



Why you should pursue public speaking

and how to get there

@yennycheung #EuroPython



About me

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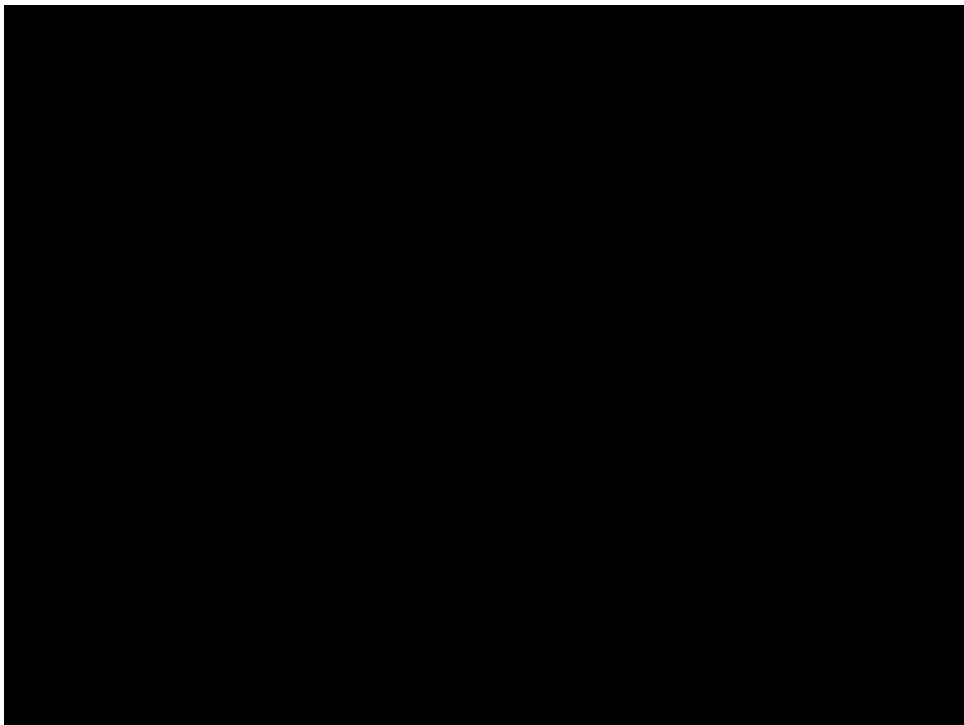


Agenda for today

- Introduction
- **Why** public speaking?
- Overcoming our **fear**
- How to **get better**
- Where to **start**

Introduction

Public speaking by **Yelpers**



Why public speaking

My public speaking **journey**

Why public speaking

The benefits I got from public speaking

- Easier for me to talk in meetings and **present** in front of the company
- Being a software engineer is much more than coding, it's about good **communication**
- Getting better at **crucial conversations**
- Great trick for **introverts** to meet people



Overcoming our fear

What **hold us back** from public speaking?

Overcoming our fear

What hold us back

- Our heart **racing**
- **Forgetting** what to say
- Being exposed as a **fraud**
- Not being **good enough**



Photo src: Product School



What holds us back

Our heart **racing**

What holds us back

Our heart racing

- Come to terms with our **nervousness**
- Find your **harbor**
- Power pose
- Humor

Photo src: Tim Goedhart



What holds us back

Forgetting what to say

What holds us back

Our heart racing

- Come to terms with our **nervousness**
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Photo src: Tim Goedhart





What holds us back

Forgetting what to say

- We can rehearse for forgetting what to say:



What holds us back

Forgetting what to say

- We can rehearse for forgetting what to say:
 - Practise your **comeback** if you forget what to say
 - **Time** yourself
 - Q&A

Photo src: Sonja Langford



What holds us back

Forgetting what to say

- We can rehearse for potential problems:



What holds us back

Forgetting what to say

- We can rehearse for potential problems:
 - Rehearse the presentation **without slides**
 - Try not to rely too much on **speaker notes**
 - Wifi is bad? **Local copies** of video / links
 - Bring your own **adapters**



What holds us back

Forgetting what to say

- What if I really blank out on stage?



What holds us back

Forgetting what to say

- What if I really blank out on stage?
 - Try not to tell the audience **you blanked out** → your audience is supportive
 - “Let’s skip this for now”
 - Drink **water**

Photo src: Steve Johnson



What holds us back

Being exposed as a **fraud**

What holds us back

Being exposed as a fraud

- The art of saying **“I don’t know”**



What holds us back

Being exposed as a fraud

- The art of saying **“I don’t know”**
- You don’t have to be **the best** on the topic to give a talk about it



Photo src: Rita Morais



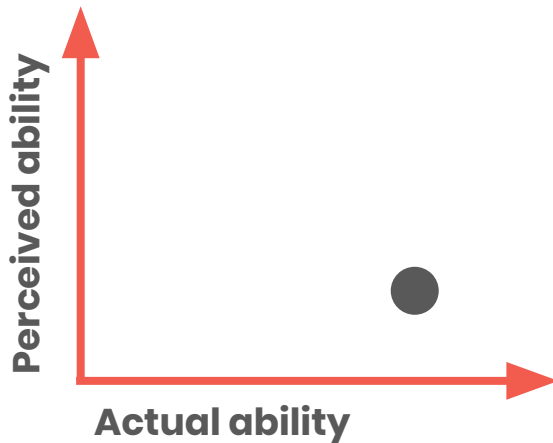
What holds us back

Not being **good enough**

What holds us back

Not being good enough

- **Imposter syndrome** is dangerous!



What holds us back

Not being good enough

- **Imposter syndrome** is dangerous!
- Set your **expectations** straight:

*“One of the best advice for public speaking, is that **your first talk will suck**. You will get over it!” –
Mario Stallone*



What holds us back

Not being good enough

- **Imposter syndrome** is dangerous!
- Set your **expectations** straight
- It probably **went better** than you think



Not being good enough

How good is **good enough**?

Not being good enough

How good is good enough?

- Attend conference talks. You can use that as a **reference**



Not being good enough

How good is good enough?

- Attend conference talks. You can use that as a **reference**
- Not all the talks might be **engaging** to you → that's great! The topic that you think will not interest anyone could **actually be a hit!**



Photo src: The Climate Reality Project



How to get better

Ways to **get better** at public speaking

How to get better

The Lean Startup model

- Build
- Measure
- Learn
- Repeat



Photo src: Campaign Creators



How to get better

Building the proposal and the talk

How to get better

Building the proposal

- Common **misconception**: all meetup and conference organizers are swarmed with applications.
- Reality:

*“Most organizers spend a lot of time **sourcing for talks!**” – Antoine Minoux*



How to get better

Building the proposal

- Pick topics you're truly **interested** in



How to get better

Building the proposal

- Pick topics you're truly **interested** in
- Check the **call for proposal** form first

*"I recommend you mention in your proposal how you would **modify your talk for a shorter slot**. That way, the program WG might consider your talk for a shorter slot, should they run out of longer slots." – Raphael Pierzina*



How to get better

Building the proposal

- Pick topics you're truly **interested** in
- Check the **call for proposal** form first
- Think about the **"Who, what and how"**

Who - your target audience

What - what is the takeaway

How - how do you achieve that (e.g. showing code snippets, walk through examples, theories)



How to get better

Building the proposal

- Pick topics you're truly **interested** in
- Check the **call for proposal** form first
- Think about the **"Who, what and how"**
- Leverage on your own **experience**



How to get better

Building the proposal

- Pick topics you're truly **interested** in
- Check the **call for proposal** form first
- Think about the **"Who, what and how"**
- Leverage on your own **experience**
- **Apply again** to other places if it didn't work out for one conference!



How to get better

Building the talk

- Rubber-ducking
- Find a good **feedback crew**
- Finetune your talk by knowing your **audience**



Photo src: Amy Hirschi



How to get better

Most good speakers are not naturals, they **practice**

“

Dry-run,
Dry-run,
Dry-run ...

”

– Nicola Corti

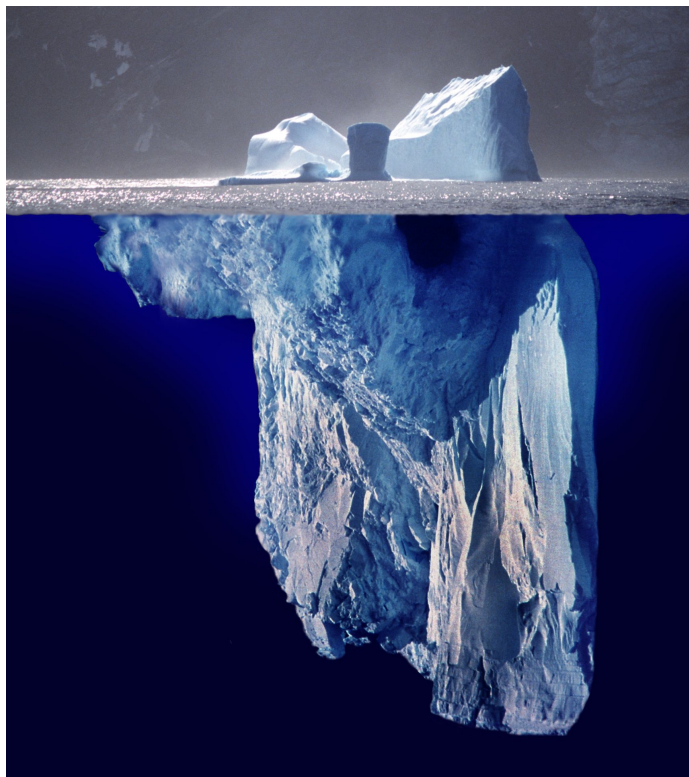


Photo src: Uwe Kils



How to get better

Measure

How to get better

Measure

- Gather feedback from your **feedback crew** and from the **audience**
- Watch your presentation **video**
- Take notes on what **questions** are being asked. These are areas that people are interested in!



How to get better

Learn

How to get better

Learn

- Brace yourself for **taking feedback**

Scenario: *After the dry-run for my talk, my colleague gave me some suggestions to improve.*



How to get better

Learn

- Brace yourself for **taking feedback**

Scenario: *After the dry-run for my talk, my colleague gave me some suggestions to improve.*

Fixed mindset: *“Bummer, I totally messed it up. Now my colleagues must think that I wasn’t prepared.”*



How to get better

Learn

- Brace yourself for **taking feedback**

Scenario: *After the dry-run for my talk, my colleague gave me some suggestions to improve.*

Fixed mindset: *“Bummer, I totally messed it up. Now my colleagues must think that I wasn’t prepared.”*

Growth mindset: *“I’m thankful my colleague gave me those tips. Now my real talk is going to go better.”*



How to get better

Learn

- Brace yourself for **taking feedback**
- What are the **action items**? Let's tackle them one at a time.



Photo src: Kelly Sikkema



How to get better

Repeat

How to get better

Repeat

- And then you **reuse** your talk in different occasions

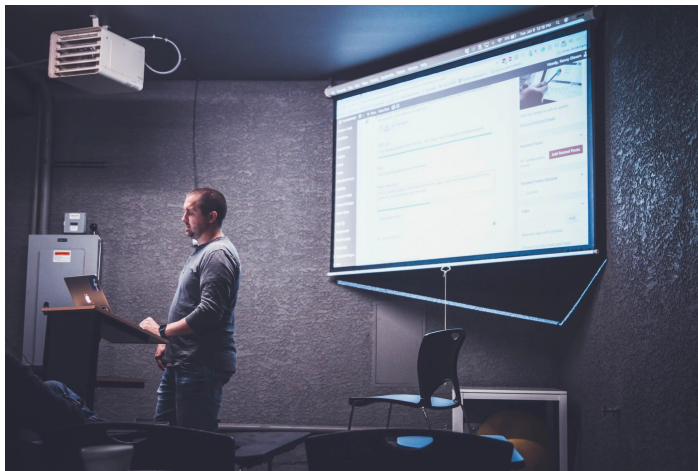


Photo src: NeONBRAND



Where to start

Finding **opportunities** for public speaking

Where to start

Looking for speaking opportunities

- Standups, team meetings, presentations at your company, giving a speech at a party
- **Internal / external** speaking opportunities
- Conferences: **first-time-speaker** friendly
- Local meetups, **underrepresented groups** in tech
- Public speaking groups / classes?



Recap

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References

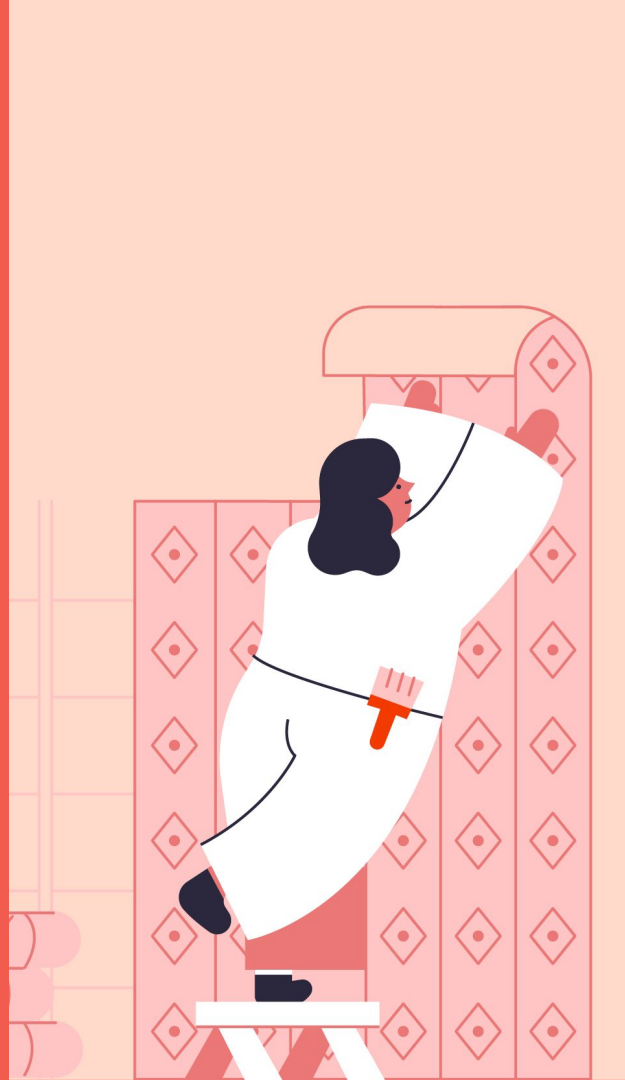
- <https://speakerdeck.com/lara/demystifying-public-speaking>
- Raphael Pierzina's twitter thread on public speaking
<https://twitter.com/hackebrot/status/1123188824631316480>
- <https://www.slideshare.net/KarenCatlin/present-a-techies-guide-to-public-speaking-92870515>
- "Crucial Conversations" by Joseph Grenny, Ron McMillan and Al Switzler
- "Mindset" by Carol Dweck





I encourage you to apply for a public speaking opportunity within these 2 weeks and get started now!

@yennychung #EuroPython





Thank you!
Any questions?

@yennycheung #EuroPython