



# Telling Your Story: Communicating for Impact

This presentation is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of an award totaling \$3.3 million with 0% financed with non-governmental sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS, or the U.S. Government.

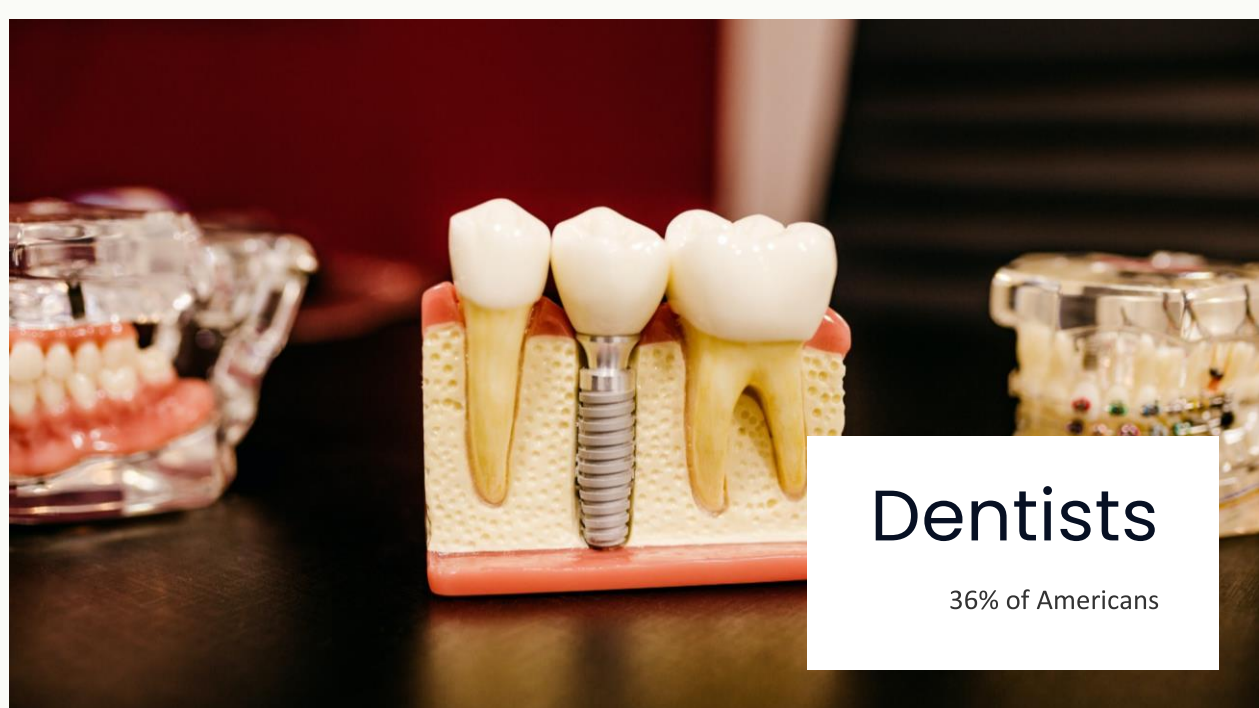


# Public Speaking

75% of Americans

Edge to Treatment for  
Health Care

Presented by Kara Nash, ASDCS, RN  
With the support of AmeriHealth Caritas, Asheville



# Dentists

36% of Americans



# Bugs/Spiders

25% of Americans

# Zombies

8.5% of Americans



# Speaking for Engagement



## Remember your Purpose

Public Speaking that is engaging seeks to inspire and transform.  
transform.

**Speak for transformation, not information.**



## Engagement

When your audience is engaged, they can envision ways the world  
might be different based on what you share.

“A fact is like a sack – it won't stand up if it's empty. To make it stand up, first you have to put in it all the resources and feelings that caused it in the first place.”

LUIGI PIRANDELLO



# Speaking for Engagement



## Remember your Purpose

Public Speaking that is engaging seeks to inspire and transform.

**Speak for transformation, not information.**



## Engagement

When your audience is engaged, they can envision ways the world might be different based on what you share.

# Why are you talking in the first place?



1

## Know the ONE THING

What is one point or idea that you want your audience to carry with them after you've concluded? What do you want them to re-think or better understand when you finish speaking?

Identify one main idea that you want your audience to walk away with at the end of your presentation



What do you want your listeners to *feel*?



# Know (and care about) Your Audience



Why did they show up?

Why did your audience take their time to show up?



Respect

Respect their time and their life experience. Don't talk talk down to your audience!



Connect

Through your words, stories, and actions, make a connection connection with your audience.

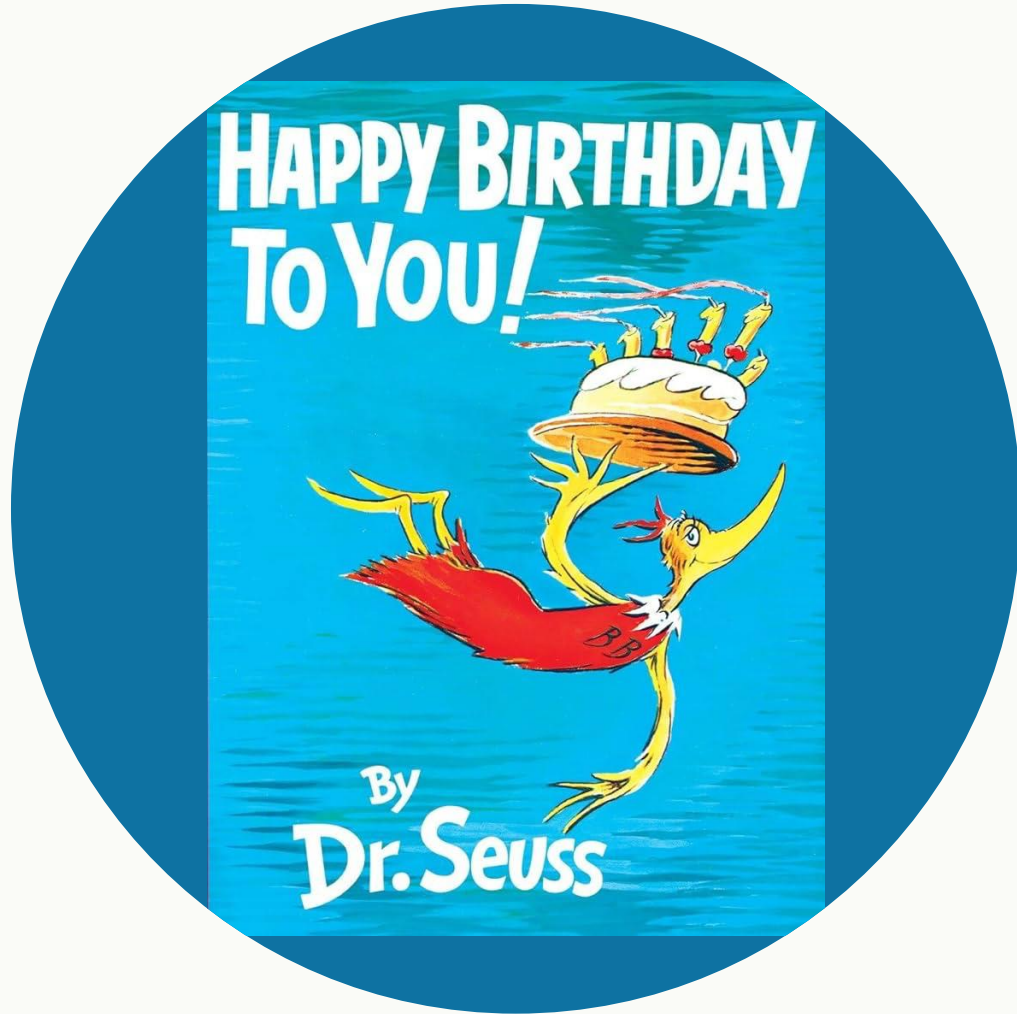
We cannot change the mind or opinion of anyone in the audience. Our goal should be to **create curiosity, create interest, and get people thinking!**

# Making the Connection



Authenticity

# Authenticity



Today you are You, that is truer than true.  
There is no one alive who is youer than  
you!

Theodore Geisel (Dr Seuss)

# Making the Connection

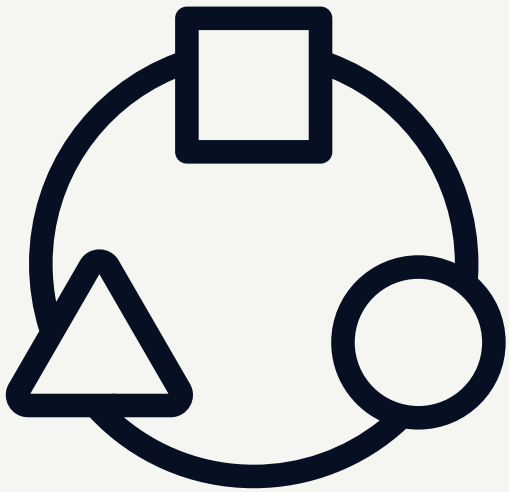


Authenticity



Vocal Variety and Pace

# Vocal Variety



Keep the attention of your audience by managing cadence, pace, tone and excitement in your voice.

# Making the Connection



Authenticity



Vocal Variety and Pace



Eye Contact

Can you take  
the no-notes  
challenge?





# Making the Connection



Authenticity



Vocal Variety and Pace



Eye Contact



Body Language and Gestures

# Gestures and Body Language



# Making the Connection

Authenticity



Vocal Variety and Pace



Eye Contact



Body Language and Gestures



Watch for Bumps and Land the Plane!





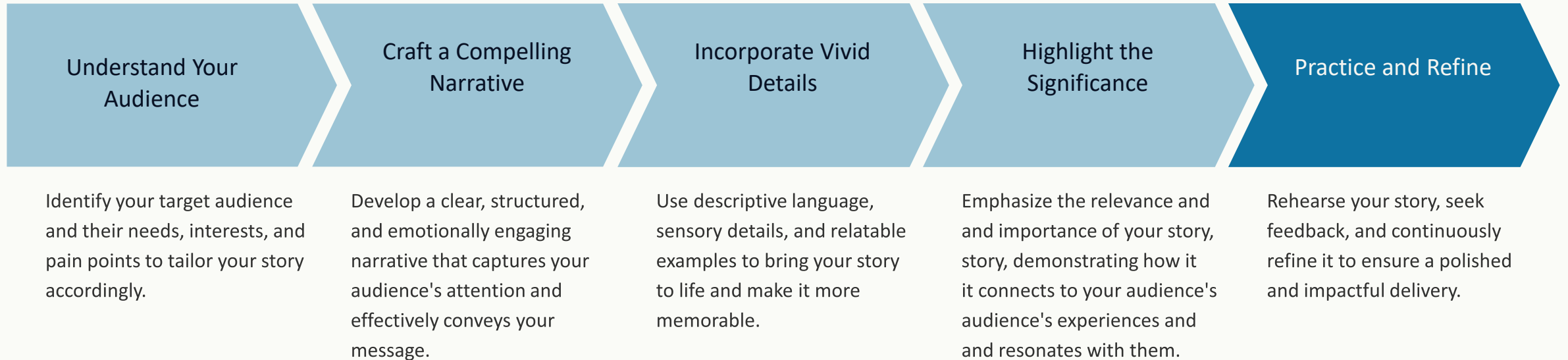
# Types of Story\*

- Who am I?
- Why am I here?
- The Vision
- Values-in-action



\*Remember, stories aren't facts! Stories can do what facts cannot!

# Crafting Your Story





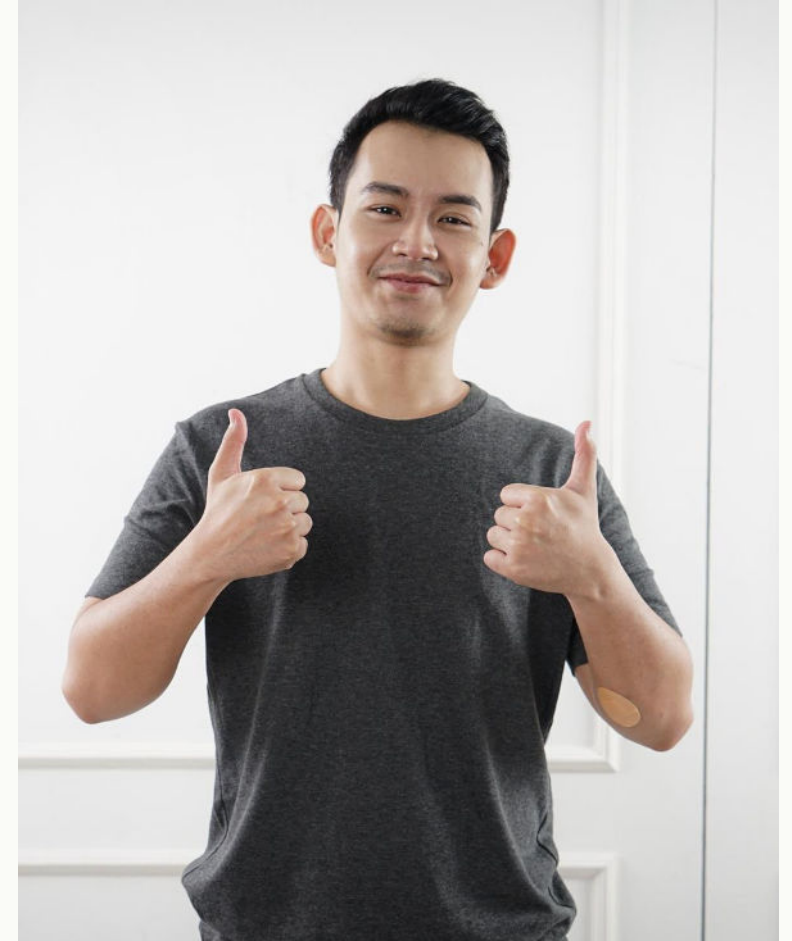
# How do we improve?



Practice!



Listen!



Find Feedback





[www.fletchergroup.org](http://www.fletchergroup.org)

This report was supported by the Health Resources and Services Administration (HRSA) of the US Department of Health and Human Services (HHS) under grant number UD9RH33631-01-00 as part of an award totaling \$3.3 M with 0% financed with non-governmental sources. The contents are those of the authors and do not necessarily represent the official views of, nor endorsed by HRSA, HHS, or the US Government.