• An average person spends 30% of his waking hours to converse → perfect the skills.

• What skills should we have to be a good public speaker?
The skills

- Organize the ideas;
- Tailor the message to the audience;
- Tell a story for maximum impact;
- Adapt to listeners’ feedback.
• What are the characteristics of a public speaking?
The Characteristics

• Well-structured;
• Requires formal language;
• Requires special method of delivery.
Ethics in public speaking

• Make sure your goals are ethically sound;
• Be fully prepared for each speech;
• Be honest on what you say;
• Avoid name-calling and other forms of abusive language;
• Put ethical principles into practice.