



the
talk
on
talks

Reasons to improve your public speaking

- Speaking at conferences can be exciting
- You'll feel more confident speaking at your workplace
- Your slides won't look like horseshit



the
talk
on
talks



@holman

speaking.io



Because "imagine everyone's naked" is terrible advice

THOUGHTS ON PUBLIC SPEAKING BY ZACH HOLMAN

Public speaking is tough.

Be it at a conference, or during a company meeting, or in your car trying to persuade the cop not to ticket you for going three times the speed limit while streaming an



the **planning**

start early

The background image is a grayscale photograph of a workspace. It features a laptop keyboard in the lower right, a pen lying horizontally across the middle, and several sheets of paper scattered around. One paper on the left has handwritten text including 'THE PRODUCT' and 'THE'. Another paper on the right has printed text, including the words 'really worry about how to' and 'ciently ("HOLE" for short)'. The overall scene suggests a professional or academic environment.

holman's rule:

***talk preparation will
expand to fill all
available time***

pick the topic

***you should be an
expert in the topic***

*research-based talks
is a horrible idea*

StoningtonTM

outlining

A black and white photograph of a desk with a laptop, a pen, and several sheets of paper with handwritten notes. The word "outlining" is written in a large, white, italicized font across the center of the image. The background is slightly blurred, showing a laptop keyboard and various papers with handwritten text and diagrams.

***rule of three makes
for a good talk***

*human concentration
is pretty crappy*

section-1

section-2

section-3

rule of three

intro

section-1

section-2

section-3

outro

rule of three

section-1

supporting point

supporting point

supporting point

section-2

supporting point

supporting point

supporting point

section-3

rule of three

section-1

supporting point

supporting point

supporting point

section-2

supporting point

supporting point

supporting point

section-3

rule of three
expand into slides



repetition

The background shows a desk with a laptop, a pen, and several papers. One paper has the word 'PRODUCT' written on it. Another paper has the word 'REPEATS' written on it. The overall scene is dimly lit, with the laptop screen and keyboard visible in the lower right corner.

***the best talks
are stories***

***the best stories
involve repetition***

***builds anticipation,
focuses an audience***

StoningtonTM

“

If you have an important point to make, don't try to be subtle or clever. Use a pile driver. Hit the point once. Then come back and hit it again. Then hit it a third time - a tremendous whack.

Winston Churchill

section-1

supporting point

supporting point

section-2

supporting point

supporting point

section-3

recap slides

section-1

supporting point

supporting point

recap

section-2

supporting point

supporting point

recap

section-3

recap slides

The Product
is the
By Product

day it set out to
Product

the
EFFECTS

check
Product

an eclectic bunch who will talk for ages about why it is
advantageous to ****SOMETHING****, or why Clonay's rap is
the Air" should be ****SOMETHING ABOUT INDOCTRINATION IN
THE US FILM VAULT****. ARSEs really worry about how to
Optimize Logistics Efficiently ("HOLE" for short).

Anyway, you don't have to be an ARSEHOLE in order
benefit from travel rewards programs. You don't
carry seven airline credit cards or religious
comparison sites. You can be lazy
changes to how you travel, and ul

Case

planning

recap

start early
be an expert
rule of three
use repetition



the
building



good vs. evil
show & tell

Killing human beings and getting away with it

***no one can
read that shit***

make your text

HUUUGE

HUGGE

*you can't
get too big*



*design for the
back of the room*



*design it in the
back of the room*

Killing human
beings and getting
away with it

***no one can
read that shit***

A black and white photograph of a beach with several sandcastles. The word "contrast" is overlaid in large, white, italicized font. The background shows a sandy beach with several sandcastles of varying heights and shapes. Some castles have small structures on top, like a house or a tower. The lighting is dramatic, with strong shadows and highlights, emphasizing the textures of the sand and the structures. The overall mood is serene and artistic.

contrast



dark on light



light on dark

A black and white photograph of a beach scene. In the foreground, several sandcastles of varying heights and shapes are built on the sand. Some have vertical pillars, while others are more rounded. In the background, a dark, multi-story building with a grid-like window pattern is visible. The overall lighting is dim, creating a moody atmosphere. The text 'code, too:' is overlaid in the center in a large, white, bold, sans-serif font.

code, too:



<blink>

<marquee>

do more drugs

</marquee>

</blink>



<blink>

<marquee>

do more drugs

</marquee>

</blink>

*use color
to focus*



`<blink>`

`<marquee>`

do more drugs

`</marquee>`

`</blink>`



`<blink>`

`<marquee>`

do more drugs

`</marquee>`

`</blink>`



<blink>

<marquee>

do more drugs

</marquee>

</blink>



***syntax highlight
editors, not talks***

Killing human
beings and getting
away with it



no one can re-

*it's a little
harder to read
it but it's okay
a little bit*



choose fonts



sans-serif



google fonts



lost type co-op



helvetica

**Killing human
beings and getting
away with it**

*some won't
read all that*

*remove more
words from
your slides*

A black and white photograph of a desert landscape. In the foreground, there are several large, conical mounds of sand or earth, possibly sand dunes or mounds of sand. The background shows a vast, flat desert floor with some sparse, low-lying vegetation. A person is visible in the distance, standing on a dune. The overall scene is desolate and arid.

*remove more
words from
your slides*



avoid slide reading



encourage listening

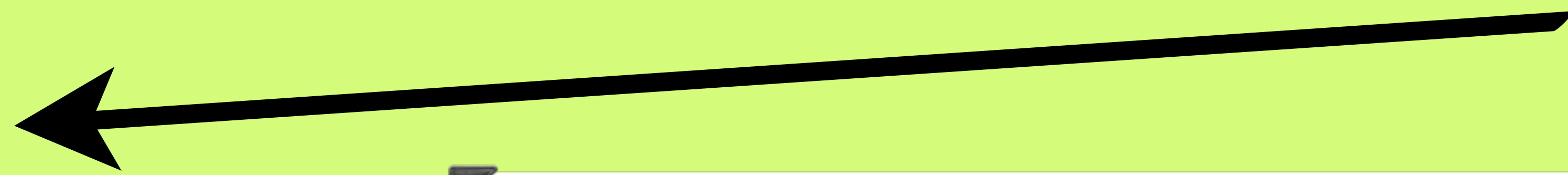
**Get away
with murder**

***murder is
frowned upon***





**wasted
space**





expand photos





“

I hate trees.



Tax evasion tips

Tax evasion tips

Tax evasion tips

*slide
transitions
are stupid*



*use them sparingly
and purposefully*



building
recap



*use large,
readable text*



the
delivery

A dark, high-contrast, black and white photograph of a large crowd of people, likely at a concert or event. The image is heavily shadowed, with only the outlines and some facial features of the people in the foreground and middle ground visible. The text "how to speak" is overlaid in a large, white, bold, italicized sans-serif font across the center of the image.

how to speak

A dark, high-contrast black and white photograph of a large crowd of people, likely at a concert or festival. The image is heavily shadowed, with only the outlines and some highlights of the crowd visible. The text "be excited" is overlaid in the center in a bold, white, italicized sans-serif font.

be excited

A dark, high-contrast black and white photograph of a large crowd of people, with the text "talks are entertainment" overlaid in white. The background is a dense crowd of people, mostly men, looking in various directions. The lighting is very low, creating a moody and somewhat somber atmosphere. The text is centered and written in a bold, italicized, sans-serif font.

*talks are
entertainment*



***is your talk better
than a blog post?***



practice



rehearse a bunch



record yourself



record yourself

it's super embarrassing lol



variance



***monotone is the
fast track to boring***



change up your:

A dark, high-contrast black and white photograph of a large crowd of people, possibly at a concert or festival. The image is heavily shadowed, with only the outlines and some facial features of the individuals in the crowd visible. The word "pauses" is overlaid in the center in a white, italicized, sans-serif font.

pauses

A black and white photograph of a large, dense crowd of people, likely at a concert or festival. The image is dark, with the crowd filling most of the frame. In the center, the word "volume" is written in a large, white, italicized sans-serif font. The background shows some structural elements of a venue, like beams and lights, but they are mostly obscured by the sheer number of people.

volume

A dark, high-contrast black and white photograph of a large crowd of people, likely at a concert or festival. The image is heavily shadowed, with only the outlines and some facial features of the individuals in the crowd visible. The word "speed" is overlaid in the center in a white, italicized, sans-serif font.

speed

A dark, high-contrast black and white photograph of a large crowd of people, likely at a protest or public gathering. The image is heavily shadowed, with only the outlines and some facial features of the individuals in the crowd visible. The word "movement" is overlaid in the center in a bold, white, italicized sans-serif font.

movement



things break

sound colors
battery
internet gravity
fonts notifications
kernel panics



sound colors

PROJECTORS!

interme gravity

& PROJECTIONS

kernel panics



*have a copy
of your slides*

A dark, high-contrast black and white photograph of a large crowd of people, likely at a conference or event. The image is heavily shadowed, with only the outlines and some facial features of the individuals in the crowd visible. The text 'bring adapters' is overlaid in a large, white, bold, italicized sans-serif font across the center of the image.

bring adapters

A dark, high-contrast black and white photograph of a large crowd of people. The image is very dark, with the faces of the crowd appearing as light shapes against a black background. The text "roll with it" is overlaid in the center in a white, bold, italicized sans-serif font.

roll with it



***computers suck;
humans understand***

storytime™

A black and white photograph of a large crowd of people, likely at a concert or event. The crowd is dense, and many people are looking towards the camera. The lighting is dim, suggesting an indoor or nighttime setting. In the center of the image, the text "Q&A" is overlaid in a large, white, bold, sans-serif font.

Q&A



***what if you
don't know
the answer?***



***pause & think
about the question***

A large crowd of people is shown in a dark, dimly lit environment, possibly a concert or a large gathering. The people are mostly seen from the back or side, looking towards the front. The overall atmosphere is dark and somewhat somber. Overlaid on the center of the image is the text "I don't know" in a large, white, sans-serif font.

"I don't know"



instant + 1 karma

A dark, high-contrast black and white photograph of a dense crowd of people. The image is mostly obscured by deep shadows, with only the outlines and some facial features of the individuals in the crowd visible. The overall mood is somber and crowded. Overlaid on the center of the image is the text "dealing with jerks" in a white, bold, italicized sans-serif font.

dealing with jerks

A black and white photograph of a large, dense crowd of people, likely at a concert or public event. The image is dark, with the crowd filling the frame. Overlaid in the center is the text "you have the mic" in a white, bold, italicized sans-serif font.

you have the mic

A dark, high-contrast, black and white photograph of a large crowd of people. The image is heavily shadowed, with only the outlines and some facial features of the individuals in the crowd visible. The text is overlaid in the center in a bold, white, italicized font.

***“do you have an
actual question?”***



***the audience
probably hates
the guy too***



delivery

recap



be excited

practice a bunch

use variance

roll with the punches

public speaking
is scary



public speaking *but also fun*



it's just a learned skill



@holman

