

Having Your Voice Heard: Effectively Communicating Your Public Service

Presented by Elayna Turner, Carina Gonzalez, and Danielle Cesena

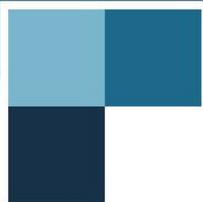
Text NJLACONF114 to 22333 to join our live polls during the presentation!

Presenters

Elayna Turner - Gloucester County Library System

Carina Gonzalez - Raritan Valley Community College

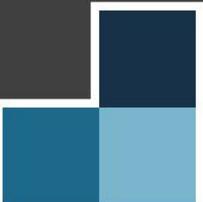
Danielle Cesena - Glen Rock Public Library



Instead of presenting, I'd rather be...



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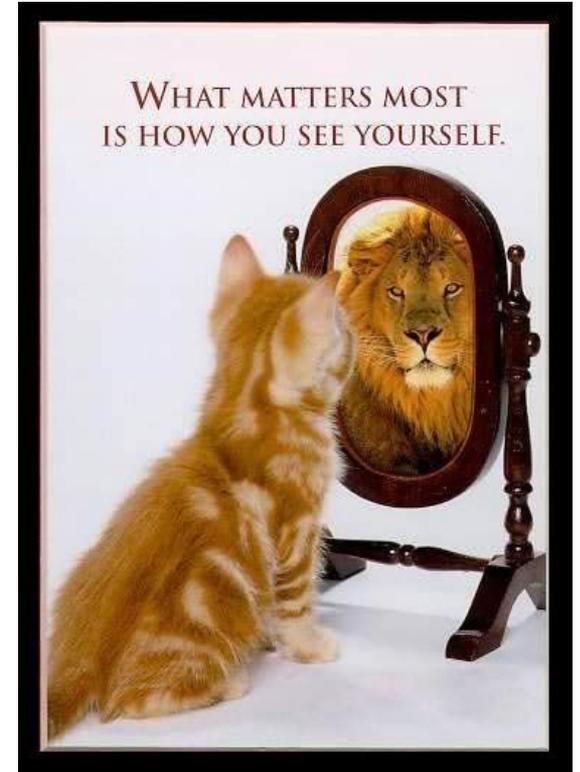
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Session Objectives

1. Effectively prepare yourself to speak and communicate your public service to anyone
2. Speak with clarity and confidence
3. Present with pizzazz

I can't speak handle presentations/public speaking!

Yes, you can!





Friends of the
Library



New Jersey Library Association

Don't Know Where to Start? Start Here:



Expanded Considerations

- Build around your audience, venue, and time constraints.
- Build in time to ask questions
- Practice answering the “tough questions” beforehand
- Keep PowerPoints simple, clean, and uncluttered
- Never read directly from your PowerPoint
- Consider demonstrations, handouts, etc.

Prepare Like You Live Murphy's Law

Anything that can go
wrong will go **wrong**.
And always at the most
inappropriate timing.

Always have a backup plan!

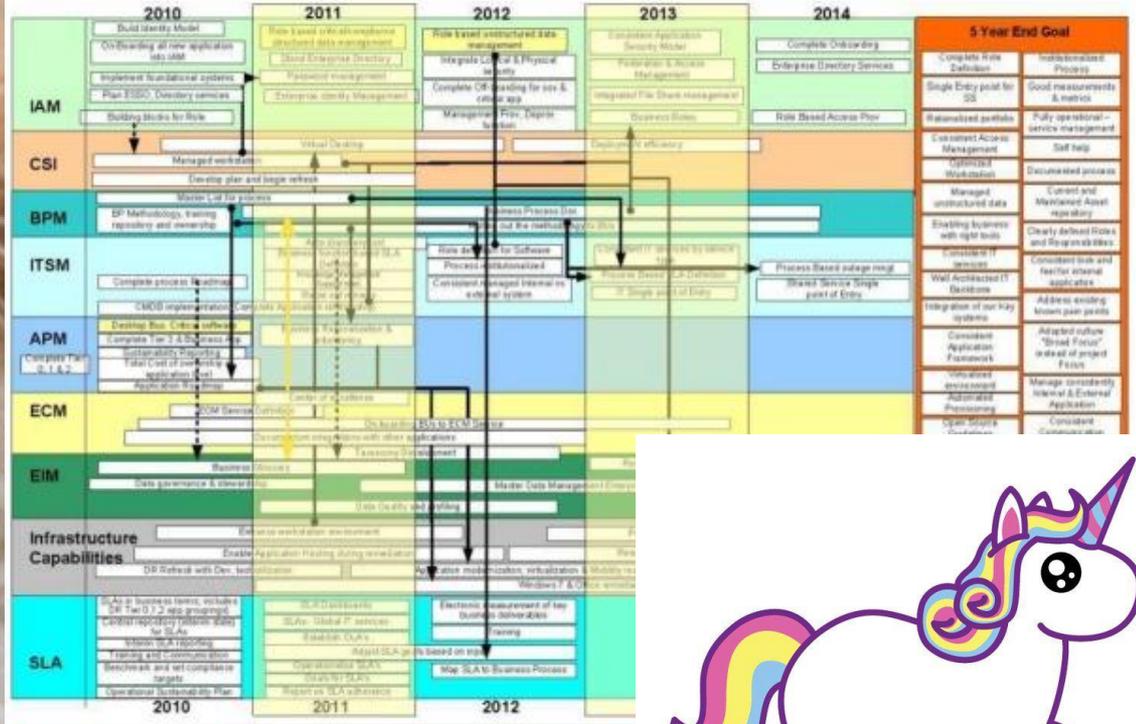
12 Sure Fire Ways to Torpedo Your Presentations

— — —

1. Speak in Monotone
2. Avoid Making Eye Contact with Audience
3. Stand in Front of Screen and Obstruct Slides
4. Use At Least 4 Different Fonts That Are Too Small to Read
5. Use Low Contrast Color Combinations
6. Pack in as Much Text on Slide As you Can
7. Use Clip Art to Fill Up Any Blank Space
8. Keep Your Audience Guessing On What Your Objective Is
9. Organize Your Information Around Your Interests - Not Audience's Interests
10. Wait to Test Equipment Until the Presentation Itself
11. Do Not Bother with Handouts
12. Pay No Heed to Your Time Limits



IT Modernization Roadmap



Practice Makes You ~~Perfect~~ Confident

- Know your content and know it well
- Practice aloud to whoever will listen - or simply practice aloud by yourself
- Practice...but don't memorize by heart
- Consider recording yourself speaking



What makes you most anxious about public speaking/presenting?



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Remember: You Are a Librarian and You Are Awesome

- We are experts at research
- We have experience talking to people
- We are passionate about our field
- We have all the skills necessary to present successfully



“But...I want to be liked...”

You are a
professional.
Not a friend.



Clear

Honest

Assertive

BE RESPECTED INSTEAD

How to be assertive vs. aggressive

Assertive

1. Fully and clearly expressing one's point-of-view while remaining considerate to an opposing viewpoint.
2. Confident
3. To the point.
4. Open to debate



Aggressive

1. Inconsiderate to an opposing viewpoint
 2. “My way and only my way”
 3. Forceful, belligerent, antagonizing
 4. Wants to win.
- Sees all communication as a competition.

The public does not see your process

Public only sees what is presented to them when they walk through the doors.



Communication between the library and the public is essential in order to better serve the community.

Public Does Care about Service

- Your process or reasoning for a change of service makes sense to you, but may be inconvenient or nonsensical to the patron.
- **However**, this “disagreement” does not mean you immediately go back to the old way of doing things.
- Instead, you need to communicate to the patron why this change was done and how it will better serve them.
- This dialogue requires confidence in your decision making, appropriate and assertive language, and a openness to negotiate changes.

If you believe in what you are doing...

Even an uncomfortable situation in which you have to defend a service or change, can become a positive experience.





Be Approachable

“Look at me! I’m in charge. I’m working. I’m here to assist you. And, I love what I’m doing.”

- The perception this representative of Ride Studio Cafe gives.

Outreach: Getting out of the stacks

Selling “You” and
and what your
library offers to
those outside the
library



How to Promote Yourself

- It's not promotion, it's information
- Be consistent with your brand
- Say *Thank You* to compliments
- The 7 exposures of marketing

You can **PROMOTE YOURSELF** and the work you do without appearing arrogant, self inflated, or trampling on others.



Don't be this guy!

Speaking with Clarity

- Silence is golden.
- Consonants create words.
- Keep still.



Speaking with Confidence

- Don't apologize.
- Fear is egocentric.
- Practice.
- Mistakes are required for learning.

Believe in
Yourself.

Adding Pizzazz

- More pictures. Less words.
- SMILE!
- Copy from the best.



Takeaways

- Consider your audience, location, and time constraints
- Practice, practice, practice, but don't memorize
- Use visual aids, handouts, demonstrations
- Build in time to ask questions
- Believe in yourself

Resources

Twelve Sure Fire Ways to Torpedo Your Presentations:

www.tinyurl.com/voiceheard

www.libsuccess.org/Marketing

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