

Outline

# THE ANATOMY OF A PUBLIC SPEAKING EXPERIENCE





# THE BRAIN

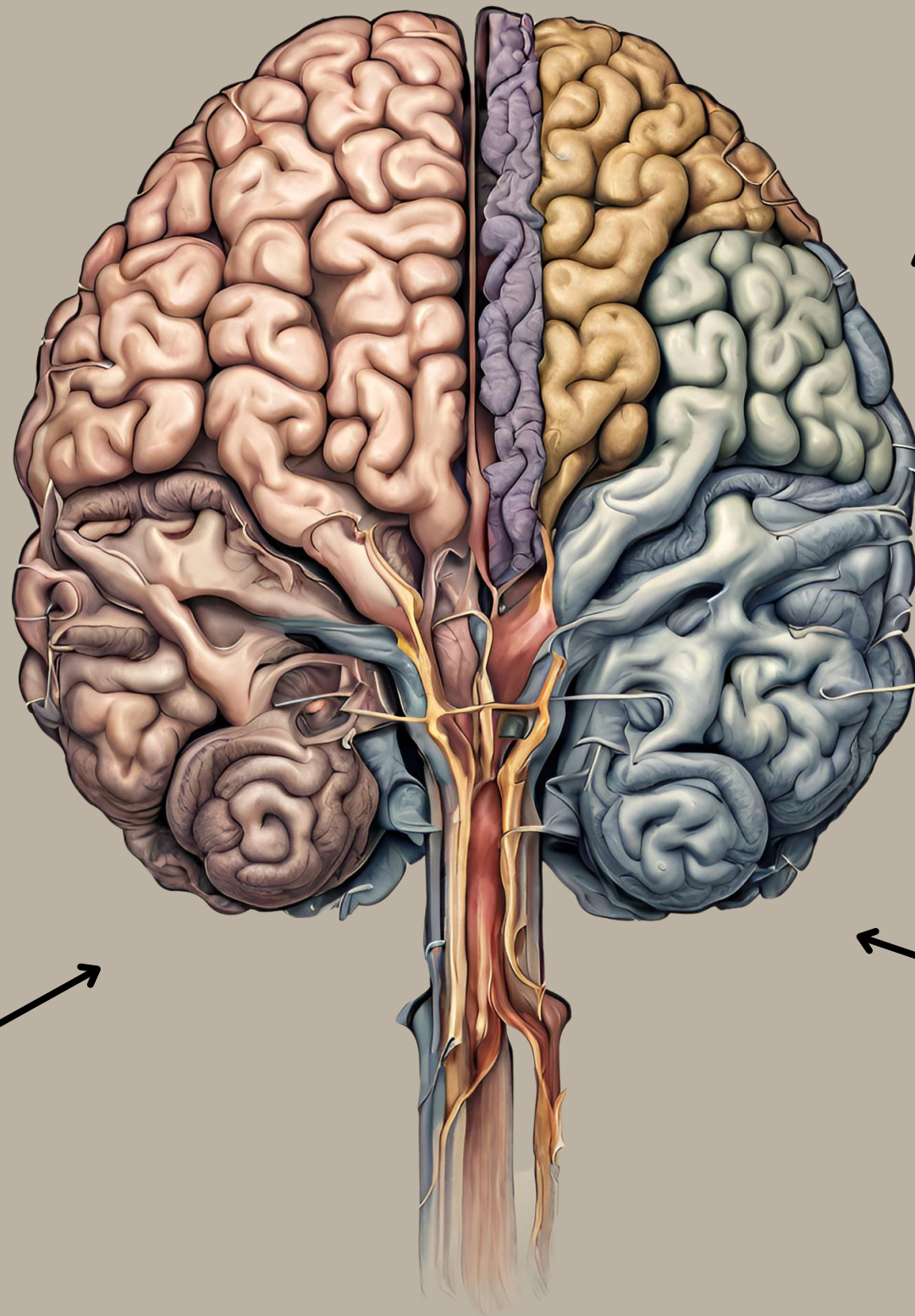
(Strategic planning)

Define the primary objective of your speech (inform, persuade, inspire)

Tailoring your message for relevance and impact

Understanding your audience (demographics, knowledge level, interests)

Research content thoroughly to ensure accuracy and current relevance



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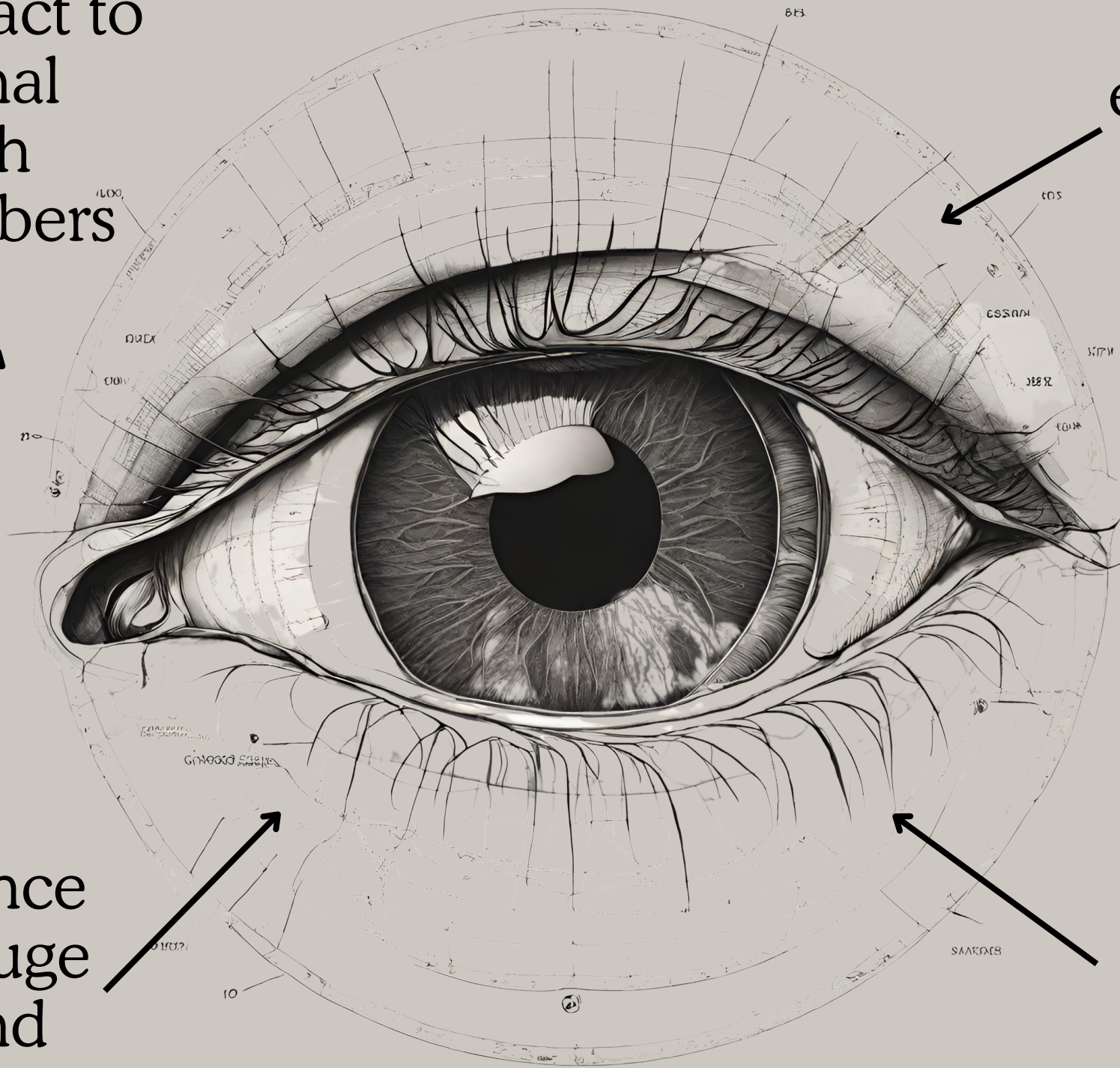


# EYES

(Observation and connection)

Make eye contact to create a personal connection with audience members

Use visual aids to enhance message delivery and retention



Observe audience reactions to gauge engagement and understanding

Be aware of non-verbal cues from the audience to adapt your delivery dynamically

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# EARS

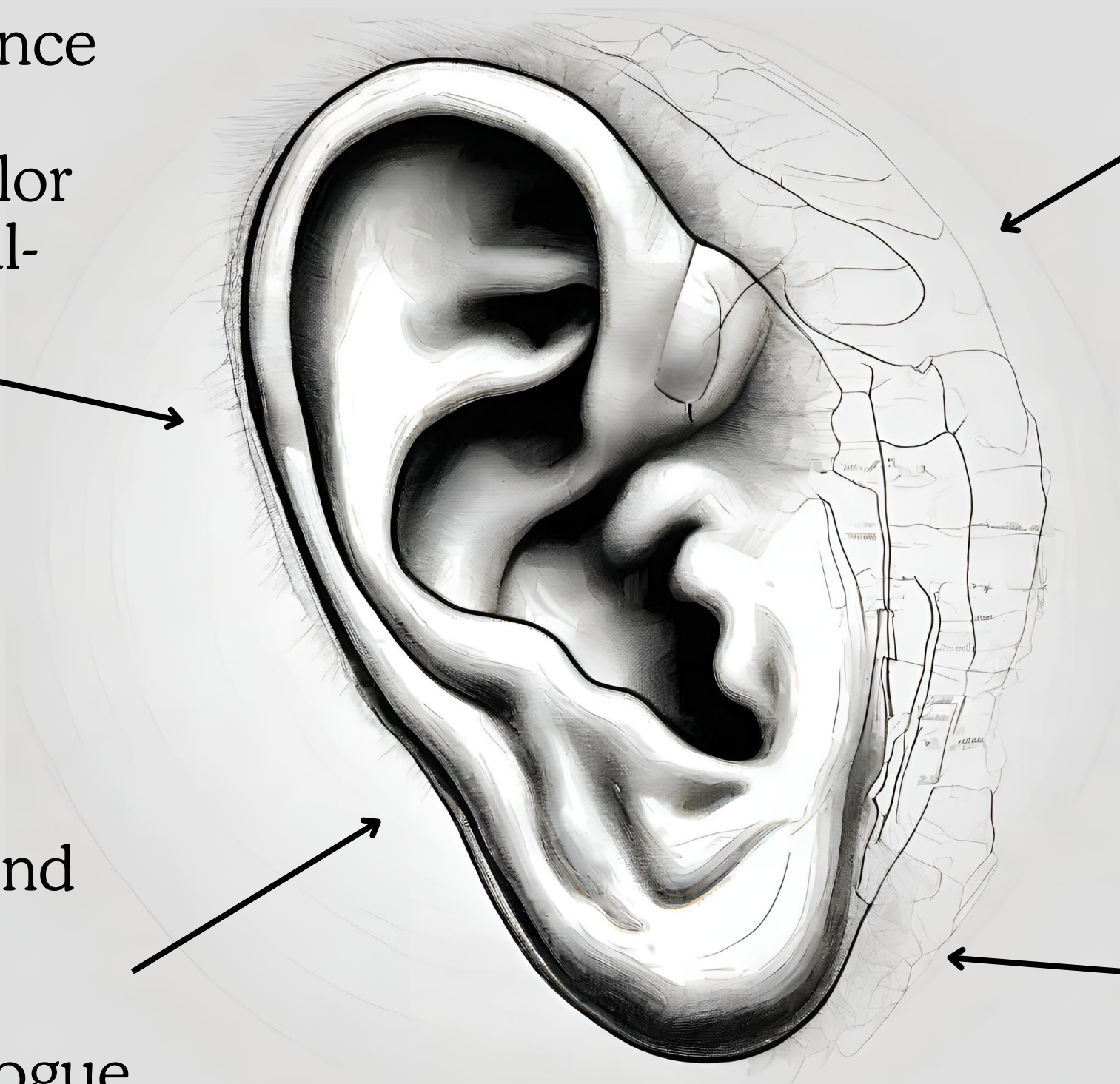
(Active listening)

Listen to audience questions and reactions to tailor your talk in real-time

Adjust the flow based on the audience's responsiveness

Encourage and respond to feedback to create a dialogue

Use pauses effectively to allow the audience to process information



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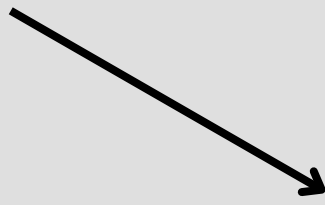




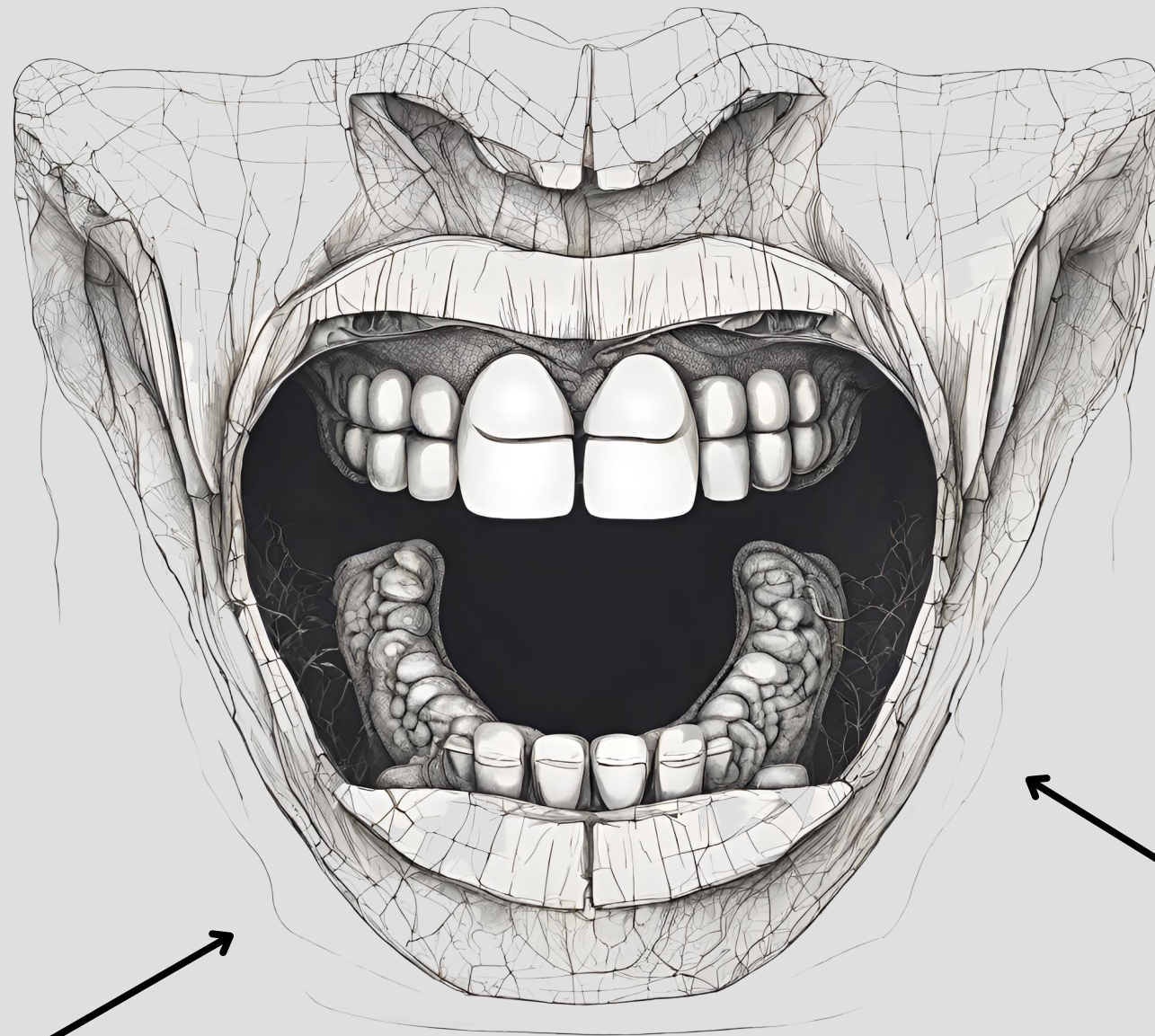
# MOUTH

(Verbal communication)

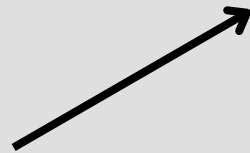
Articulate clearly  
to ensure your  
message is  
understood



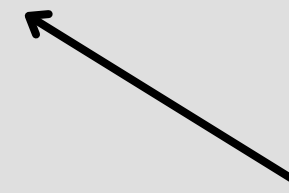
Employ  
storytelling to  
make complex  
information  
relatable



Modulate your  
tone to maintain  
interest and  
emphasize key  
points



Use rhetoric  
effectively to  
persuade and  
engage



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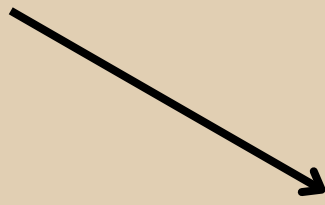




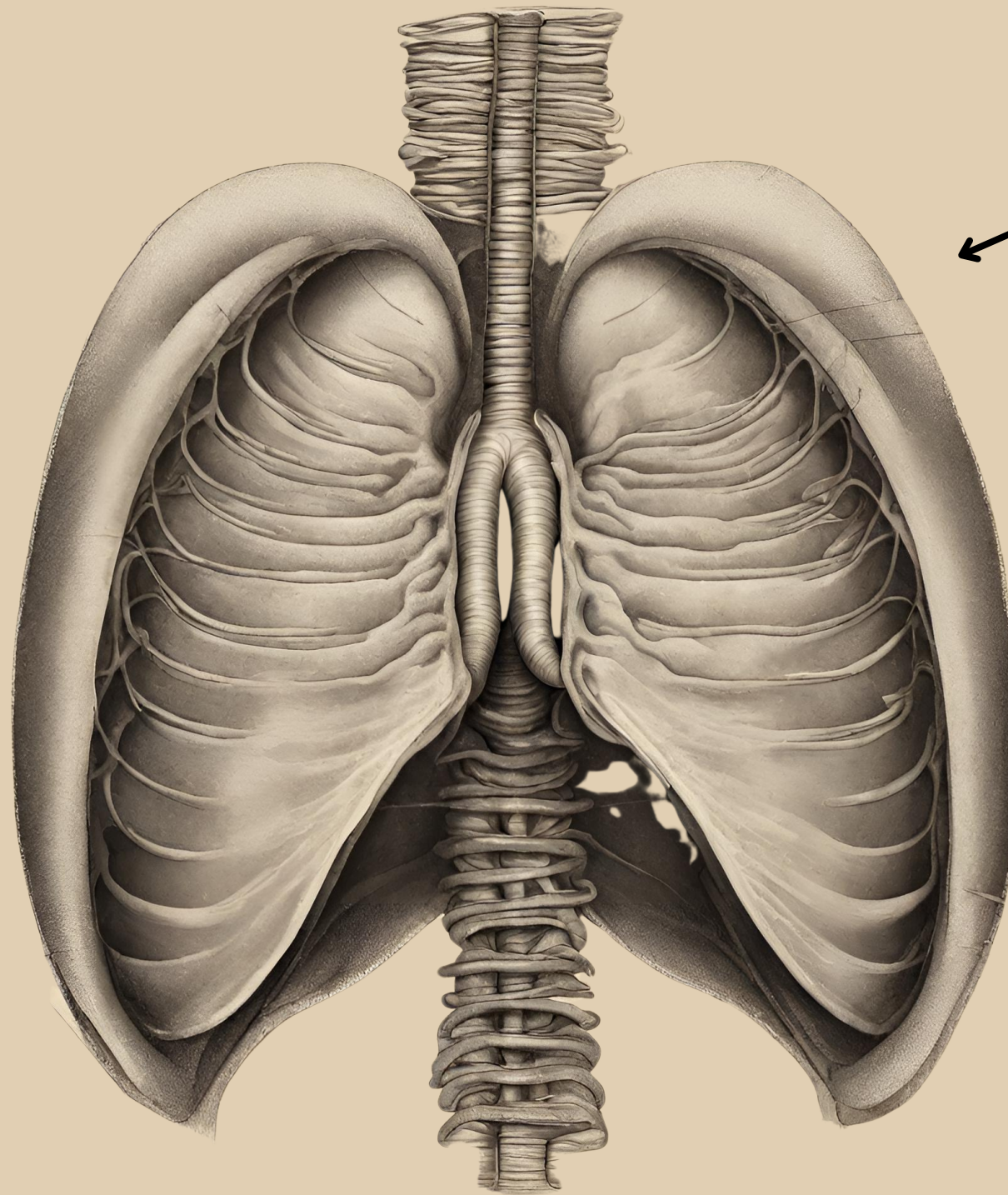
# DIAPHRAGM

(Breath control)

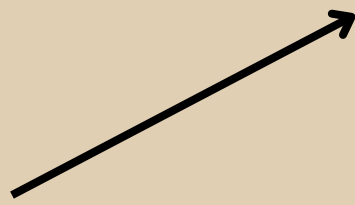
Use breathing techniques to manage speech anxiety



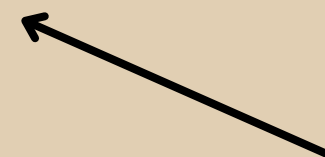
Project your voice clearly to reach the entire audience



Practice breath control to help pace your delivery



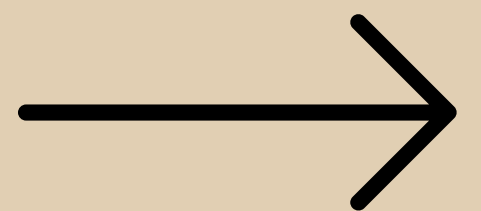
Use the power of silence by taking breaths at key moments for effect



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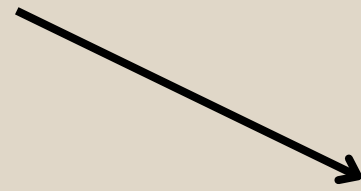




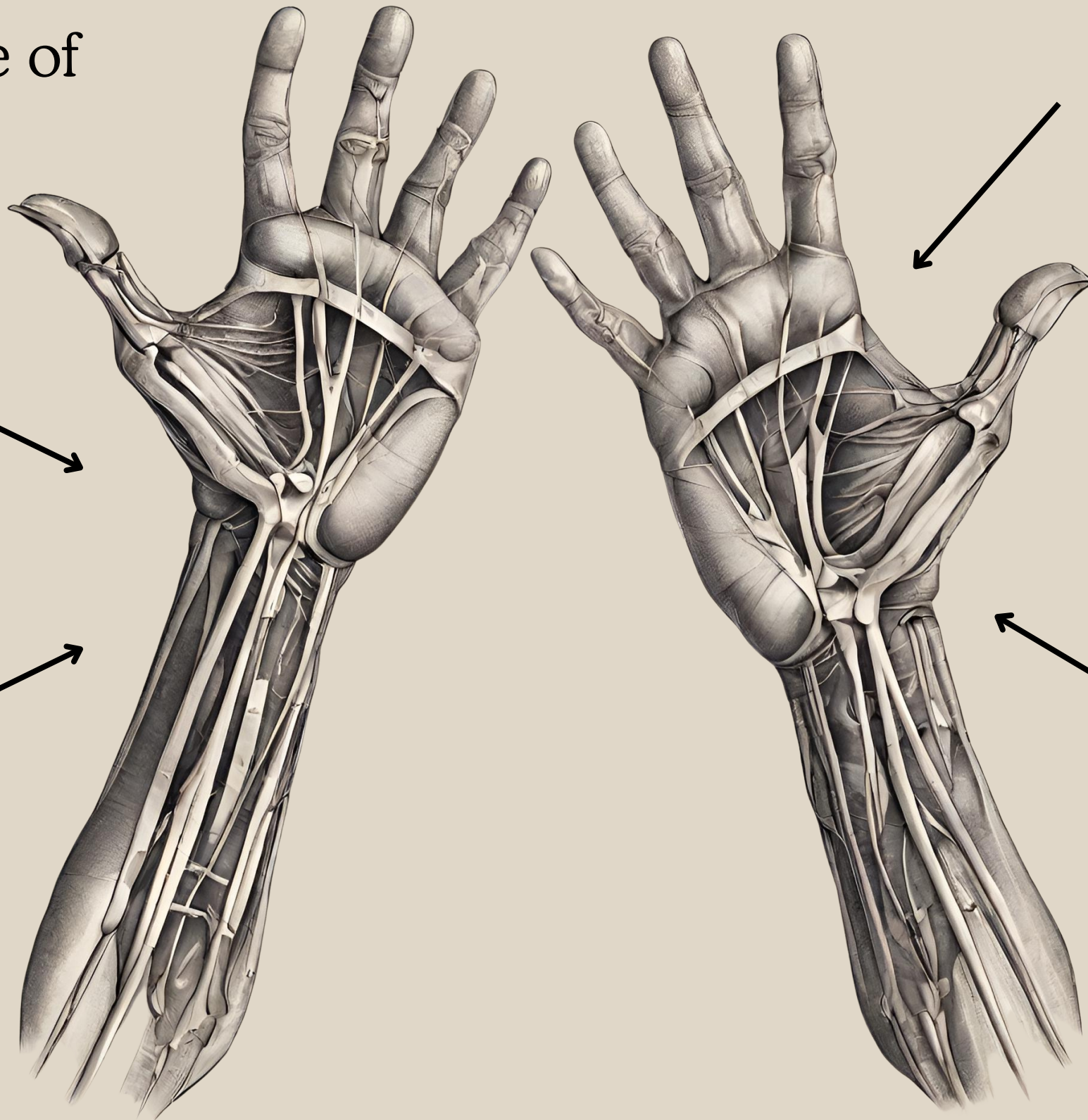
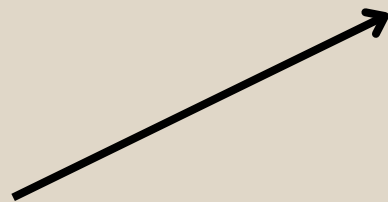
# ARMS & HANDS

(Gestures)

Match the scale of gestures to the size of the audience and venue



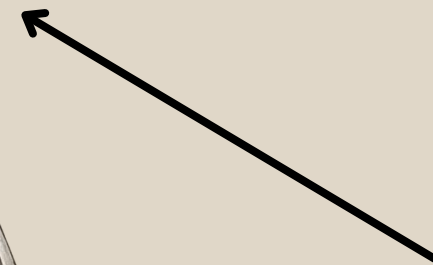
Use gestures to emphasize and illustrate points



Use gestures to increase your energy in virtual presentations



Keep hand movements natural and avoid fidgeting



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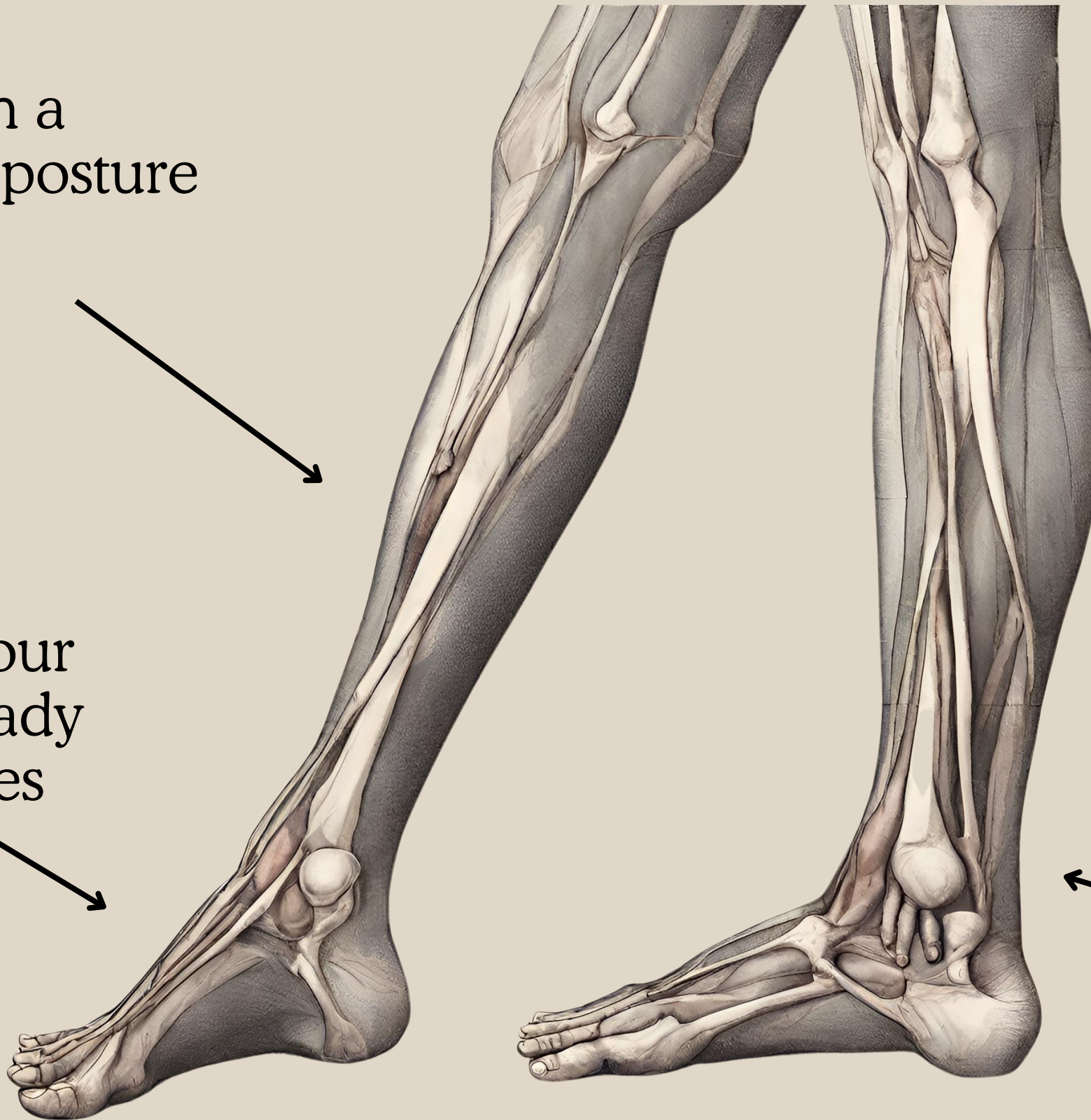


# LEGS & FEET

(Posture and movement)

Stand with a confident posture to convey authority

Ground your feet to steady your nerves



Use purposeful movement to engage different parts of the audience

Avoid pacing nervously, which can be distracting

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# HEART

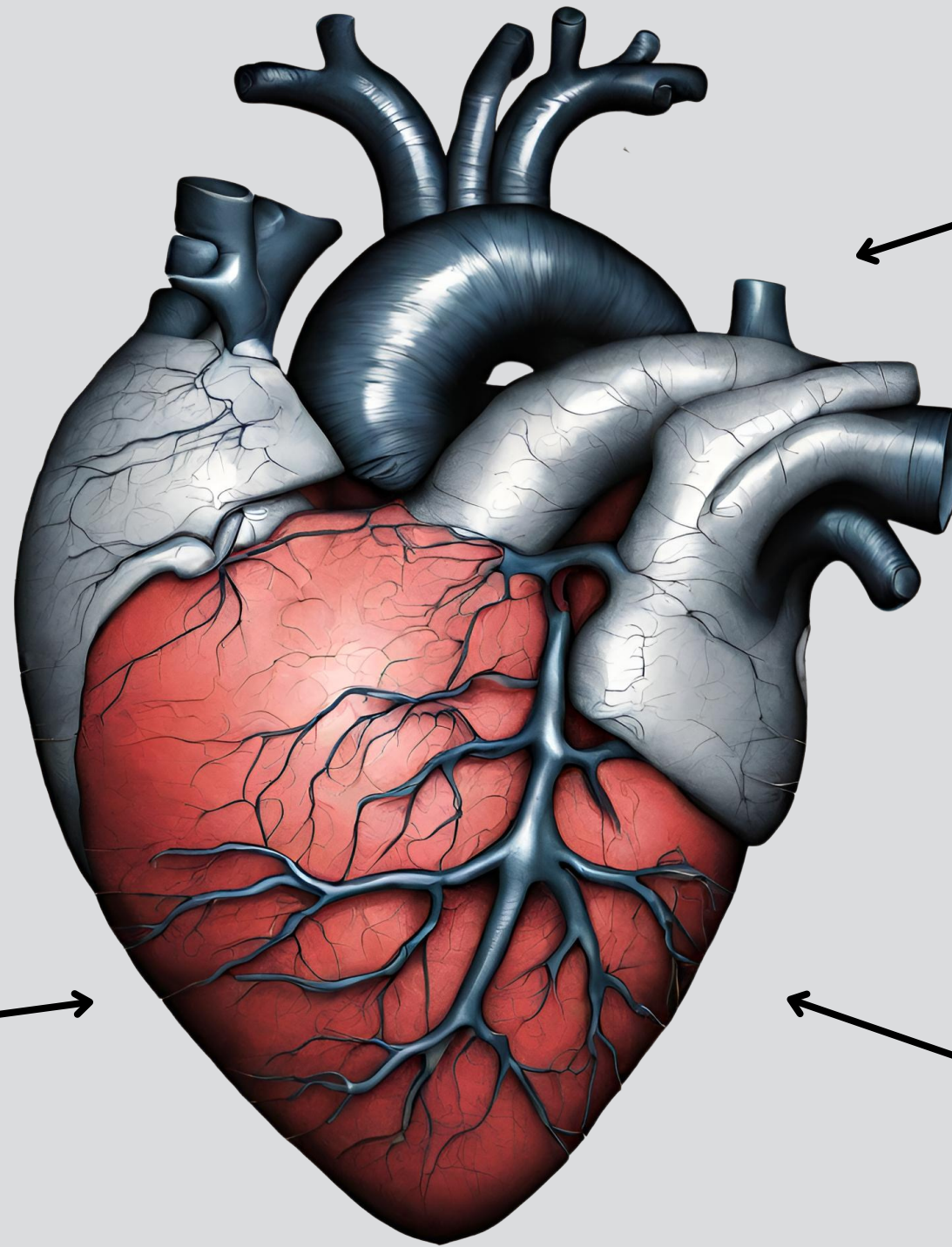
(Emotional Connection)

Convey genuine passion for the subject matter

Display empathy to connect with the audience on an emotional level

Share personal stories or anecdotes for relatability

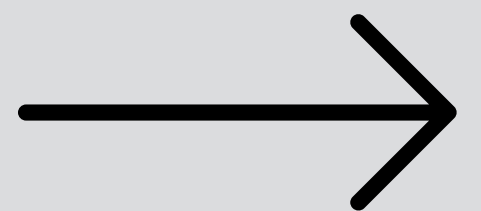
Use humor appropriately to create a bond



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# SPINE

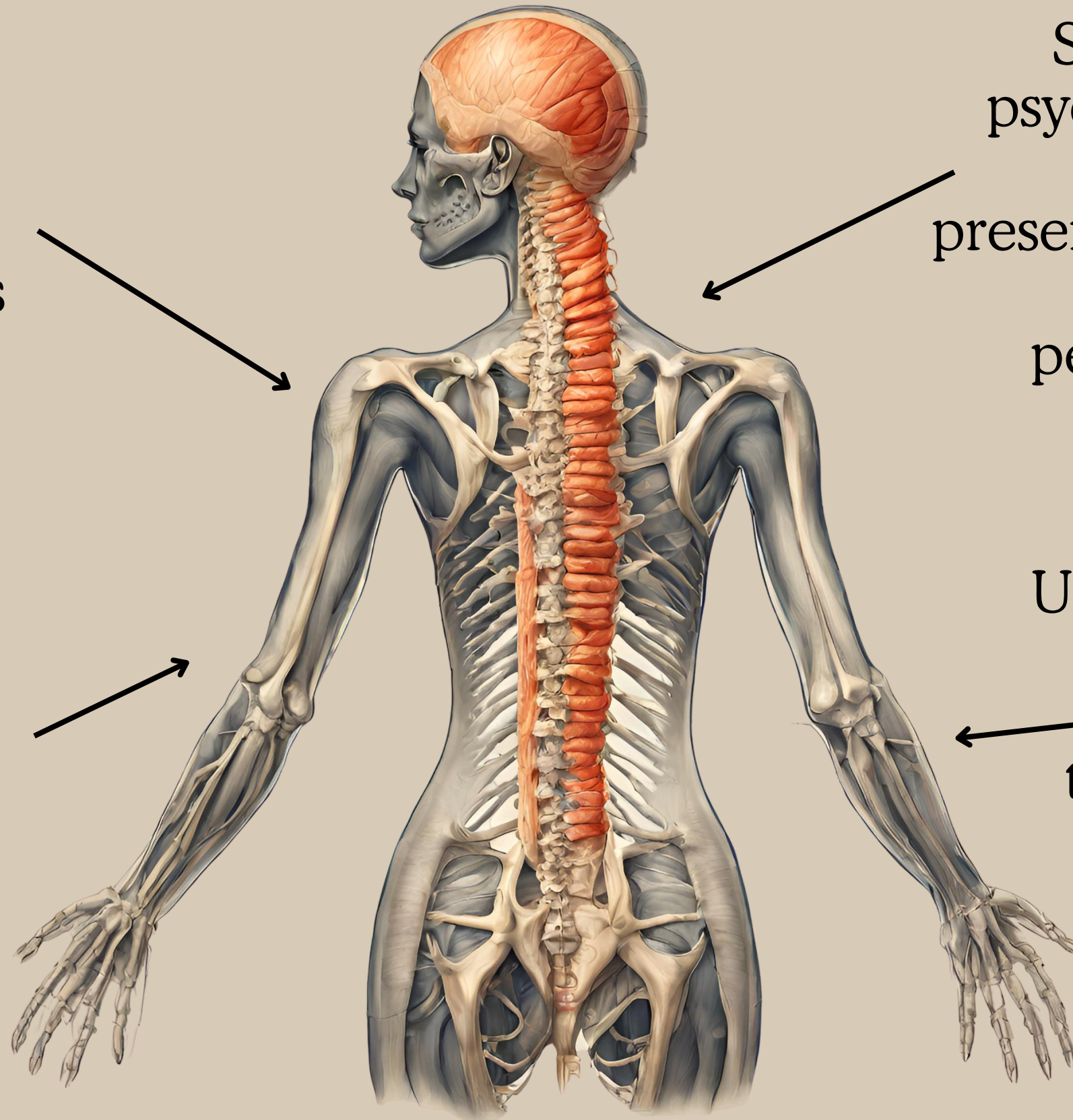
(Confidence & structure)

Deliver your presentation with assertiveness and poise

Stand tall, to psychologically boost your presence and the audience's perception of confidence

Organize your speech with a clear beginning, middle, and end

Use transitions to guide the audience through your points



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# Outline

In Outline, you can define the audience experience moments you're trying to create.

e.g. **actionable**, **interactive**, **emotional**

The screenshot displays the Outline presentation software interface for a 45-minute presentation titled "The Ultimate Virtual Presentation Checklist (complete)". The interface features a timeline at the top with segments for 0:00-3:00, 3:00-8:00, 8:00-12:00, 12:00-22:00, 22:00-37:00, 37:00-42:00, and 42:00-45:00. A toolbar at the top right includes icons for navigation, editing, and sharing. The main content area is divided into seven vertical panels, each representing a section of the presentation:

- Introduction (3:00):** Includes a personal story, a key takeaway ("Even professional speakers mess up sometimes"), a "Funny" moment, two audience polls, an agenda, and a checklist preview.
- Part 1 - The Anatomy of a Bad Virtual Presentation (5:00):** Features a graphic of 7 mistakes, an audience poll, and seven specific mistakes (e.g., "Being Boring", "The Wall of Text").
- Part 2 - Checklist for a Great Virtual Presentation (4:00):** Shows a graphic of 50 checklist items, highlights 10 items, and includes a checklist download slide.
- Part 3 - How to use the Checklist (by category) (10:00):** Divided into "Structure, Story & Flow" and "On-Screen Performance" sections, with specific instructions and key takeaways.
- Part 4 - Live Presentation Makeover (15:00):** Explains the makeover process, shows a "Start of bad presentation", and details how to repeat and fix mistakes.
- A.M.A. (Ask Me Anything) (5:00):** Provides a checklist download link and an "A.M.A." section.
- Ending (3:00):** Summarizes main points, asks the audience to visit a link, and ends with a callback to the introduction.

Each slide includes a "Key Takeaway", a category label (e.g., "Funny", "Interactive", "Actionable", "Insightful", "Shareworthy", "AHA Moment"), and options to "ADD SLIDE" or "ADD SUBSECTION". A green circular timer in the top right corner shows the total duration of 45:00.

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# Outline

If you make presentations  
you should **useoutline.com**