



SPEAK EASY

*Communicate
With
Confidence*

ERIK DOMINGUEZ



The greatest moments in your life happen outside of your comfort zone.





SCAN QR CODE

FEEDBACK, CONNECTIONS AND A GIFT!



YOUTUBE



NEWSLETTER



SOCIAL MEDIA



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SPEAKEASY



- ❑ Actionable
- ❑ Engaging
- ❑ Interactive
- ❑ Inspiring
- ❑ Relevant

ERIK DOMINGUEZ





Have You Ever...
Been On Mute?



Have You Ever...
FELT On Mute?

THIS IS WHO I AM:

Bachelor of Arts in
English Literature

Masters of Science in Curriculum
Instruction and Assessment

Master of Science in Strategic Communications (In Progress)

National Speaking
Association Member

Certified as an Advanced Professional
Speech Educator and Coach

Certified Trainer For
Crucial Conversations

Certified Enneagram
Facilitator and Coach



25+ Years Experience as a Speaker and Communications Coach

THIS IS ALSO

WHO I AM:

IMMIGRANT

INTROVERT

NEURODIVERGENT



COMMUNICATE WITH CONFIDENCE

Articulation **Audience** Charisma **Context** conviction
Body Language Briefing **CLARITY** **Confidence** **CUES**
DEBATE DELIVERY Demographics **Diction** Dialogue **Eloquence**
Emotion **Emphasis** **Engagement** Enunciation Etiquette
Elocution **Empathy** feedback **FLUENCY** gestures **Humor**
Improvisation **Inflection** interaction **Intonation** **lecture** LISTENING
Message **Microphone** **Moderator** Assertiveness Monologue
Motivation **Narration** Non-verbal oratory **Outline** **PAUSE** **Persuasion**
PITCH **poise** Posture **Presentation** **projection** Pronunciation **Publicity** Questioning
Rapport Rhetoric **Script** Seminar **SIMPLICITY** Sincerity **SPEECH** **Stage Fright**
Storytelling **Syntax** **Teleprompter** Tempo **Tone** **Training** **TRANSITION** Volume
Webinar Workshop **Vocabulary** Visual Aids **Voice Modulation** **Amplification** Anxiety
Audience Analysis **Brainstorming** **Briefing** **Communication Styles** **Critique** **DISCOURSE** **Facilitation** **Ice Breakers** Interpretation

CONFIDENT COMMUNICATION BEGINS WITH

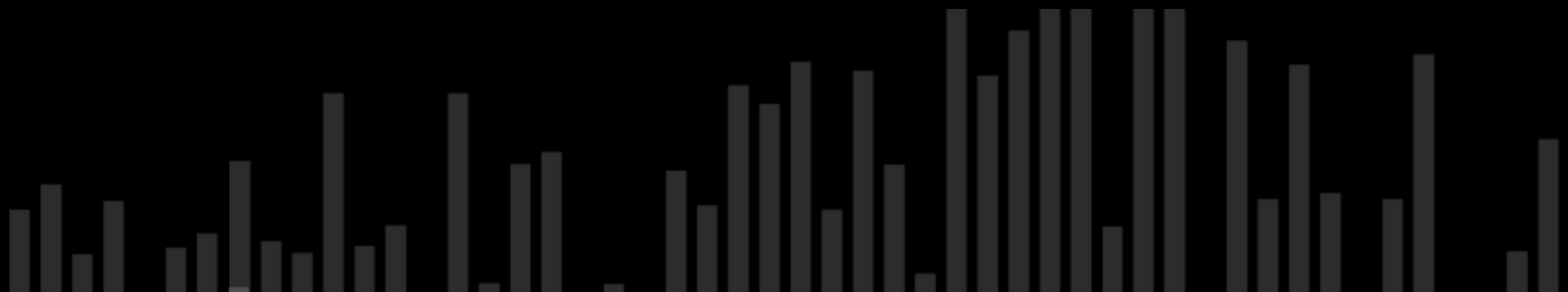
Intentions NOT Mechanics



WHY



HOW



SPEAK EASY REDEFINING COMMUNICATION

Confident communication is
knowing yourself,
knowing your message,
and having the courage to

SPEAK UP!





**“Never in the history of humanity
have we vomited more words in more places
with more velocity.”**

JIM VANDEHEI, *SMART BREVITY*



ACTIVITY

- 1** Find the person you know the least.
- 2** Briefly introduce yourself.
- 3** Decide who is going to be Partner A and who is going to be Partner B.

COMMUNICATE WITH **CONFIDENCE**

SPEAK UP
STORIES

The logo consists of the words 'SPEAK UP' on the top line and 'STORIES' on the bottom line. 'SPEAK' is in orange, 'UP' is in white inside a red speech bubble, and 'STORIES' is in blue. All letters have a white outline. At the bottom of the image is a grey bar chart with vertical bars of varying heights.

OVERVIEW:

Ancient Rhetoric With A Modern Twist





LOGOS

Logos is a rhetorical strategy that uses logic, facts, and rational arguments to persuade an audience.



DESCRIBING LOGOS

Analytical **STRUCTURED**
Organizational
Systematic RATIONAL
Valid **Objective**

MECHANICS FOR LOGOS

Logical Structures

Analogies and Comparisons **Scientific Research** Applying Principles or Rules Consistently

Using Expert Testimony **Clarity and Precision**

PRESENTING FACTS AND STATISTICS

Drawing on Historical Precedents

LOGICAL REASONING **Cause and Effect**

Eliminating Counterarguments **Repetition for Emphasis**

Use of Syllogisms **Conclusions From Evidence**

Providing Definitions



FEAR

**I Don't Know
Enough**

COMMUNICATION FEAR 1: LOGOS



“SOLUTION”
**I’ll Show How
Much I Know**

COMMUNICATION FEAR 1: LOGOS



ACTIVITY

For one minute you will teach your partner about a topic that you know a lot about.

The topic can be

...process, product, project, activity, skill

...personal or professional nature

...anything that could require a “how-to” guide

Rule: No discounting or comparing!

SPEAK EASY ROUND 1



ACTIVITY

For one minute you will teach your partner a process, product, or project that relates to your daily work.

Rule: Pretend your partner doesn't know anything about the topic!

SPEAK EASY BONUS ROUND



ACTIVITY



- 1 What worked?
- 2 What didn't work?

DEBRIEF LOGOS



THE MINDSET TO TRANSFORM
THIS **FEAR** INTO **FUEL** IS

Do The Common, Uncommonly Well.

COMMUNICATION FEAR 1: LOGOS

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PATHOS

Pathos is a rhetorical strategy that appeals to an audience's emotions, values, or desires to elicit a persuasive response.



DESCRIBING PATHOS

Heartfelt Affective Compassionate
Poignant Emotional Sensitive
Stirring Empathetic Moving
Sympathetic Passionate
Heartrending Sentimental
Evocative

Touching

MECHANICS FOR PATHOS

Analogies and
Comparisons

Personal Anecdotes

Music or
Sound Effects

Dramatic Pauses

Provocative Questions

PRESENTING FACTS AND STATISTICS

Address
Audience's Needs
and Desires

PASSION

Appeal to Shared Values

LOGICAL REASONING

Powerful Imagery

Emotional Language

Visual Aids

Appeal to Fear or Hope

Vivid Descriptions

Conclusions From Evidence

Emotional Tone of Voice

Testimonials



FEAR

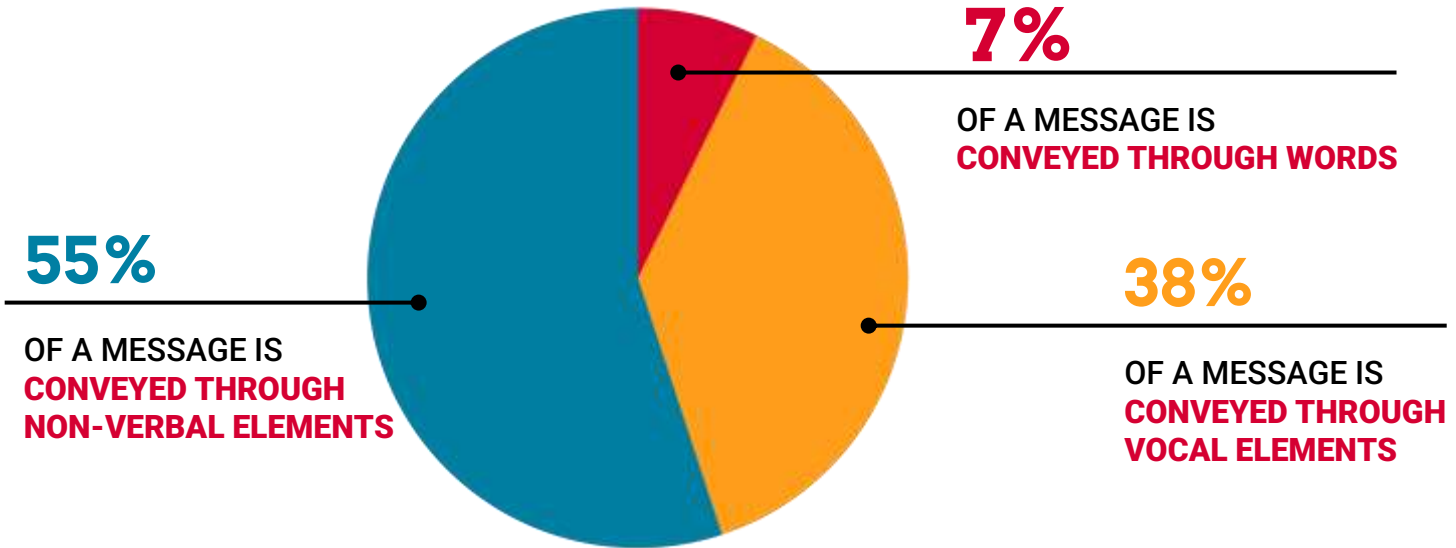
I Won't Be Liked.

COMMUNICATION FEAR 2: LOGOS



“SOLUTION”
I Will Play It Safe.

COMMUNICATION FEAR 2: LOGOS



ALBERT MEHARBIAN, *SILENT MESSAGES*



“You don’t need luck to be an inspiring speaker. You need examples, techniques, passion, and practice. You also need courage - the courage to follow your passion, articulate your ideas simply, and express what makes your heart sing.”

CARMINE GALLO, *TALK LIKE TED*



ACTIVITY

For one minute you will teach your partner what makes your heart sing, or what are you most passionate about in this world?

Rule #1: No discounting or discrediting yourself.

Rule #2: No words.

SPEAK EASY ROUND 2



ACTIVITY

- 1 What worked?
- 2 What didn't work?

DEBRIEF LOGOS



THE MINDSET TO TRANSFORM
THIS **FEAR** INTO **FUEL** IS

100% Comfortable Is 100% Ineffective.

COMMUNICATION FEAR 2: **PATHOS**

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ETHOS

Ethos is a rhetorical strategy that establishes credibility and trustworthiness by demonstrating the speaker's expertise, ethical standing, and understanding of the audience's values.



DESCRIBING ETHOS

A word cloud of terms describing ethos. The words are arranged in a roughly circular pattern around the central word 'Trustworthy'. The words vary in size, color, and orientation. The largest word is 'Trustworthy' in red. Other prominent words include 'Credible' in blue, 'Authoritative' in orange, 'Reliable' in black, and 'Reputable' in black, oriented vertically on the right. Smaller words include 'Experienced', 'Affective', 'Principled', 'Ethical', 'Expert', 'Passionate', 'Knowledgeable', 'Consistent', 'Professional', and 'Authentic'.

Experienced Affective
Authentic **Credible** **Principled**
Ethical
Trustworthy Expert
Professional
Reliable **Passionate**
Knowledgeable
Consistent **Authoritative** **Reputable**

MECHANICS FOR ETHOS

Demonstrate Fair-mindedness

Citing Reputable Sources

Personal Anecdotes

Body Language

Honesty and Transparency

Credentials and Expertise

Professional Language

Professional Appearance

LOGICAL REASONING **Consistency**

Clear and Coherent Speech **Show Respect**

Passion **Confidence**

Shared Values



FEAR

**I Can't Let Them See
My Fear**

COMMUNICATION FEAR 3: ETHOS



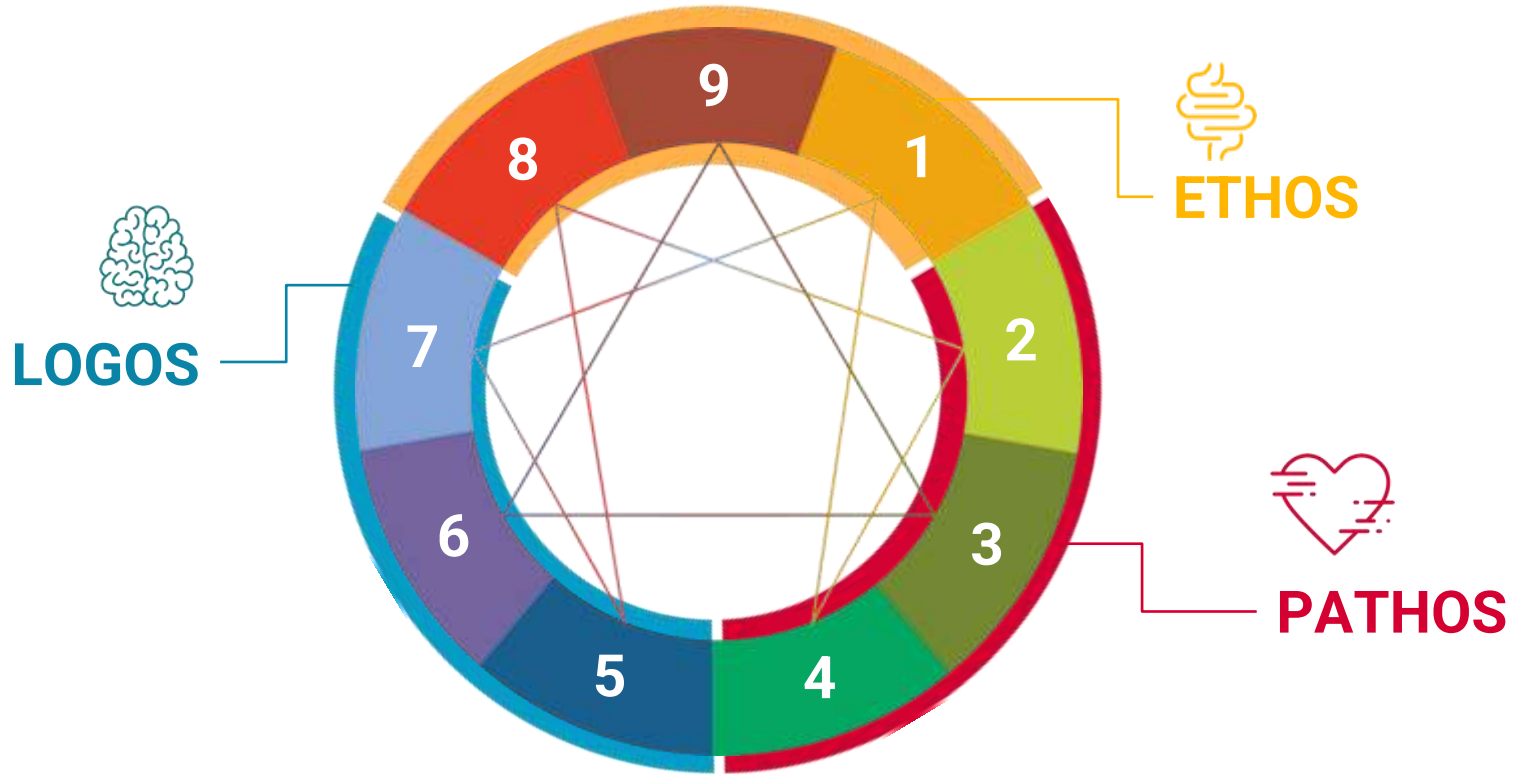
“SOLUTION”
I Am Not The Person
To Speak Up

COMMUNICATION FEAR 3: ETHOS

EMOTIONAL INTELLIGENCE



EMOTIONAL INTELLIGENCE





Self-affirmation seems to work best when the pressure is on and the stakes are high....
[it] is the practice of clarifying your story yourself, allowing you to trust that who you are will come through naturally in what you say and do.

AMY CUDDY, *PRESENCE*



ACTIVITY

FOR ONE FULL MINUTE YOU...
WILL **BRAG** ABOUT YOURSELF!

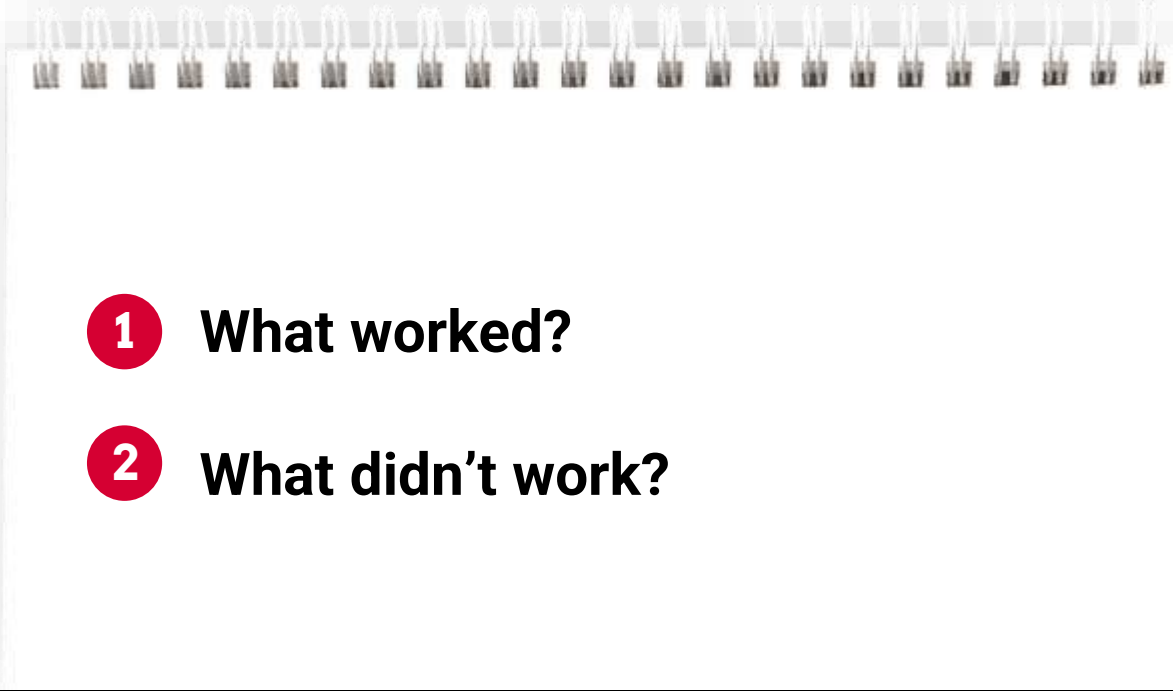
- 1 These brags get to be true!
- 2 There is no discounting your brags!
- 3 There is no comparing your brags!

BONUS RULE: This is not a list of what you like. It is a list of your talents, skills, and accomplishments.

SPEAK EASY ROUND 3



ACTIVITY



- 1 What worked?**
- 2 What didn't work?**

DEBRIEF ETHOS



THE MINDSET TO TRANSFORM
THIS **FEAR** INTO **FUEL** IS

I Have Already Been Here.

COMMUNICATION FEAR 3: ETHOS

COMMUNICATION HACK: WHAT DO I WANT MY AUDIENCE TO...

- 1 ...THINK?
- 2 ...FEEL?
- 3 ...DO?



PUBLIC SPEAKING SKILLS MECHANICS

BODY

Focus: Controlled, Intentional

Avoid: Dying Fish, Raging Ants

Activity: Pop Off!



PUBLIC SPEAKING SKILLS

MECHANICS

EYES

Focus: Focus

Avoid: Ping-Pong-ing

Activity: Bulls-eyes!



PUBLIC SPEAKING SKILLS MECHANICS

VOICE

Focus: For Those In The Back!

Avoid: Patterns

Activity: Commercial Audition



ADVANCED SPEAKING STRUCTURE

Me → **Personal Story**

We → **Connect It To The**

Audience
→ **“What Would Happen If The**
Us **World Would Do This?”**

We → **Information: Specific,
Observable, Sequential**

Me → **Connect It To The**
Story



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Questions?





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SPEAKEASY

The greatest moments in your life happen outside of your comfort zone.

And a comfort zone once stretched, can not go back to its original size.





THANK YOU!

