



# MASTERCLASS

## Mastering the Art of Public Speaking:

*A Survival Guide for PAs*



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# *THE AIMS OF THIS SEMINAR...*

To build confidence in spoken English

To familiarise with public speaking principles for Executive Personal Assistants

To explore how mastering PS can lead to wider professional development



# Applications of Public Speaking

# THE APPLICATIONS OF PUBLIC SPEAKING



- Presenting a point in a meeting (such as a suggestion for managing company business travel)
- Delivering an announcement at an event
- Speaking up in a video call with top managers from abroad to organise their upcoming visit to the company in Italy
- Participating in a planning session with top managers for a major upcoming corporate event that you're organizing
- Presenting a report on an activity you're in charge of
- Acting as a moderator during the Management Meeting
- Persuading the manager for a salary increase



*HAVE A SAFE JOURNEY!*



# *Have a safe journey!*

The stages of public speaking

- Take off → ***Introduction***
- Journey → ***Main speech  
(the body)***
- Landing → ***Conclusion***



# *Introduction takes off...*



- *What differences can you remember between the first and second introduction example?*
- *Have you noticed any particular trick or strategy of public speaking?*



# *Introduction takes off....*

Best practices for a successful start

- Draw attention
- Control your voice
- Posture
- Eye contact
- Be confident
- Lead your audience





*Raise  
your voice!*



# *A main speech journey...*



## *M* Main executives

- Present your ideas
- Cover details
- Transition
- Signposting
- Be logical and make it simple!

*Remember, you prepared for this!*



## *Turbulence during the journey...*

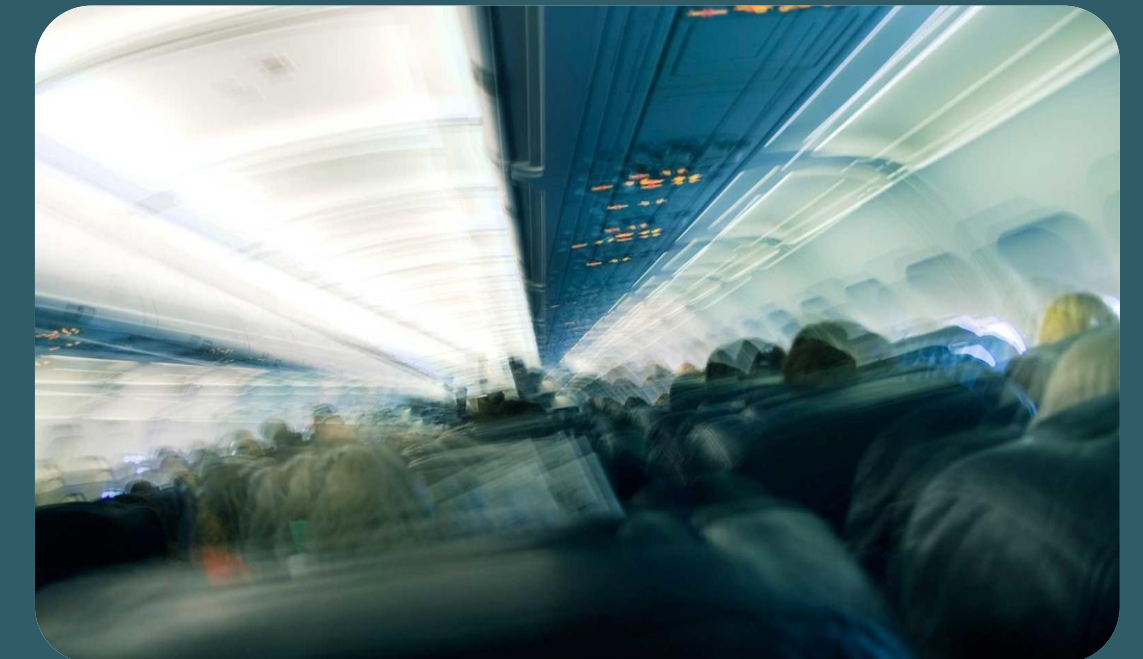
- **Audience not paying attention**
- **Coughing, sneezing, yawning etc.**
- **Strange faces**
- **Interruptions**
- **Undesirable questions**





## *Turbulence during the journey...*

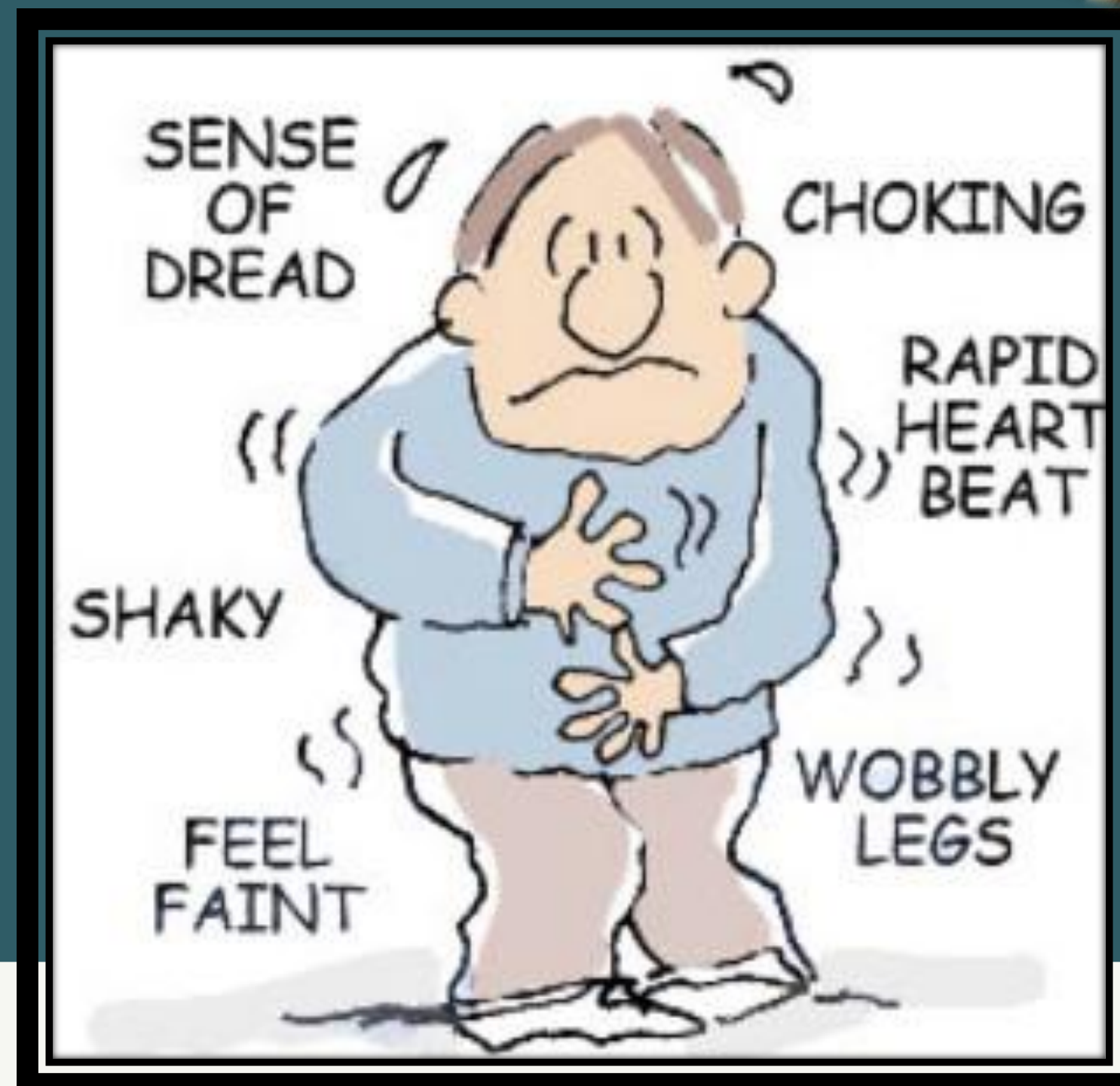
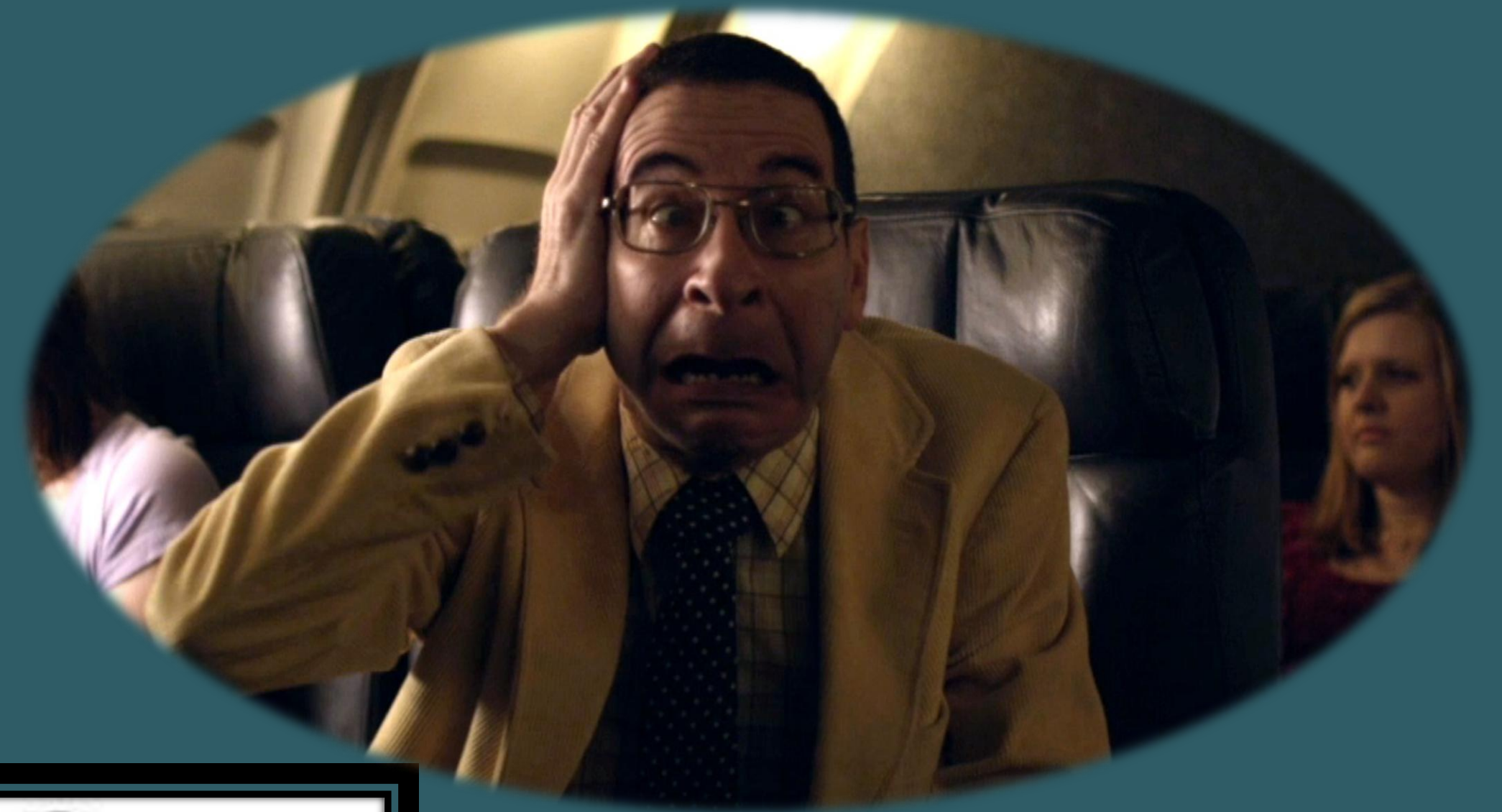
- **Manager Disinterest:** Administrative topics seen as “trivial” or “unimportant”
- **Assistant’s Awareness:** Leads to self-doubt and undervaluing own work
- **Common Behaviors:** Managers on phones or typing during others’ presentations
- **Impact:** Lowers Assistant’s confidence and perceived value



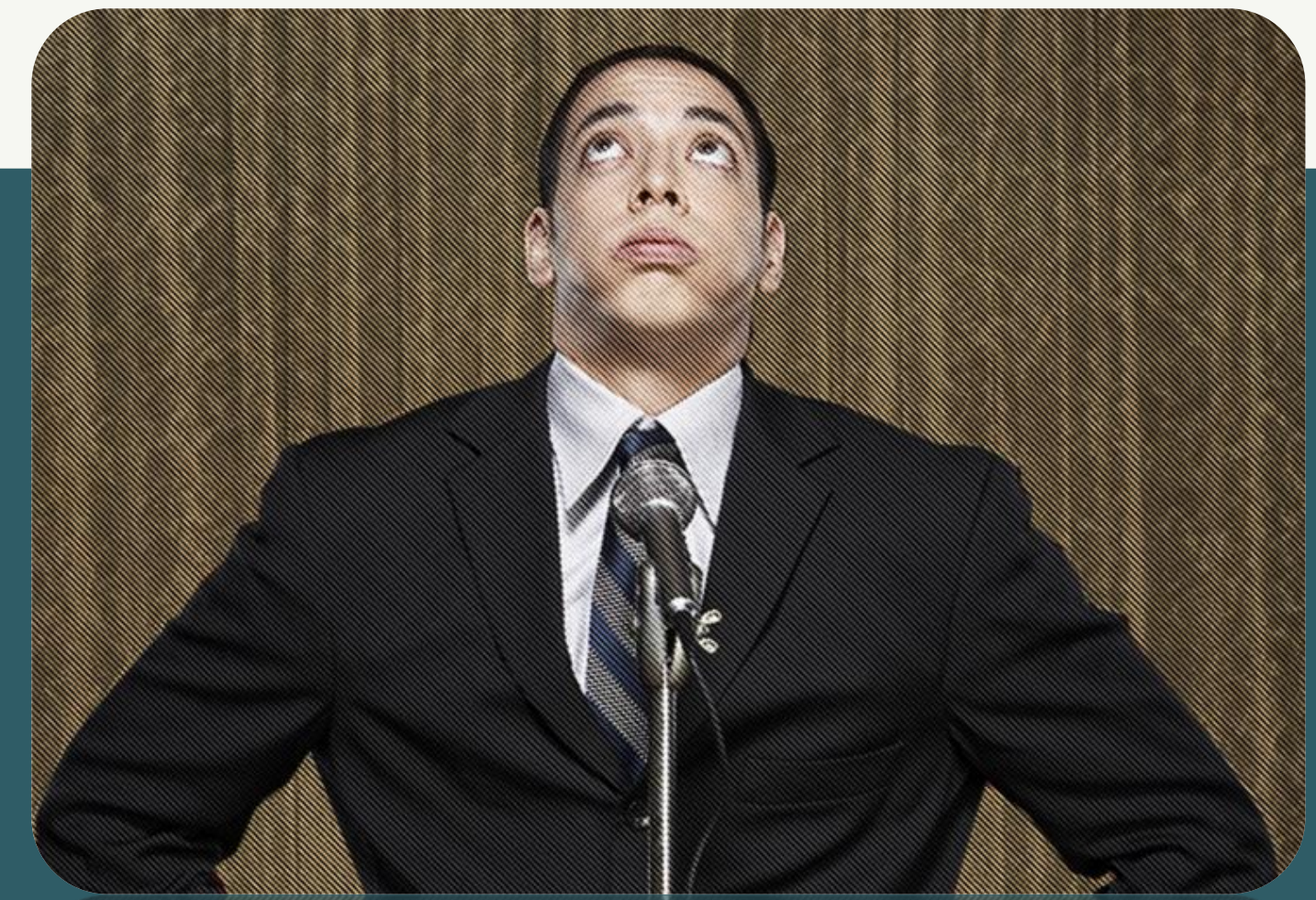
*“Stay focused”*

*“Don't give yourself away”*

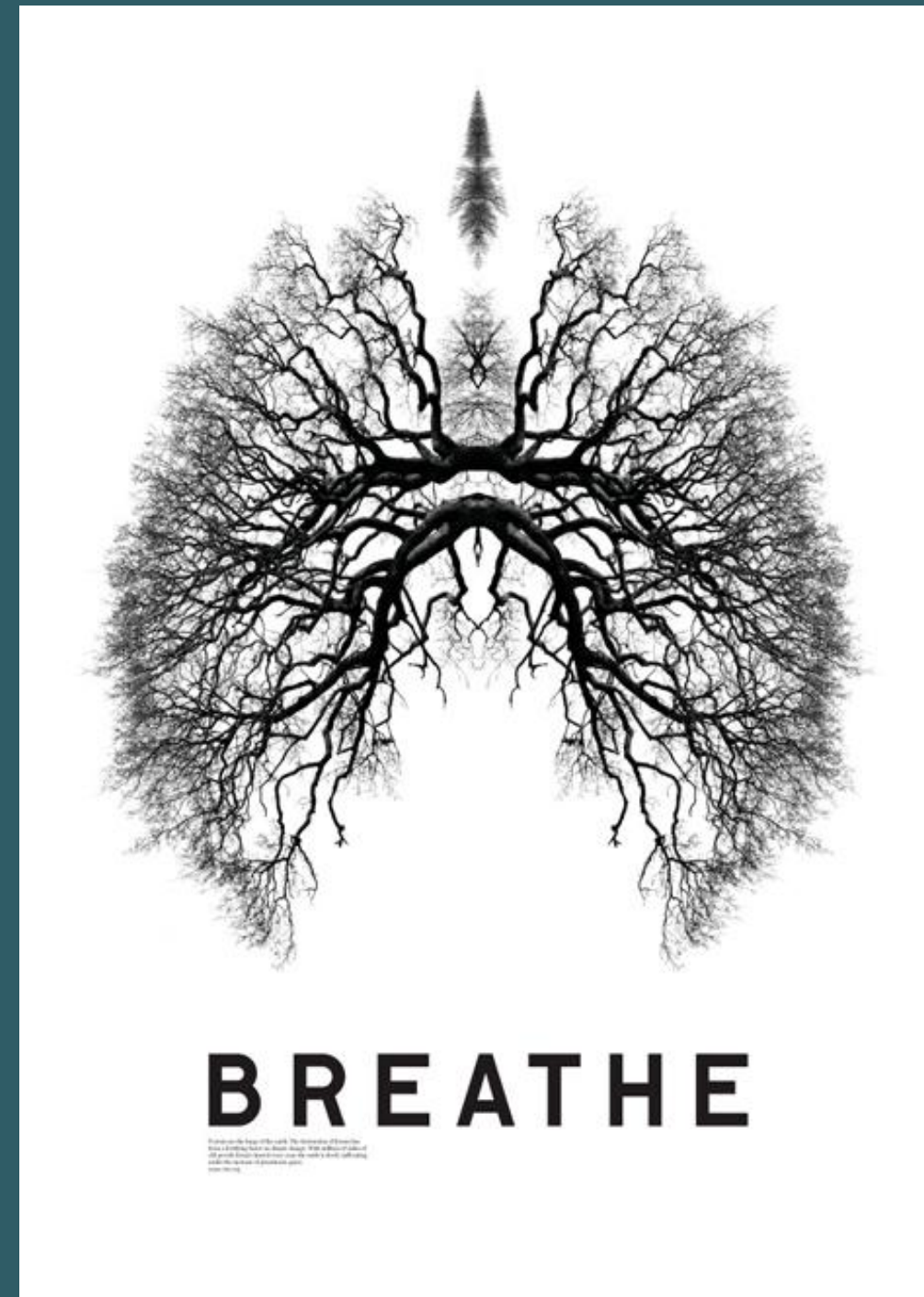
*Are you afraid?*



*What can you do to control yourself?*



***Breathe!!!***



Can you use  
*FEARRRR*?



# Can you use *FEARRR*?



- **Upside of fear:** Fear of doing something wrong because it's the first time
- *Example:* booking a particularly difficult business trip for your boss, organizing your first event
- This can lead to paying more attention to detail.





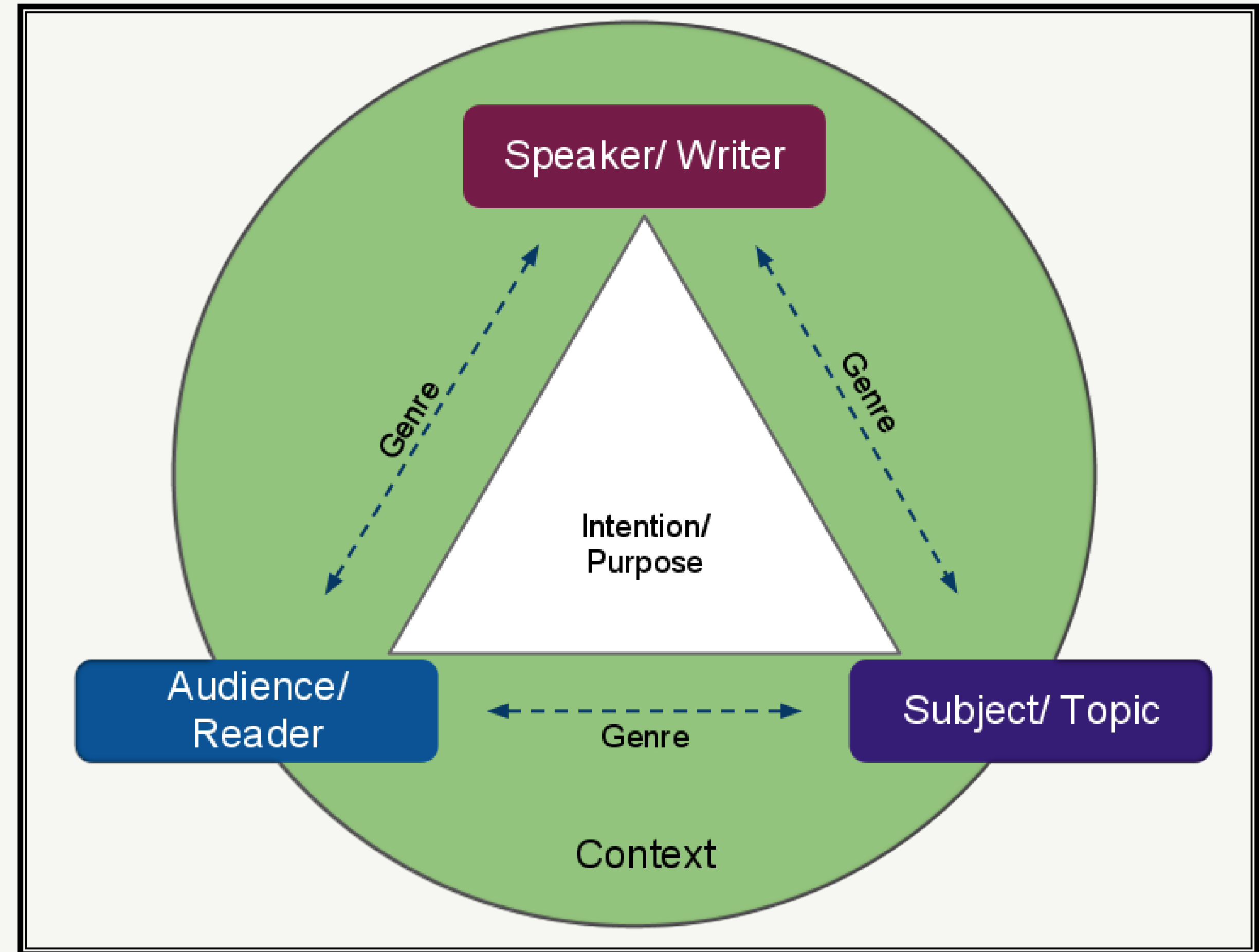
# Can you use *FEARRR* ?



- **F** → Facts and Opinions
- **E** → Emotive Language
- **A** → Address the Audience
- **R** → Repetition
- **R** → Rhetorical Questions
- **R** → Rule of Triangle



# Rule of Triangle



*Who is the most important person in a presentation?*



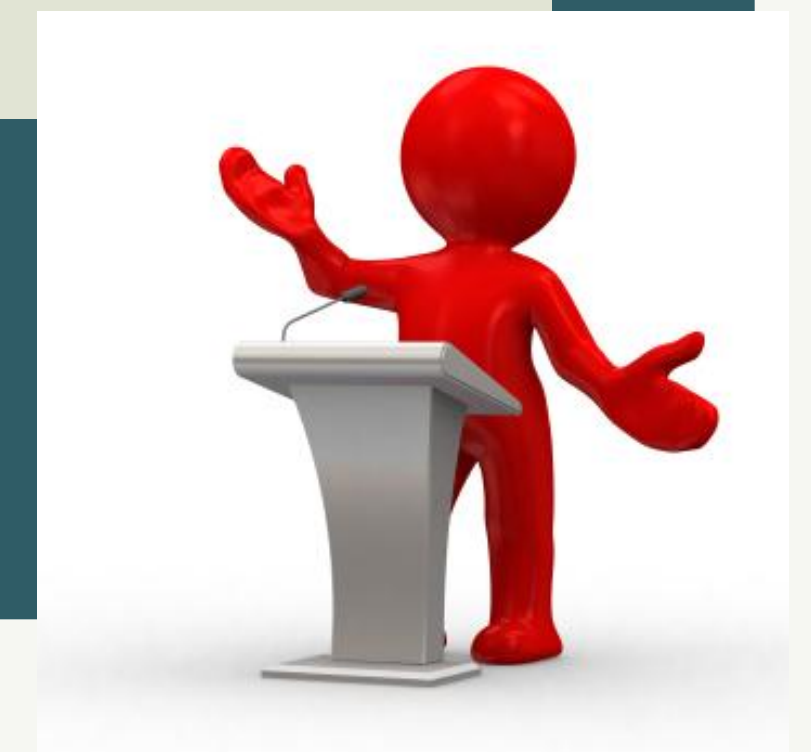
The  
AUDIENCE!



# *How should a PA address their audience?*



- **Focus on What Matters to the Manager:** Emphasise topics with immediate impact or results.
- **Be Selective:** Prioritise key points over detailed information.
- **Tailor Emphasis:** Highlight outcomes, not process details.
- **Understand Different Perspectives:** Assistants value details; managers prioritise results.



# *The acronym: A.U.D.I.E.N.C.E*

**A**nalysis

Who are they? How many will there be?

**U**nderstanding

What is their knowledge about the subject?

**D**emographics

What's their age, gender, educational background?

**I**nterest

Why are they there? Who asked them to be there?

**E**nvironment

Where will I stand? Can they all see and hear me?

**N**eeds

What are their needs? What are your needs as a speaker?

**C**ustomised

What specific needs should you address?

**E**xpectations

What do they expect to learn or hear from you?



*A speech to remember...*



*"I have a dream!"*



# *A speech to remember...*



# *Conclusion: audience crew sits for landing*

- **Summarise your main points**
- **Repeat and stress key concepts**
- **Final remarks**
- **Epic ending note**



*Make it be remembered!*





## THE ROLE OF A CONCLUSION



# *How to master public speaking*

1

## **- Theory**



2

## **- Practice**



# Now it's your turn!



# Well Done!!!



# The End

**Thank you for your attention**