine Your Purpose:** Ask yourself what you want your audience to take away from your speech. Are you informing, persuading, entertaining, or motivating them?



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**Consider Your Audience:** Think about who your audience is and what they already know or believe about your topic. Tailor your thesis to resonate with their interests and concerns.

**Be Specific and Clear:** Your thesis statement should be concise and specific, providing a clear indication of what your speech will focus on.

**Visual aids:** By incorporating relevant and compelling visuals into your speech, you can effectively capture and maintain your audience's attention while reinforcing your key message.

**Practice your speech:** Remember to tailor the speech to your audience, incorporating relevant examples and language that resonate with them. Practice delivering the speech aloud to refine your delivery and ensure clarity and confidence on the day of the presentation.

**Make a Claim or Take a Stand:** Your thesis should make a debatable claim or express a clear position on the topic. It should be something that can be supported with evidence and arguments throughout your speech.

**Preview Your Main Points:** If appropriate, briefly mention the main points or arguments that you will be discussing in your speech.

**Avoid Vagueness and Generalizations:** Steer clear of vague language or broad statements that lack clarity and precision.

**Keep It Relevant:** Ensure that your thesis statement directly relates to the topic of your speech and stays focused on the main idea.

**Revise and Refine:** Don't be afraid to revise your thesis statement as you work on your speech. It's okay to refine it to better align with the content and structure of your presentation.

**Seek Feedback:** Once you've drafted your thesis statement, consider seeking feedback from peers, mentors, or colleagues to ensure it effectively captures the essence of your speech.

### **Why public speaking could be the key to effective communication**



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## 6 Tips for EFFECTIVE Public Speaking

1. *Don't mind the audience*
2. *Use your intuition*
3. *Never mind mistakes. Learn.*
4. *Sprinkle some humour*
5. *Talk, don't tell*
6. *Persuade your audience*

Source: <https://www.satutrik.com/2022/04/tips-and-tricks-public-speaking/>

## The Power Of Precision



### Key Message:

- Precision is a well-sharpened tool.
- Convey your message with clarity and conciseness.
- Trim unnecessary elements for a memorable message.

### Exercise:

- Take a recent speech.
- Identify areas for precision enhancement.
- Trim down sentences without losing substance.





## Connection Through Relatability



### Key Message:

- Effective communication is a bridge.
- Relatability is the foundation of that bridge.
- Weave relatable elements into your speech.

### Exercise:

- Consider your next speech.
- Infuse relatable elements.
- Tailor your message to resonate with your audience.

## The Dynamics of Dynamic Delivery



### Key Message:

- Communication is about how you deliver words.
- Vary pace, tone, and energy for engagement.
- Dynamic delivery captures attention.

### Exercise:

- Choose a speech section.
- Practice varied tones, pacing, and energy.
- Assess how variations enhance overall delivery.

### The Use of Humor

- Humour is an universal language
- Strategic humour breaks down barriers
- Align humour with your message and audience

### Conclusion

The art of crafting a speech that goes beyond words. From clear structure to knowing your audience, engaging openings, and effective use of visuals, each element contributes to a powerful presentation.





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Remember, crafting a speech is an ongoing journey. As you apply these techniques, you'll not only become a confident speaker but also captivate your audience, leaving a lasting impression. Thank you for joining us on this quest to elevate your public speaking skills.

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