

SAY IT LIKE YOU MEAN IT



**TONJE FYHN
PHD CANDIDATE
NORCE RESEARCH/UIB**







Daniel Garcia Art

Strategy of politicians:

«Poor argument
– raise voice!»



PREPARATIONS

Consider your audience

One big idea that is built up by smaller ideas

Spend time on a good introduction

Use stories



INTRODUCTION

Relate

- Create a weapon room
- Humour IF appropriate
- Curiosity



Skåre kirke, Haugesund - entrance, lowa

TED-TALKS

Genevieve von
Petzinger, on caves.



WHAT SHE COULD SAY:

“Speleology is the science of exploration and study of all aspects of caves and the cave environment. Visiting or exploring caves for recreation may be called caving, potholing, or spelunking.”



WHAT SHE DOES SAY:

“There’s something about caves.

A shadowy opening in a limestone cliff that draws you in.

As you pass through the portal between light and dark, you enter a subterranean world, a place of perpetual gloom

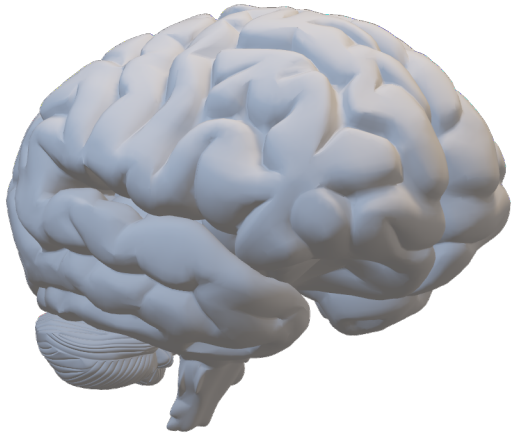
of earthly smells
of hushed silence.”



Kelly McGonigal, on stress



WHAT SHE COULD SAY:



“Stress generally refers to two things: the psychological perception of pressure, on the one hand, and the body's response to it, on the other, which involves multiple systems, from metabolism to muscles to memory.”



**«I HAVE A
CONFESSION
TO MAKE»**

INTRODUCTION

Relate

- Create a weapon room
- Humour IF appropriate
- Curiosity

Common start line



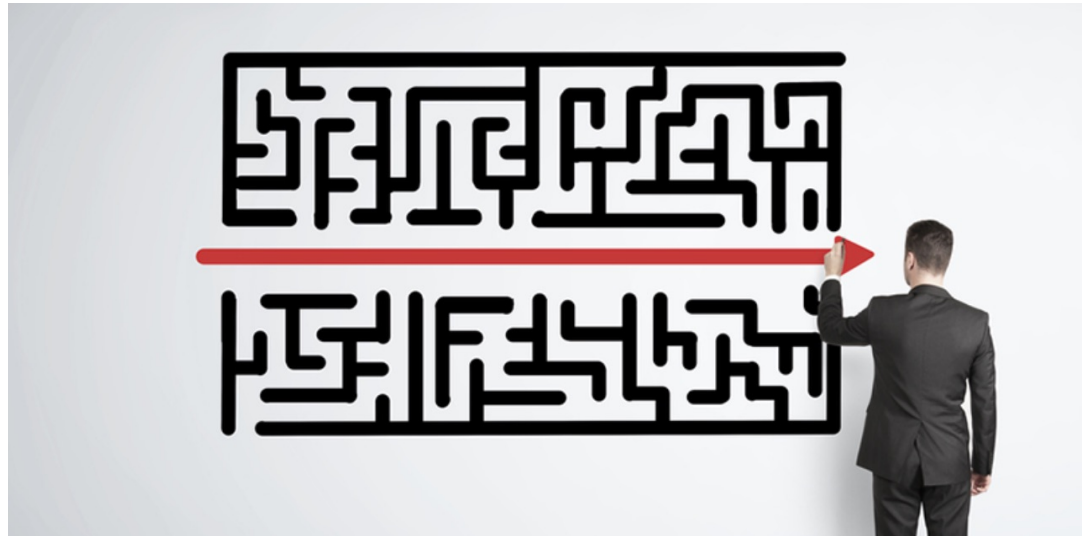
MESSAGE

One major idea – built up by smaller ideas



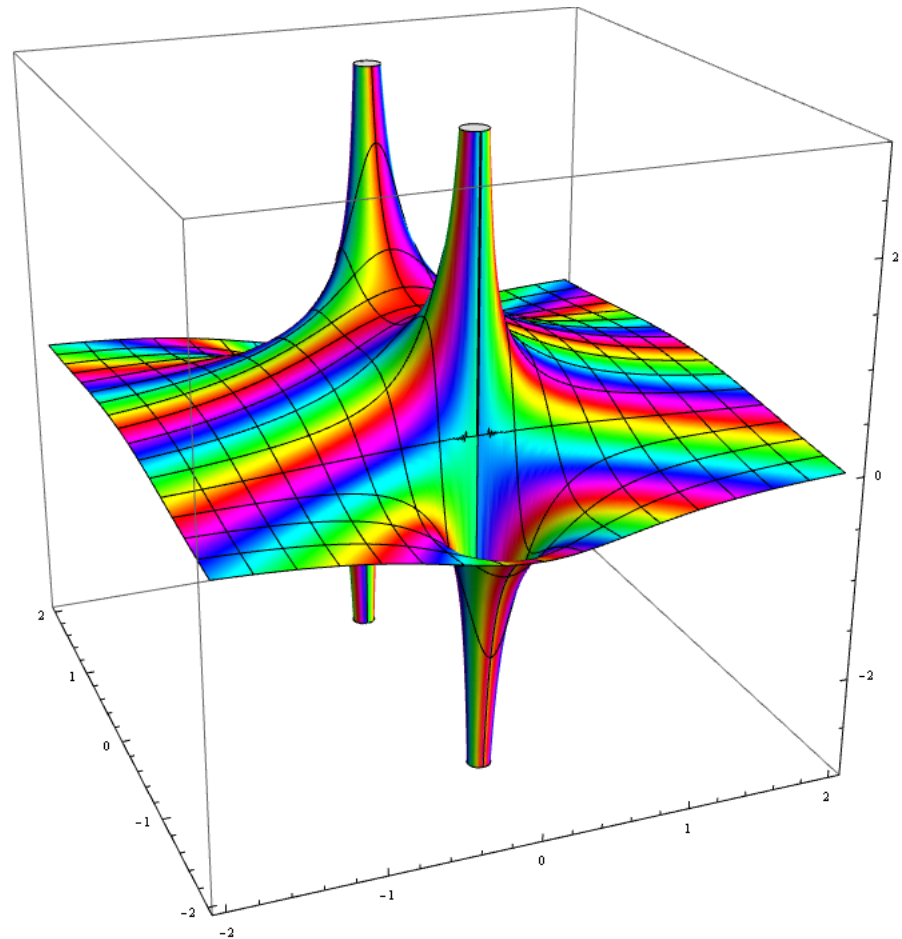
MESSAGE

Keep it simple



MESSAGE

**Consider carefully the use of
tables, numbers, figures,
and graphs**



MESSAGE

If possible, use stories.

If no stories – use practical examples.



Datenatz: Missings (ae:Charakter1) - PASW Statistics Daten-Editor

79 : 80

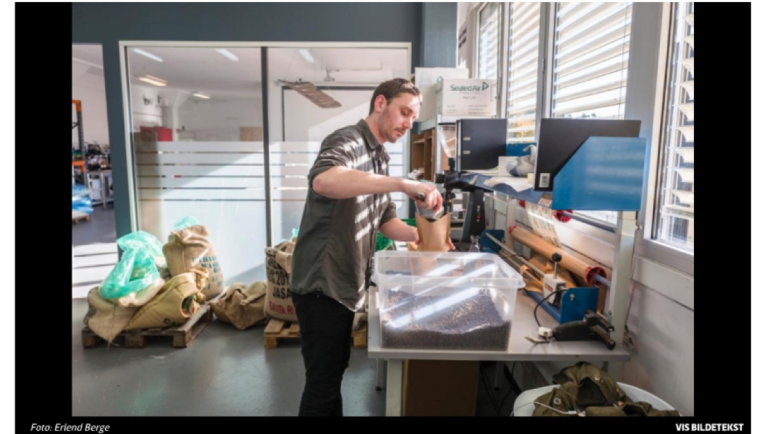
Sheet1: 168 von 180 Variablen

		a1	a2	a3	a4	a5	a6	a7	a8	a9	a10	a11	a12	a13
83	A	115	1-Jan-1983 00:00:00	de:infirma1	20	0	0	0	1	0	0		3	5.0
84	A	116	1-Jan-1983 00:00:00	de:infirma1	28	0	0	0	0	0	0		2	3.0
85	A	117	1-Jan-1983 00:00:00	de:infirma1	21	0	0	0	1	0	0		1	0.0
86	A	118	1-Jan-1983 00:00:00	de:infirma1	21	0	0	0	1	0	0		1	0.0
87	A	119	1-Jan-1983 00:00:00	de:infirma1	17	0	0	0	0	0	0		2	0.0
88	A	120	1-Jan-1983 00:00:00	de:infirma1	18	0	0	0	0	0	0		2	0.0
89	A	121	1-Jan-1983 00:00:00	de:infirma1	41	0	0	0	0	0	0	Ormal, single	1	0.0
90	A	122	1-Jan-1983 00:00:00	de:infirma1	27	0	0	0	0	0	0		2	0.0
91	A	124	1-Jan-1983 00:00:00	de:infirma1	20	0	0	0	0	0	1		2	0.0
92	A	125	1-Jan-1983 00:00:00	de:infirma1	14	0	0	0	0	0	0		2	0.0
93	A	126	1-Jan-1983 00:00:00	de:infirma1	20	0	0	0	1	0	1		1	0.0
94	A	128	1-Jan-1983 00:00:00	de:infirma1	19	0	0	0	1	0	1		1	0.0
95	A	131	1-Jan-1983 00:00:00	de:infirma1	28	0	1	0	0	0	0		1	0.0
96	A	132	1-Jan-1983 00:00:00	de:infirma1	15	0	0	0	0	0	0	Overdreg	1	0.0
97	A	133	1-Jan-1983 00:00:00	de:infirma1	30	0	0	0	0	0	1	1.klassenhund	1	0.0
98	A	134	1-Jan-1983 00:00:00	de:infirma1	17	0	0	0	0	0	0		2	0.0
99	A	135	1-Jan-1983 00:00:00	de:infirma1	19	0	0	0	0	0	1		1	0.0
100	A	136	1-Jan-1983 00:00:00	de:infirma1	20	0	1	0	0	0	0	Overdreg	1	0.0
101	A	137	1-Jan-1983 00:00:00	de:infirma1	27	0	0	0	1	0	0		1	0.0
102	A	141	1-Jan-1983 00:00:00	de:infirma1	19	0	0	0	0	0	0		2	0.0
103	A	143	1-Jan-1983 00:00:00	de:infirma1	21	1	0	0	1	0	0		1	0.0

Datenansicht Variablenansicht

PASW Statistics Prozessor ist bereit

VS.



Han brenn for jobben

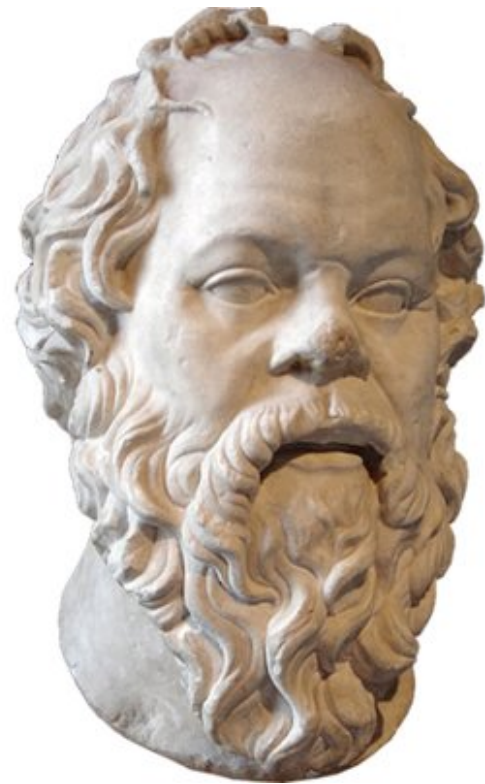
Håvard Blisten har opplevd å ramle ut av arbeidslivet. Stoppestaden heitte uføretygd. Ein arbeidsgjevar såg kva han kunne.

CONSIDER ETOS, PATOS AND LOGOS

Etos – The credibility of the speaker

Logos – Logic arguments and facts

Patos – Emotional appeal



PRACTICAL TIPS ABOUT PRESENTING

PREPARATIONS:

- Learn your manuscript well**
- Warm up your voice**
- Physical posture**
- Make a decision to trust your preparations**
- Film yourself**



PRACTICAL TIPS ABOUT PRESENTING



- **Tone of voice**
- **Speed**
- **Movement**
- **Pause**
- **No figdeting**
- **Smile**
- **Energy**

TO SUM IT UP...

- What do you want people to take away from your talk?
- Don't underestimate the power of a good introduction
- How is the distribution of etos, patos and logos, and does this match the purpose of your talk?
- When presenting: Trust your preparations, use your voice pause, smile, no fidgeting.



