

Report on MiPA General Meeting—February 8, 2022
31 Participating on Zoom
Public Speaking For Authors



Speaker Sara Krisher

Sara is founder and president of STAND TALL, a company that helps build confidence. She has spoken to groups and companies for twenty-plus years on the subject. She is the developer of the “Fearless Speaker” program, and has authored two books, *The Confidence to Speak* and *Captivate Your Audience*.

Introductions

Jennifer Baum showed some changes to the MiPA website including the new blog post section. We can now also post new book releases by MiPA members and can purchase classified ads. Explore the website sometime. Ann Aubitz then introduced our speaker, Sara Krisher.

Sara’s First Comments: She began her talk by showing this image and asking us to discuss what we saw and our reaction:



Our answers included: inappropriate attire, she’s a bit crazy, runaway bride, it looks hard. Sara said, her message is “Sharing Wisdom,” not merely sharing information. You don’t have to be all things to all people. Speaking to an audience magnifies and amplifies your ideas. So it is a

good thing to master. People see and hear a talk in different ways; you are leaving an impression.

Challenge Faced: You are the best kept secret. More people would buy your books if they knew you.

Use images to get people's attention. She said the image below had very little to do with her talk, but it grabs attention, which should be your first goal. The 80% is how much her speaking has fed her entire business. So, learn how to give impactful talks. Get out there.



Rise above the three biggest challenges:

- No positive vision exists
- Not sure where to start
- Waiting for more confidence

Challenge 1. No positive vision exists. Watch a successful speaker and how they enjoy talking. You don't need to be an expert to talk on a topic. Craft your presentation so you control the message to things you know about and want to cover. If you can change one person's life, be willing to embarrass yourself. What is your vision of the result?

Breakout discussion: How does this image represent what is possible for you:



Our answers were: fears are funny things (you can fear tiny ants but love a big dog), coming into a room is a scary thing, get people to participate, having notes helps.

Challenge 2. Not sure where to start. Start by figuring out what are the three things that the audience would like to learn from you. What are you doing this for? What are they struggling with?

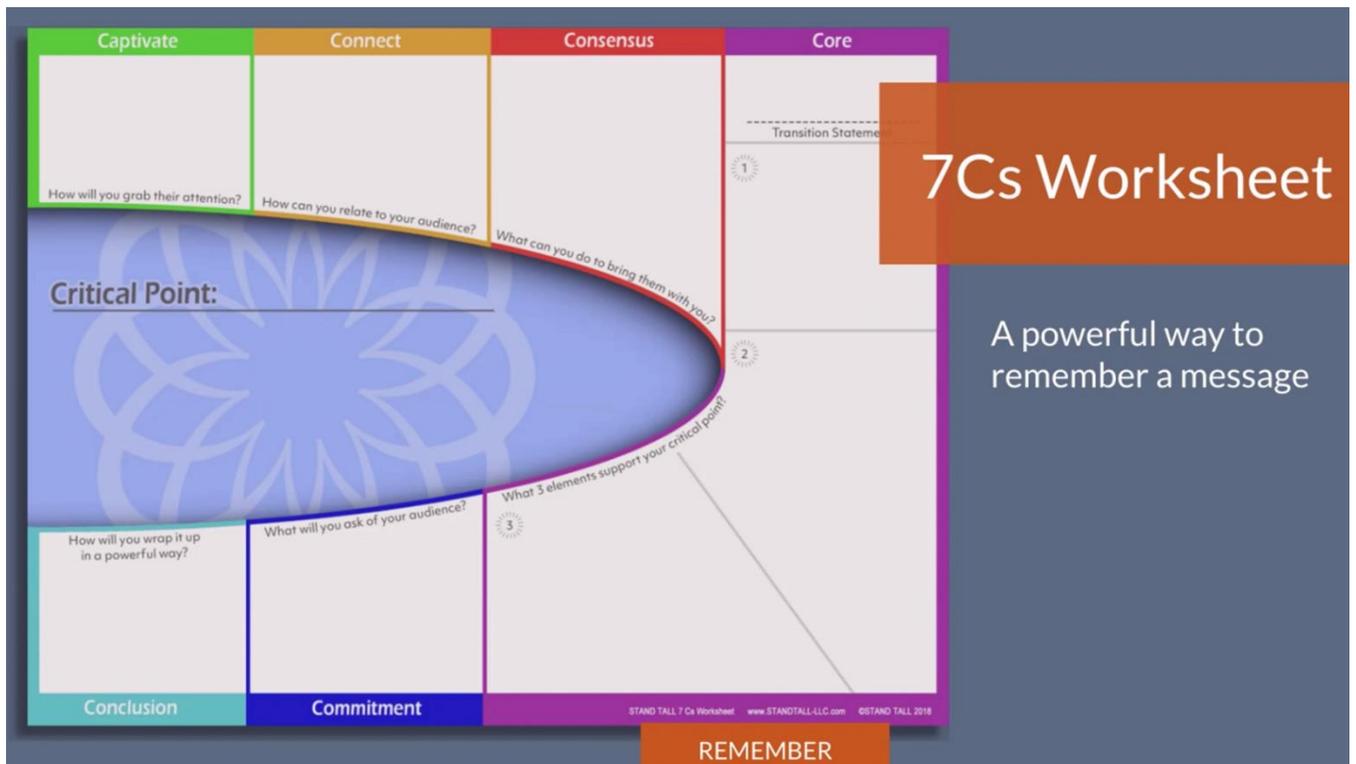
Here is the 7Cs framework that Sara now uses after many years:



Sara defined the seven parts this way:

- Critical Point—the key idea she wants the audience to understand and remember a long time after the talk.
- Captivate the audience somehow: with a joke, an image, an interaction, a story, etc.
- Connect to the audience somehow: Introduce yourself, why are you speaking, why it matters to you and them.
- Consensus—an agenda (but it's not critical), where are you heading, maybe the audience can pose some questions up front.
- Core—have about three sections, this is the meat of the talk.
- Commitment—what would you like them to do with after your talk, maybe give them a form, signup sheet, or promise. What do you ask of your audience?
- Conclusion—How to wrap it all up, what will make it feel complete, get their takeaways, a closing story is good.

Here is a worksheet you can use:



The idea here is to put a few words in the block, or a sketch or image of something you want to cover in each box. Writing out and memorizing a talk can make you “not present” with an audience.

Sara showed an image of a swimmer smiling and doing the breast stroke. How does Sara’s happy swimmer image represent where you are headed? A few of our answers.

- Nothing may be going right, but be happy and expect bumps in the road.
- Own your power.
- Sit down and visualize and plan. The mind is a powerful thing.

Challenge 3. Waiting for more confidence. It might take time to get confidence. What is your purpose and where do you get joy? Keep at it.

Confidence boosters:

- Recognize the exhilaration, adrenaline isn't fear.
- Take deep breaths. It slows your body’s stress response.
- Laugh at yourself. Nobody is perfect.

Sara presented a form for us to fill out in order to stay in contact. Here is a link to that form:

<https://zfrmz.com/gFP8HumaP4q4UN2BK4Qv>

Ideas and learning we liked from Sara’s talk: Imparting wisdom vs information, getting the audience involved in the talk, the 7Cs formulation, teaching is similar but taking ideas into action is important for teaching, sometimes the audience is nervous too, don’t worry too much, when in doubt, throw a question back to the audience as a partner.

Questions and Answers

Q1. Does your advice change if the talk is virtual vs in-person?

A1. On Zoom, you can be more direct, using names. In-person will just blurt out questions or answers.

Q2. Do you know organizations where one can practice these skills?

A2. Toastmasters, Chamber of Commerce, Rotaries, Associations, etc.

Q3. How do you get a speaking gig?

A3. Tell people you are a speaker. They will ask what you talk about and opportunities will arise.

Q4. How does the plan change if you are speaking as part of a panel or group?

A4. Panels will have some questions in advance, which helps. But for unexpected questions, have a structure for your response. State the context, or ask for context from the person who asked. Consider breaking it down by past, present, and future. Or throw it back saying, "That's a great question, but what about this?"

Q5. How do you deal with different time limits for the talk?

A5. The 7Cs framework is helpful. The core area should take about half of the time. The other Cs should take the other half.

Introverts worry and complain about talking but often plan well and do good speeches.

Sara's goal is that when we have an opportunity to talk, we all say yes.