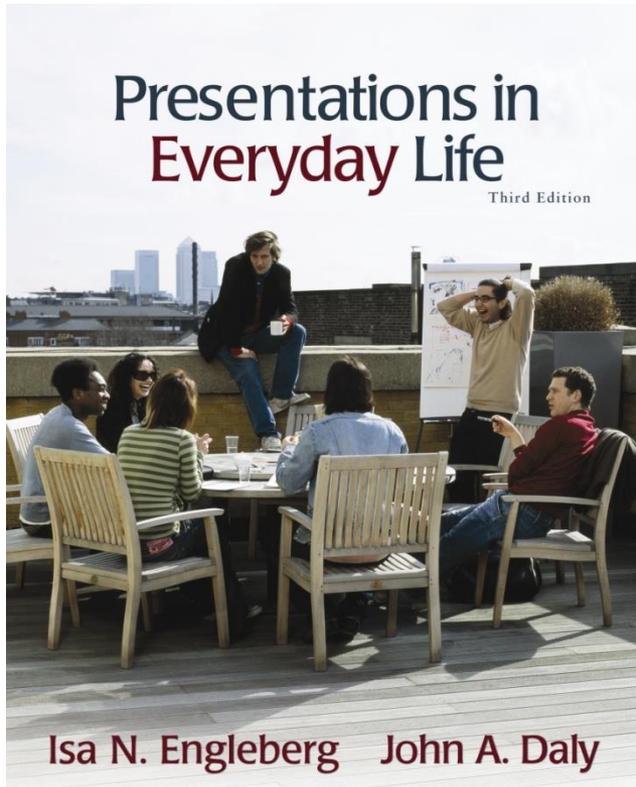


# Chapter 2: Presentation Confidence



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# Chapter 2: Presentation Confidence



What Is Presentation Anxiety?

Sources of Presentation Anxiety

Confidence Building Strategies

The Role of Practice

# What Is Presentation Anxiety?

**Presentation Anxiety** is a speaker's individual level of fear or anxiety associated with either real or anticipated communication to a group of people or an audience.

\* Based on Virginia P. Richmond and James C. McCroskey, *Communication: Apprehension, Avoidance, and Effectiveness*

# How Do *You* Feel?

Giving a speech makes me feel . . .

# How Confident Are You?

- How much do you fear public/presentation speaking?
- Are you relaxed when making a presentation?
- Are your thoughts confused and jumbled when speaking to a group of people?
- Do you face the prospect of giving a speech with confidence?

# Multiple Choice Question

What percent of people who have taken the Personal Report of Public Speaking Anxiety (PRPSA) experience moderately high and very high levels of speaking anxiety?

- a. 10 percent
- b. 30 percent
- c. 50 percent
- d. 70 percent
- e. 90 percent



# Always Remember!

- **Presentation Anxiety Is Shared by Your Audience**
- **Presentation Anxiety Is Usually Invisible**
  - **Visible and Audible Symptoms Are Rare**  
(heavy perspiration, labored breathing, shaking hands)
  - **Most Symptoms Are Invisible**  
(pounding heart, upset stomach, cold hands, worried thoughts, shaky knees, sweaty palms)

# Common Misconceptions

## Why Are these Statements Misconceptions about Presentation Anxiety?

- I am more nervous than most people.
- Speaking anxiety is the number one fear.
- Reading a textbook chapter about presentation anxiety will make me more nervous.

# Big Five Sources of Presentation Anxiety

1. Fear of Negative Criticism
2. Fear of the Unknown
3. Fear of the Spotlight
4. Fear of the Audience
5. Fear of Breaking the “Rules”

# Become a More Confident Communicator

- **Focus**
  - **Focus on the message**  
– the audience needs to perceive the importance of the message
- **Prepare**
  - **Preparations attacks the fear of the unknown** – a primary source of anxiety
- **Relax**
  - **Cognitive Restructuring**
  - **Visualization**
  - **Systematic Desensitization**
- **Adapt**
  - **Understand the negative potentials of the environment, audience, technology, etc.** – Adapt

# Learn to Relax

- **Systematic Desensitization:** Combine deep muscle relaxation with various images of speaking
- **Cognitive Restructuring:** Transform unrealistic beliefs about speaking into realistic expectations
- **Visualization:** Think positively as you see yourself speaking successfully

# Be Prepared to Speak

- Master the preparation process
- Check out the logistics and occasion
- Speak about familiar topics
- Begin in your comfort zone



# Master the Preparation Process



# Desensitization Hierarchy

**Relax your body and  
visualize the following situations:**

- You are reading a newspaper article about a speech.
- You are listening to someone give a presentation.
- You learn you will have to give a presentation next month.
- You gather ideas about your topic and your audience.
- You prepare your notes for the presentation.
- You practice in private and then in front of good friends.
- You see and hear yourself speaking to the audience.
- You see and hear audience applause after you speak.

# Matching Question

- A. Systematic desensitization
  - B. Cognitive restructuring
  - C. Visualization
- \_\_\_ Substitute positive thoughts for negative thoughts about communicating
  - \_\_\_ Imagine yourself succeeding as you communicate
  - \_\_\_ Relax as you see yourself in different communication situations, from those that are comfortable to those that produce more anxiety

# Master Speaking Skills

- Enlist the Seven Guiding Principles of Presentation Speaking
- Adapt
  - Anticipate potential problems
  - Bend or break the rules
- Practice, Practice, Practice
- Focus on Your Message and Audience
- Just Do It!

# Chapter 2 Questions

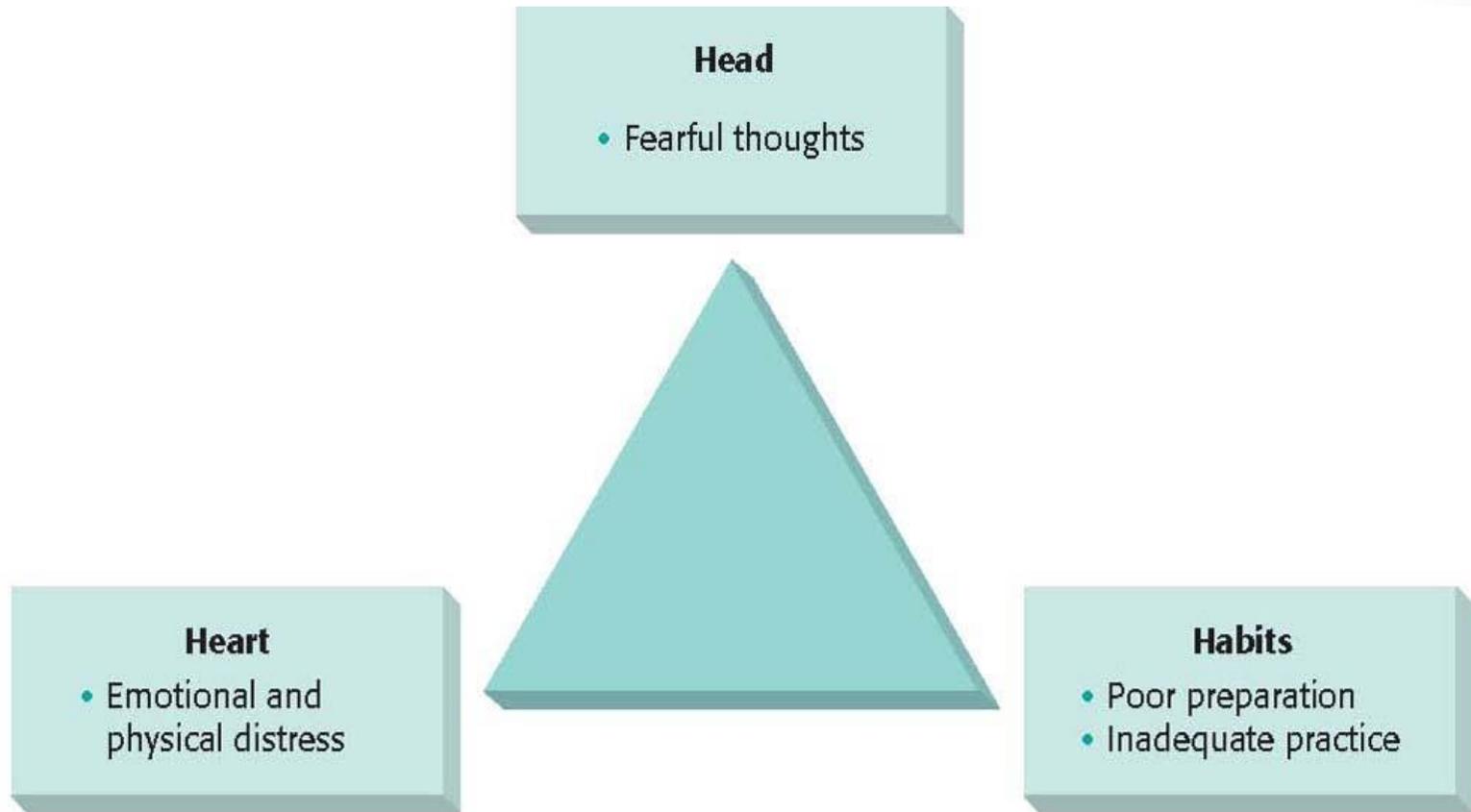
- What do your textbook authors mean by *Bend or Break the Rules*?
- Why and when would you consider bending or breaking the rules?
- What rules (if any) are *you* most likely to bend or break when preparing and delivering a presentation?

# Agree or Disagree Question

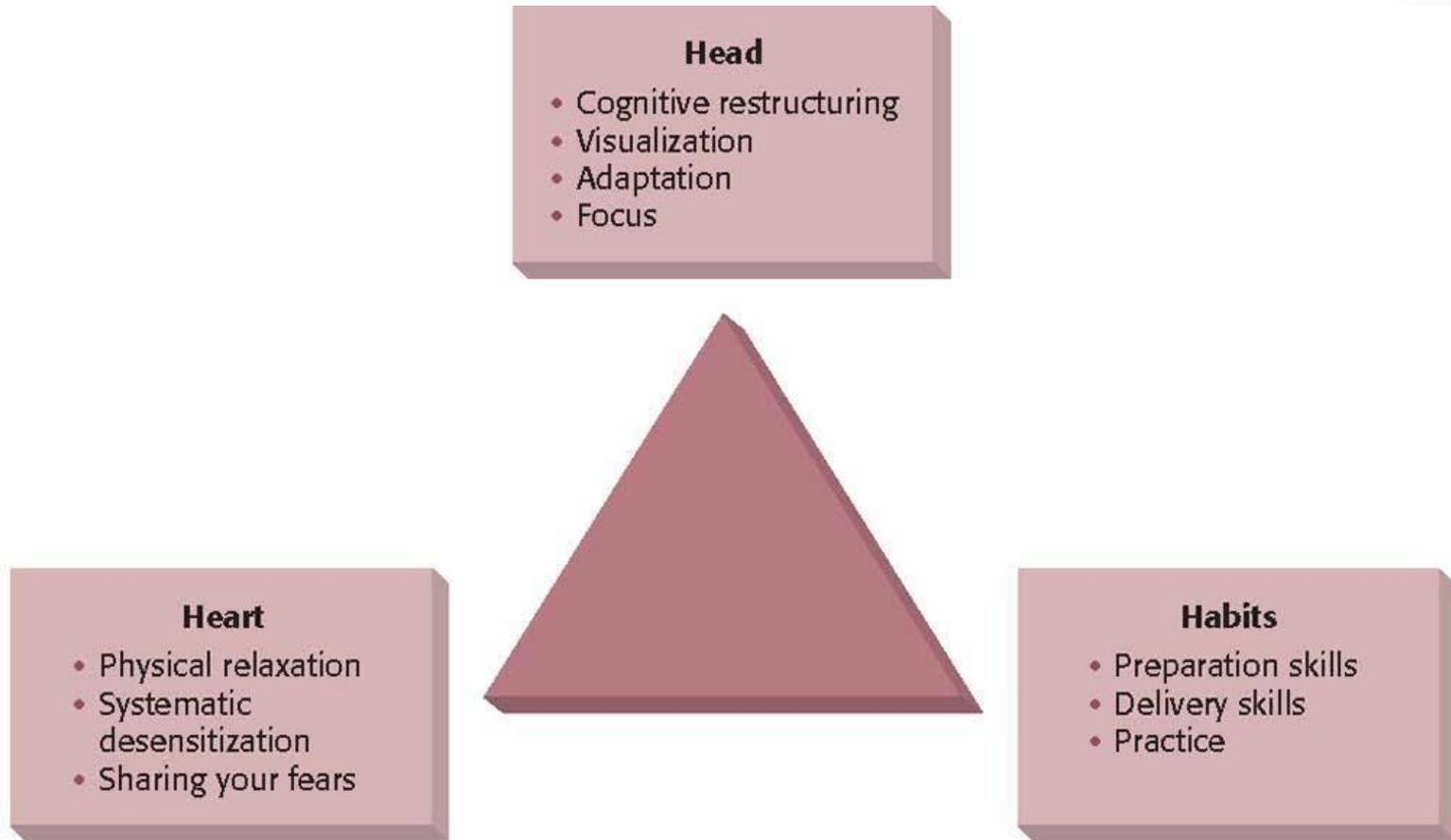
For an important presentation, you may need to spend as much as one hour preparing for each minute of the presentation.\*

\*Lilly Walters, *Secrets of Successful Speakers*

# The Triangle of Terror



# Turn Terror into Confidence



# PRPSA Score Interpretation

- **34-84 (5%)**
  - Low anxiety
- **85-92 (5%)**
  - Moderately low anxiety
- **93-110 (20%)**
  - Moderate anxiety
- **111-119 (30%)**
  - Moderately high anxiety
- **120-170 (40%)**
  - Very high level of anxiety