
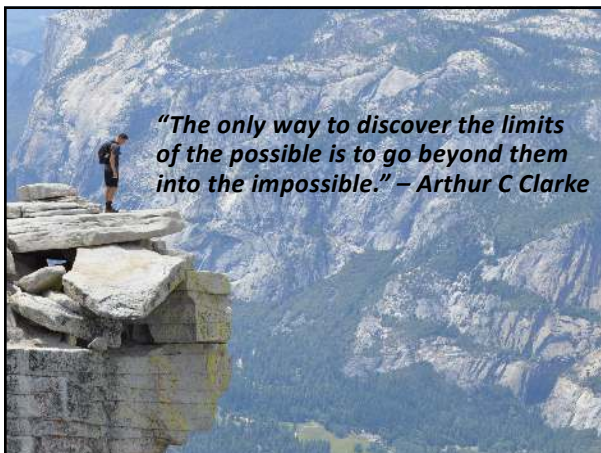

ENGINEERING MANAGEMENT INSTITUTE

How to Build Expertise and Master Public Speaking

Presented by
Anthony Fasano, PE

Author of *Engineer Your Own Success*
President of the Engineering Management Institute






"The only way to discover the limits of the possible is to go beyond them into the impossible." – Arthur C Clarke

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Introduction – Anthony Fasano, PE

- B.S. & M.S. in Civil Engineering
- PE license in NY and NJ
- Found success at a reputable firm at a very young age
- Attended iPEC – the top ranked executive coaching school in the world
- Wrote the best-selling book *Engineer Your Own Success* and started providing career coaching and speaking services to engineers



Purpose and Learning Objectives

Purpose: To help you build authority and improve your confidence and effectiveness as a presenter. In this session, you will learn how to:

- Build your expertise in the industry,
- Sharpen your goal and create a plan to achieve it with your presentation,
- Design your presentation and develop visuals that work,
- Deliver your presentation with confidence and power, and
- Continue to develop as a speaker.

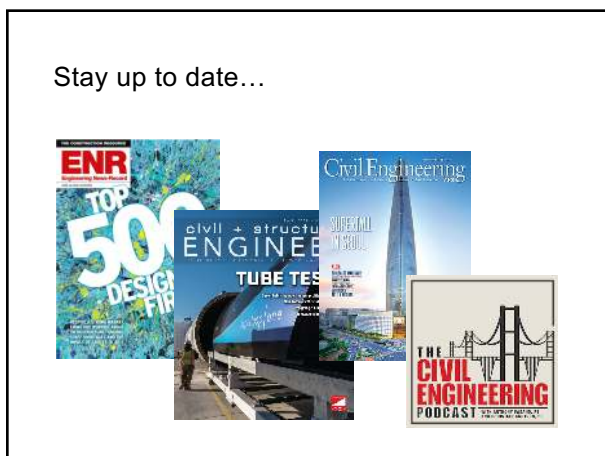
Overview

- Part I
 - How to Build Expertise
 - Leveraging LinkedIn to Build Authority
 - Why Public Speaking Matters
 - Characteristics of an Effective Public Speaker
- Part II
 - 10 Actions to Help Prepare for Your Presentation



How to Build Expertise







Once you become an expert there are two primary ways to share your expertise:

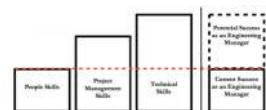
writing
speaking

There are two main venues through which you can do this:

- LinkedIn
- Conferences and live events

LinkedIn





EQUATION: The Engineering Management Skills Trilogy Plus the Theory of Constraints Equals Effective Engineering Managers



Write articles for your target audience.

Write articles for your target audience.



Other venues...



Why Public Speaking Matters



You will be an effective
public speaker if







#3 You are attuned to the audience

#4 You tell stories

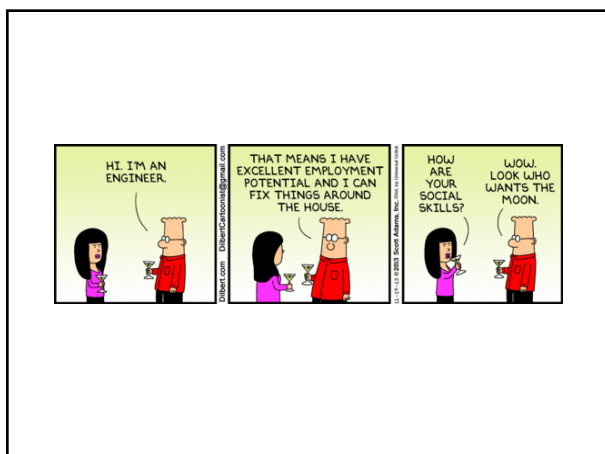


Five C's of Storytelling

#5 Use visuals that connect and communicate





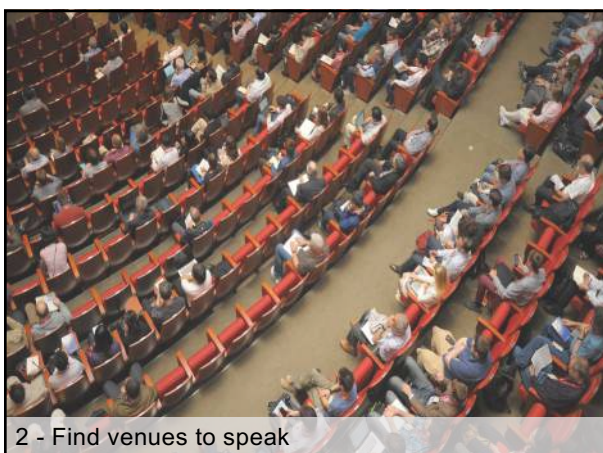












2 - Find venues to speak



3 - Decide on a topic



4 - Approach the right person



5 - Identify your key takeaways



6 - Write an introduction

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7 - Prepare your opening and closing



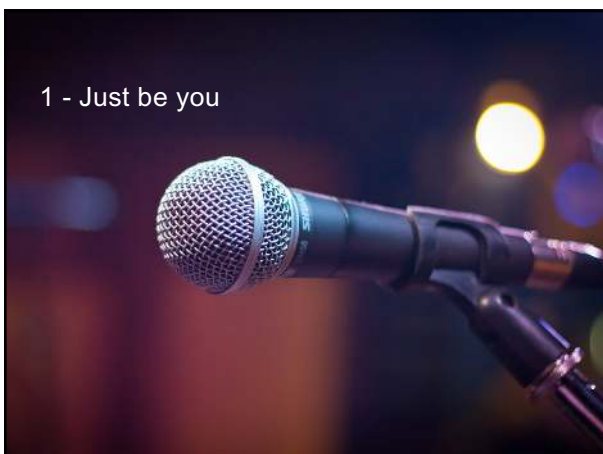
8 - Prepare the right visuals



9 - Practice





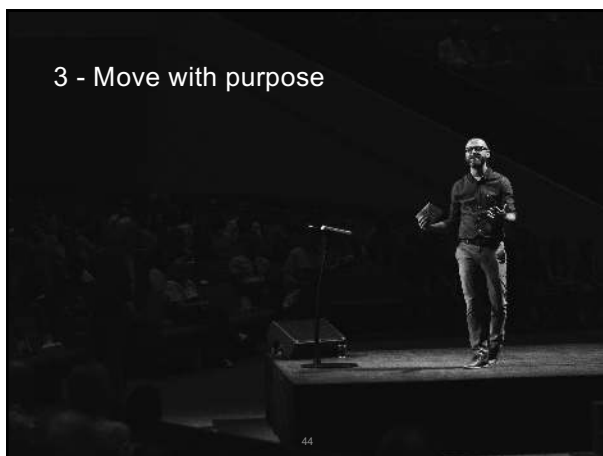


2 – Remember SOFTEN

Smile
Open
Forward
Tall
Eyes
Nod

Adapted from *Making Contact*
by Arthur Wassmer

3 - Move with purpose



4 - Deliver a memorable ending



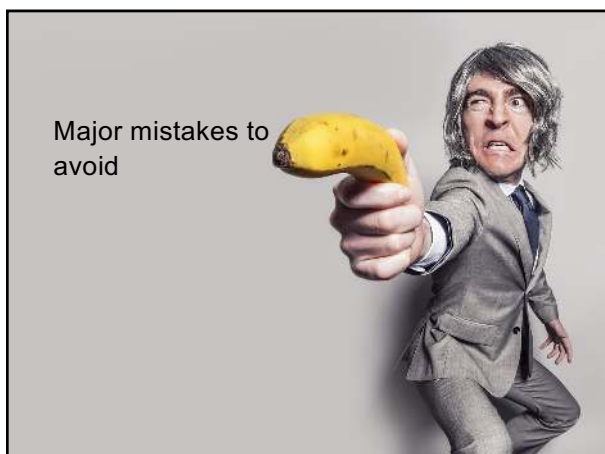


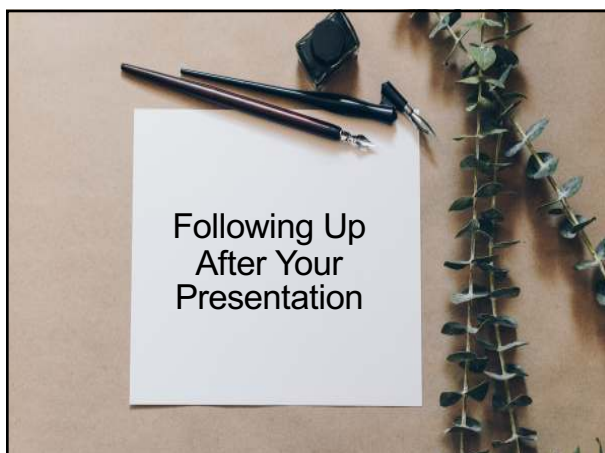


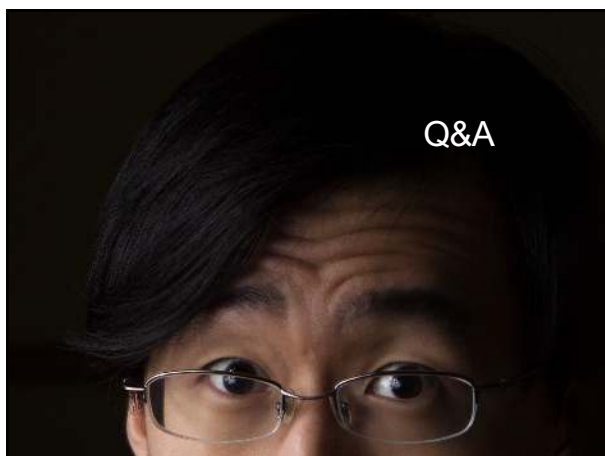
















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