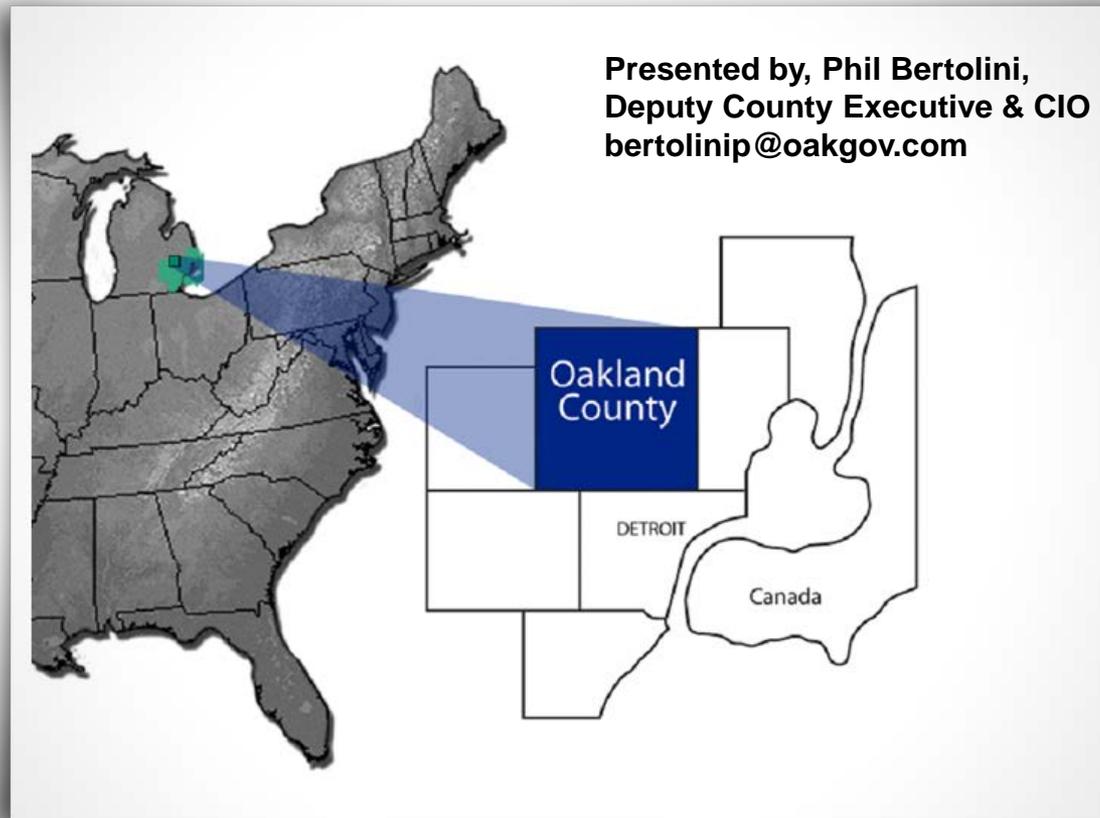


The Art of Public Speaking for Government Officials

“Can you hear me now?” Part 1



2018

Introduction/County Stats

- **Phil Bertolini, Deputy County Executive/CIO**
 - 30 years of government experience
 - Responsible for IT, Business Continuity and Facilities
 - Former Equalization Administrator/MMAO
- **Oakland County Stats**
 - 910 Square miles
 - 62 Cities, Villages and Townships
 - 1.2 million residents
 - 82 departments and divisions of county government
 - County Executive form of government with 21 Commissioners

Purpose

This course will focus on the skills necessary to effectively present to groups of all sizes.

Purpose

Many government officials consider public speaking to be their lowest priority but in reality, they cannot perform their functions without effectively communicating with the public and various governmental groups.

YouTube Video

Charlie Chaplin: The Greatest Speech Ever Made (4 minutes)

Source: YouTube

Class Introductions

Elevator Speech

- **Stand and introduce yourself**
- **Put your best foot forward**
- **Clear and concise content**
- **No visual aids**
- **Impress us!!**

WHY does

Government

exist?

Provide

Serve

Help

Do what others
will **Not Do**

Doing More
With Le\$\$

Doing Less
With Le\$\$



Requires Change



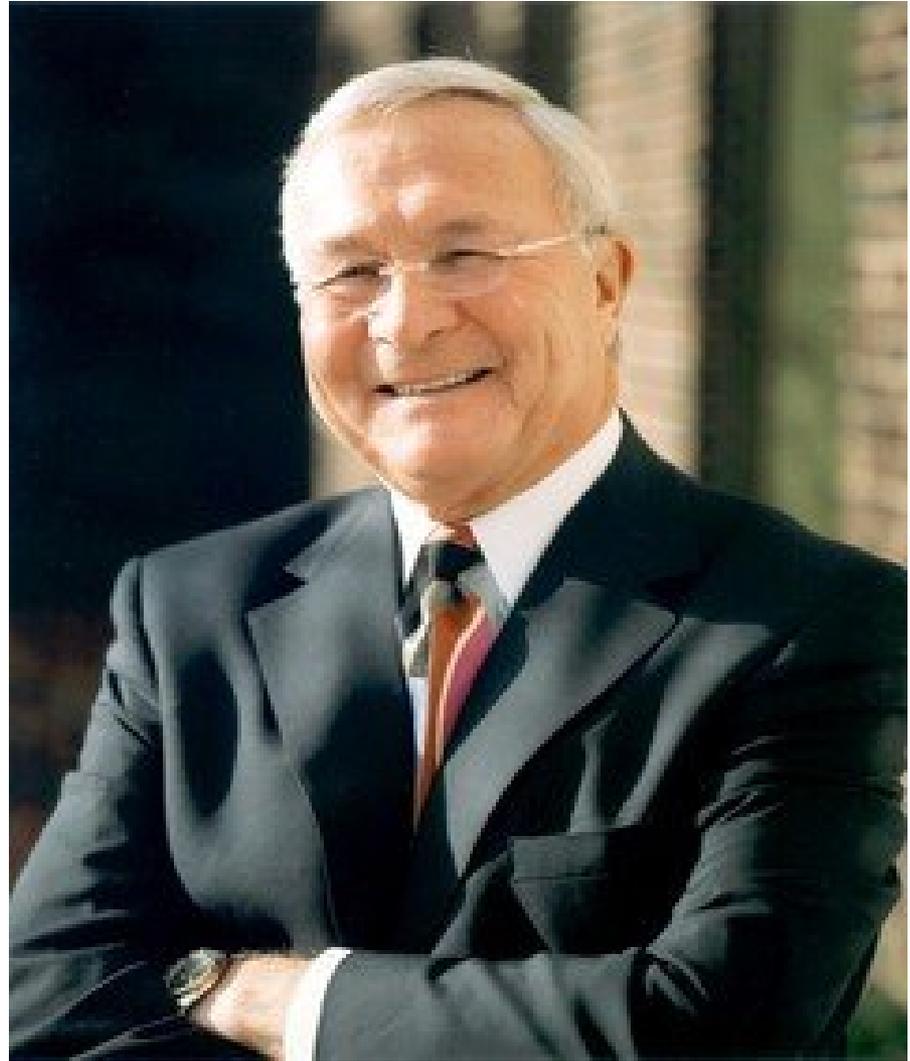
People don't like change

Communications

is

Everything

My Mentor!



FEAR

Opportunity

Introverts

vs

Extroverts

Introverts

- **Thoughtful**
- **Alone time**
- **Deep thinkers**
- **Contemplative**
- **Stubborn?**
- **Awesome!**

Extroverts

- **Quick to action**
- **Group leaders**
- **Think out loud**
- **Demanding**
- **Boisterous?**
- **Awesome!**

Basics

of

Public Speaking

Your

Voice

Your Voice

- **Volume**
- **Diction**
- **Pace**
- **Clarity**
- **Pitch**
- **Pauses/Filler Words**

Your

Appearance

Your Appearance

- **Authority**
- **Attire**
- **Stature/Posture**
- **Movements/Gestures**

Your

Subject

YouTube Video

Where Good Ideas Come From (4 minutes)

Source: Steven Johnson

Your Subject

- **Who knows more? Audience or Presenter?**
- **Proper research based on audience**
- **Avoid complex words/thoughts**
- **Presentation length versus level of detail**
- **Avoid trying to cover too much!**

Class

Take-Aways

#1

Understanding **WHY**
helps you speak with
passion.

#2

FEAR and
OPPORTUNITY are cut
from the same cloth.

#3

**Introverts and
Extroverts are equally
capable of giving an
awesome presentation.**

#4

Your **VOICE**,
APPEARANCE and
SUBJECT are the
building blocks of a great
speech.

#5

Everyone here should
definitely stay for
PART 2!!

Thank You for Attending Part 1!

Phil Bertolini

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