

“Talk Like TED”

Tips & Tricks for Public Speaking

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Most People Loathe Public Speaking

75%

There is Even a Word for It

"GLOSSOPHOBIA"

Overview

- Introduction
- Context
- Form
- Content
- Structure
- Aftermath
- Conclusion



INTRODUCTION

PUBLIC SPEAKING AS CONTACT SPORT

A Speech is Inefficient Communication

"Speeches are an inefficient form of communication. People don't remember much of what they hear, so focus & keep it simple."

Nick Morgan, President, Public Words, Inc



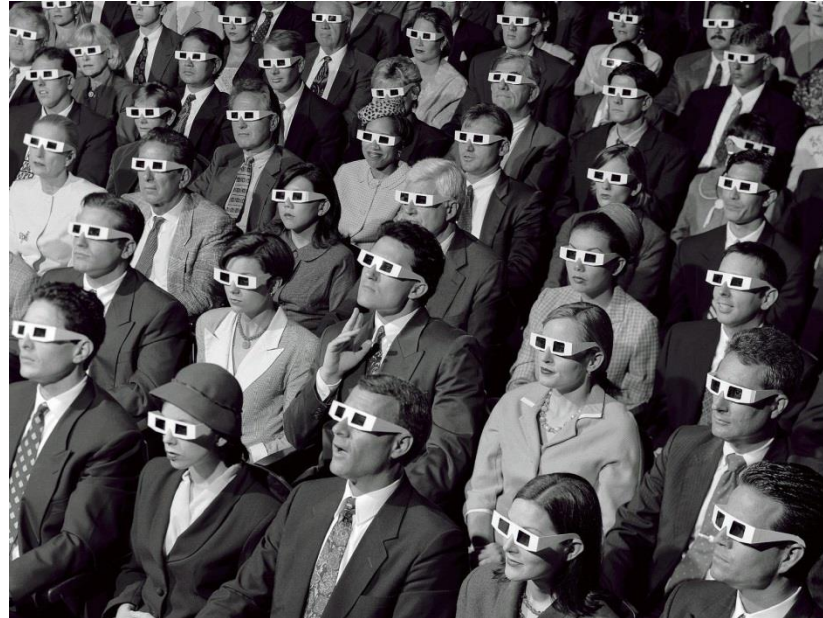
So a Speech is a Contact Sport



Powered by Media Training



“Qui peut le plus, peut le moins”



CONTEXT

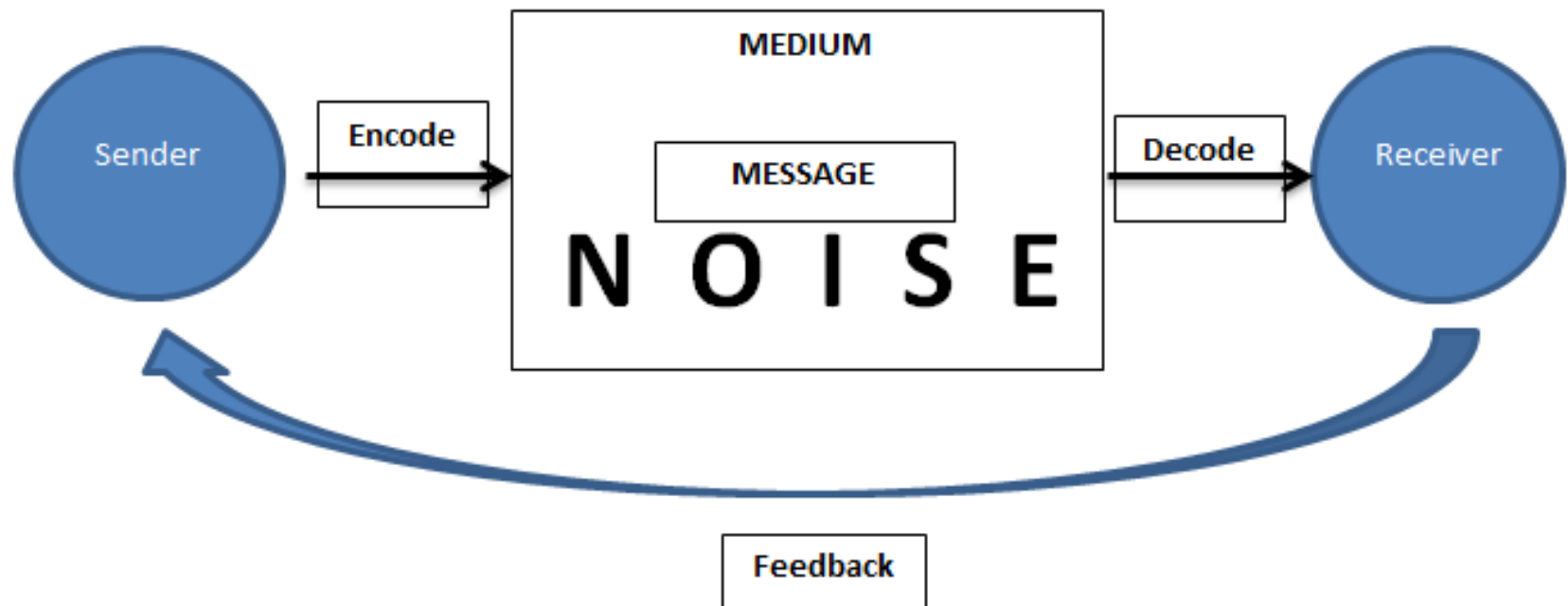
THINK ABOUT YOUR AUDIENCE

Context – Audience

- Whatever you think – **it is not “your” moment**
- You borrow time & attention from your audience
- Think about your audience:
 - What do they want to hear?
 - What is the one thing they should take away?
 - What is your desired perception in their mind?
 - You want to leave them upbeat & motivated



Context – Communications Model





FORM

BE A TRUSTED MESSENGER

Form – Appearance & Sound

- Weight of factors that **capture attention**:
 - 55% what an audience **sees**
 - 38% what an audience **hears**
 - 7% **content** of a speech
- Form + Content = 1

Form – Dress

- **Dress the part:**
 - Smart casual
 - Plain jacket or suit
 - Comfortable clothes
- **Avoid:**
 - Bright colours, white or green
 - Patterns & stripes
 - Big jewellery



Form – Body Language

- **Posture:**
 - Stand up straight
 - Walk around
- **Hands:**
 - Use gestures to illustrate (think Italian!)
- **Eyes:**
 - Look at & talk to your audience
 - Single out individuals



Form – Tone of Voice

- Stay **positive**:
 - Be upbeat & constructive: “moral high ground”
 - Avoid anger & sarcasm: “nobody has ever been motivated by a negative”
- Be **confident**:
 - You know your subject
 - But stay humble: arrogance backfires



Form – Authenticity

- Be **yourself**
- Be human
- Use humour
- Believe in what you say
- Use simple language, not jargon
- Try to **“be in the moment”**

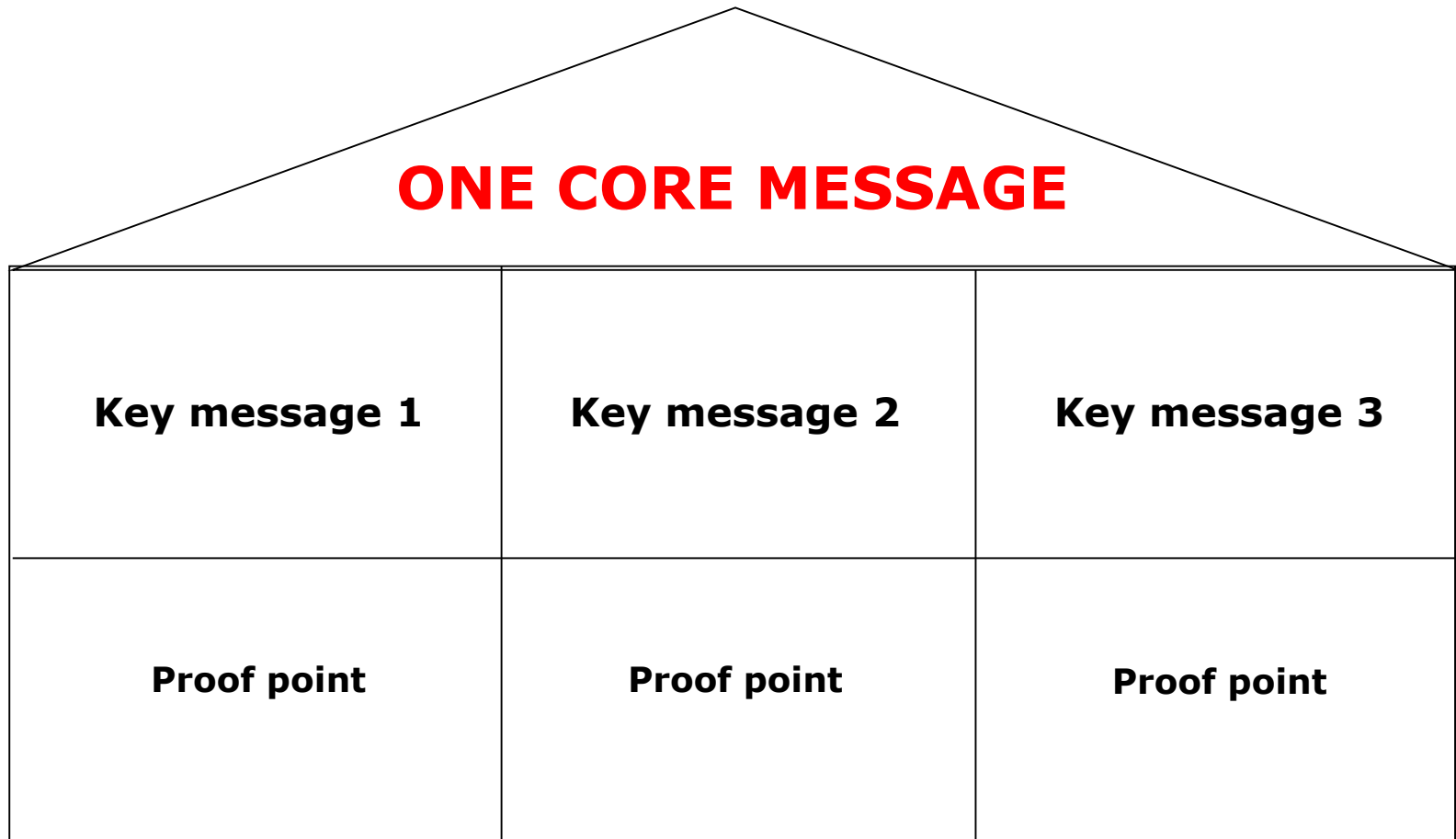




CONTENT

STICK TO ONE MESSAGE

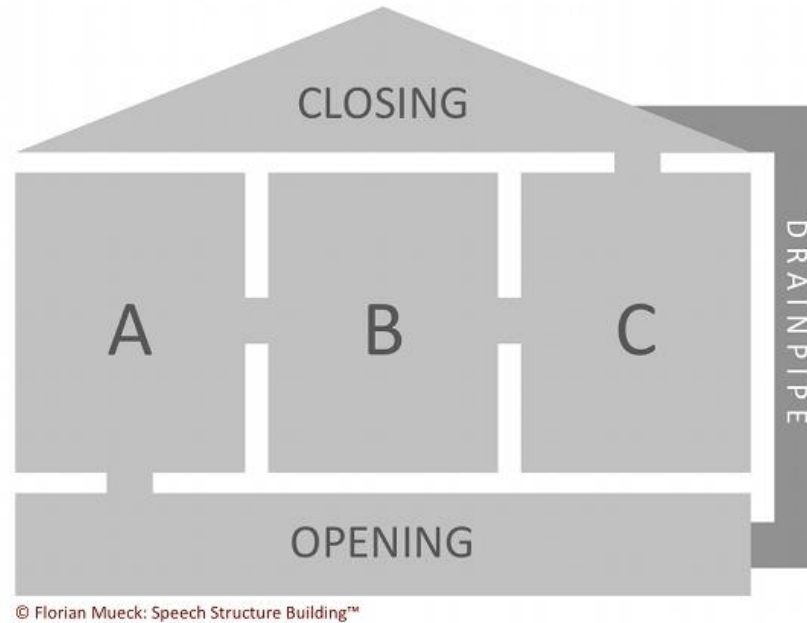
Content – Message House



Content – Theatrics & Props

- **Play** with your audience:
 - Make them stand up
 - Make them vote
 - Ask them a question
- Use pictures & props to **illustrate** your story:
 - An image says more than a 1000 words
 - Tell but also show





STRUCTURE

FOLLOW A LOGICAL PATH

Structure – Logical Path

- A good speech or story has a clear structure:
 - **Structure:**
 - Opening
 - Middle
 - Closing (and close loop with opening)
 - **Logic:**
 - Rational
 - Emotional

Structure – Opening

- Keep “captatio benevolentiae” short or out
- “You never get a second chance to make a first impression” – so don’t waste it
- **Grab attention immediately**
- Use something related to your core message:
 - Anecdote or example
 - Surprising element
 - Props

ATTENTION!

Structure – Middle

- Keep corpus as focused and short as possible
- Use **one main core message** with no more than three supporting messages
- Use facts, anecdotes, analogies, third parties, examples & experiences as proof points
- Use transitions: “what does this mean?”, “sure you will ask, “so what?”
- Use silence as a tool to accentuate
- Repeat to drive the penetration of your message
- Inspire, convey emotion & use humour
- Build up towards a climax

Structure – Closing

- Summarise
- Repeat
- End on the high point, where the climax you built up during the corpus has brought you
- Use emotion & logic to appeal to heart & mind
- Be memorable!
- Connect closing to opening with a “drainpipe”
- Pause one second, and say a brief “thank you” to cut





AFTERMATH

BE IN CHARGE

Aftermath – Rules of Engagement

- Be **in charge**:
 - Use a question as an opportunity
 - Close a question
 - Be concise
- Keep the **moral high ground**:
 - Be honest: no evasion, no lies
 - Do not reveal confidential information
 - Challenge incorrect statements
- Use **clear & positive** language:
 - Be clear, so avoid jargon (“person” vs. “consumer”)
 - Do not repeat negative words or criticism



Aftermath – Bridging

- A: **Answer** – keep it short & simple



- B: **Bridge** – use a phrase to bridge



- C: **Control** – give your key message



Aftermath – Bridging

- **Example Question:**

Some time ago, Coca-Cola's European President was stumbling on BBC's Hard Talk about a government obesity report. The presenter showed that a Coca-Cola contains 10 lumps of sugar per can and argued: "So Coke has to take part of the blame for the obesity crisis!"

- **Example Answer:**

- **Answer:** "There is sugar in Coca-Cola, though not of course in diet Coke or Coke Zero."
- **Bridge:** "*The key thing is*"
- **Control:** "that this report is just part of the picture – our research suggests that people don't want to be dictated to. They want to be able to make a choice."

Aftermath – Bridging

- Bridging **phrases**:
 - “The key thing is...”
 - “The important thing is...”
 - “What I focus on...”
 - “It’s worth remembering...”
 - “But...”
 - “You know...”

Aftermath – Hooking

- Hooking: in your answer to the first question, **hook** the interviewer **to ask a follow-up question**
- Example:
 - First question: “So what is AB InBev doing to promote responsible drinking?”
 - Answer:
 - “For instance, we invest heavily in campaigns to stimulate people to designate a driver and get home safely after a night out.”
 - Hook: “But there are *many other areas most people simply do not realise we play a leading role in* to ensure beer lovers consume our beers responsibly.”
 - Second question: “Such as?”



Aftermath – Flagging

- Flagging: **make** the **one message** you want to pass on really **stand out**
- Phrases to use:
 - “The most important point is...”
 - “The big picture here is...”
 - “The one thing to remember is...”
 - “If we put things in perspective...”
- Avoid to say in recorded interviews:
 - “As I said earlier...”
 - “As I have already said...”





CONCLUSION

PREPARE BUT BE YOURSELF

Prepare for the Contact Sport

- Think **audience**
- Form + Content = **1**
- Stick to **one message**
- **Logic**: open, develop and close
- Questions as **opportunities**



Your Authentic Self is Most Credible



Source: 2016 Edelman, Trust Barometer Q130-587. Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box, Very/Extremely Credible) General Population, 27-country global total.

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THANK YOU
& CHEERS!

Biography

Steve Leroy is Vice President Legal & Corporate Affairs for Anheuser-Busch InBev. Steve is currently focused on the regulatory approvals across Europe for AB InBev's proposed acquisition of SABMiller. From October 2010 until December 2015, Steve was Vice President Legal & Corporate Affairs Europe, leading the legal, public affairs, communications and sustainability teams in Europe.

Before AB InBev, Steve held senior public affairs & communications as well as business project management roles across Europe, Eurasia & the Middle East, first at Coca-Cola Enterprises and then at The Coca-Cola Company. He started his career as a lawyer in Brussels, and assisted the Belgian Commissioner General for the Refugees, before becoming project manager with the Antwerp Economic Development Agency. Subsequently, he was Chief of Staff to the Governor of the Province of Antwerp in Belgium.

Steve Leroy holds a Master's degree in Law from Katholieke Universiteit Leuven, Belgium (1989); a Master's degree in Commercial & Consular Sciences from Hautes Etudes Commerciales St. Louis (Groupe ICHEC), in Brussels, Belgium (1992); a Master of Business Administration from INSEAD, in Fontainebleau, France (1998); and the specialised Master's degree in EU Competition Law & Economics from the Brussels School of Competition, Belgium (2014).

Steve (born Madison Wisconsin, USA, 1966) is a citizen of Belgium and the USA and lives in Brussels, Belgium. He is fluent in English, Dutch, French and Italian, and also speaks some German. He is married to Emmanuelle Errera, a citizen of France and Argentina, born in Washington DC, USA. In his spare time, he is an active photographer.

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