



MASTER WELLNESS  
VOLUNTEER PROGRAM

# Public Speaking: How to Effectively Convey Your Message

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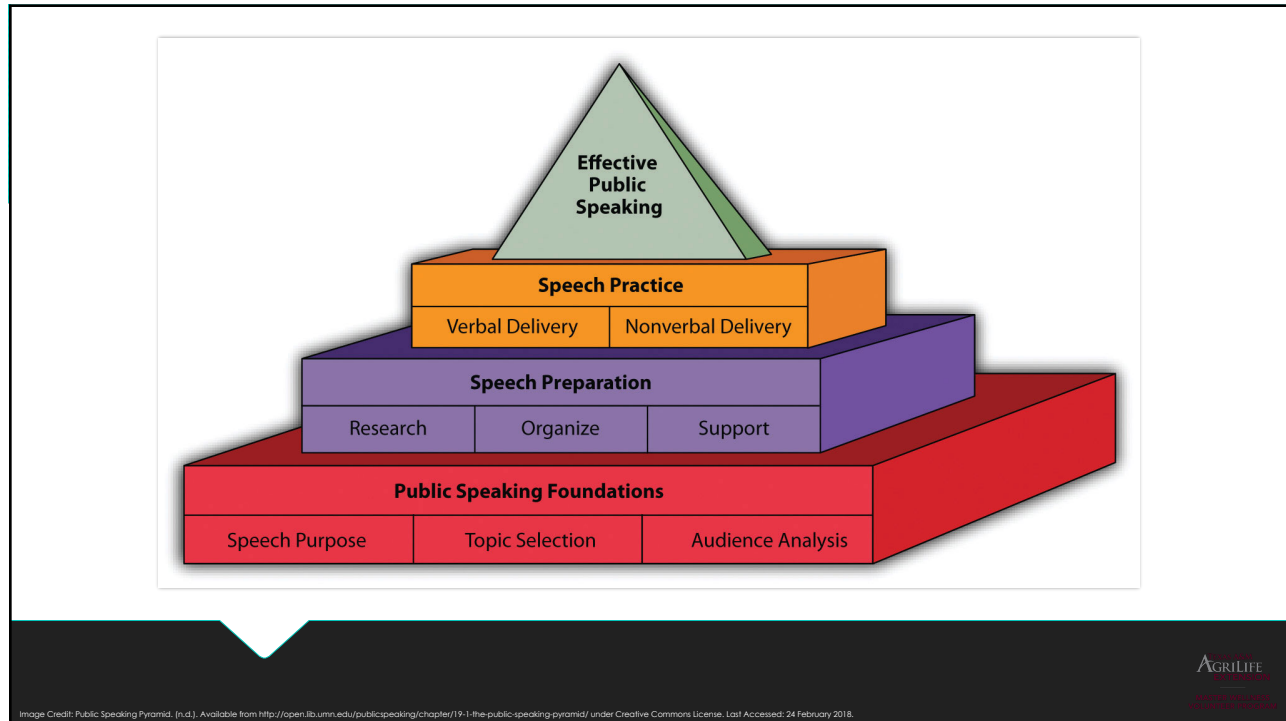
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You mean...I have to speak...like...to people?



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## Plan for Success

- Ask the right questions
  - Date, Time & Location?
  - Length & Audience?
  - Formal or Informal?
  - How many people?
  - Name & contact information from person requesting
- Facilities vary...wildly...
  - Layout can make a difference on when you need to arrive and set up
  - If unsure of the location, take a test drive
  - Ask about things like screen, plugs or audio-visual equipment
  - Be flexible & take adversity in stride

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# Prepare for Success

- Familiar topic is best
- Review and rehearse
- Start with a central theme and build
- Length of the presentation and audience composition should guide your preparation
- Use visuals or demonstrations based on your comfort level and length of the presentation

<b>Intro</b>	<ul style="list-style-type: none"> <li>• 10-15% of the content</li> <li>• Capture attention</li> <li>• Show enthusiasm</li> </ul>
<b>Body</b>	<ul style="list-style-type: none"> <li>• 75% of the content</li> <li>• Provide the facts</li> <li>• Lead audience from unknown to known</li> </ul>
<b>End</b>	<ul style="list-style-type: none"> <li>• 10% of the content</li> <li>• Summarize main points</li> <li>• Offer to answer questions</li> </ul>




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# More than Just Broadcasting a Message

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graph TD
    A[Speaker sends a message] --> B[Receiver hears message & personalizes]
    B --> C[Receiver provides feedback]
    C --> D[Speaker reacts]
    D --> E[New cycle begins]
    E --> A
  
```



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## Where Did It All Go Wrong?

- Differences between the sender and receiver may affect successful communication
  - Attitudes
  - Information level
  - Communication skills
  - Social systems
  - Sensory perception



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## Getting In the Door: 27-9-3

- Helps focus on understanding and make a persuasive point
  - 27 words or less
  - Nine seconds or less
  - Three points or less
- Not the place to present your entire appeal
  - Just enough to hook the listener in wanting to hear more

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## AgriLife Extension's Message

- The Set-Up
  - Introduce yourself and your role
- Position the Agency
  - Use facts to give a big picture
- Attributes & Benefits
  - Things the Agency does well
- Relate Your Role
  - What part do you play
- Check for Understanding
  - "Do you understand what we're all about?"
- Facts. . .
  - Founded through legislation passed by the US Congress
  - Presence in 250 of 254 Counties
  - Expertise in a variety of disciplines



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I'm Andy Crocker, Extension Program Specialist for Gerontology & Health with Texas A&M AgriLife Extension Service. AgriLife Extension is the outreach and community education arm of The Texas A&M University System. The Extension Service is a federally mandated mission of America's land-grant colleges and universities. You'll find The Extension Service in all 50 states and all the US Territories; and, in Texas, we're in 250 of the 254 counties. Many people know us best for our programs in Agriculture and Horticulture but we have very robust programs in a variety of areas like health, nutrition and youth development. If you don't know where your County Extension Office is or who your County Extension Agents are, find out! They can be a resource to you in a variety of areas.



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## Crafting Your 27-9-3

- Think about...
  - Who is the **audience** for this particular message?
  - What might appeal to their **direct self-interest**?
  - What do you want your audience to **think** or **understand** about your issue?
  - How do you want them to **feel** about what you have said?
  - What do you want your listener to **do** after they hear your message?



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## Crafting Your Broader Message

- What do you know about Texas A&M AgriLife Extension Service?
- What are 3-5 things you'd like others to know about AgriLife Extension?
  - Things that piqued your interest
  - Things that will pique their interest
  - Things that make AgriLife Extension different from other organizations
- Build off of your 27-9-3



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## What Questions Would You Like to Ask?

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## Public Speaking: How to Effectively Convey Your Message: 27-9-3

27-9-3 requires you to make your persuasive point in no more than **27 words** within a time frame no longer than **nine seconds** with no more than **three points**. These limitations help us focus on understanding how to connect to a listener. This message is not the place to present your entire appeal – just enough to hook the listener in wanting to hear more.

Before crafting your message, consider and answer the 5 questions below

1. Who is the **audience** for this particular message?
2. What might appeal to their **direct self-interest**?
  - a. What's in it for them? Why should they care?
3. What do you want your audience to **think** or **understand**?
4. How do you want them to **feel** about what you have said?
5. What do you want your listener to **do** after they hear your message?

Write your 27-9-3 message in the spaces below. Practice saying it out loud to someone and invite their feedback. Your statement may sound very different than it reads and most of our messages will be spoken, so we want to make sure that our message rolls off our tongue easily; is not full of jargon; and that it actually sounds like something you would say out loud to another human being in person or leave on a voicemail! Revise your statement based on the feedback you receive.

### Ideas for My 27-9-3

### My Refined 27-9-3





## Public Speaking: How to Effectively Convey Your Message: Crafting Your Broader Message

**What Are Five Facts You Know About AgriLife Extension and the Master Wellness Volunteer Program?**

1. \_\_\_\_\_  
\_\_\_\_\_  
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2. \_\_\_\_\_  
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3. \_\_\_\_\_  
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4. \_\_\_\_\_  
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5. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**What Are Give Things AgriLife Extension Does? Or Things that the Master Wellness Volunteer Program Means to You?**

1. \_\_\_\_\_  
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2. \_\_\_\_\_  
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3. \_\_\_\_\_  
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4. \_\_\_\_\_  
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5. \_\_\_\_\_  
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Building on your 27-9-3 and using the information above, write your broader message.