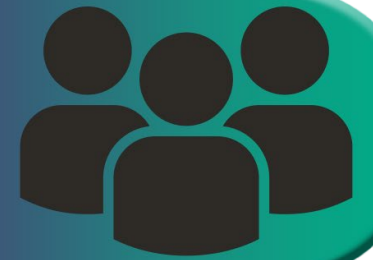


# Take the Podium

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# IMPORTANCE OF PUBLIC SPEAKING

*It is by [the power to speak publicly].... that we confuse the bad and extol the good. Through this we educate the ignorant and appraise the wise; for the power to speak well is taken at the surest index of a sound understanding, and discourse which is true and lawful and just is the outward image of a good and faithful soul.*

- Isocrates, fourth-century B.C.E., Greece

# IMPORTANCE OF PUBLIC SPEAKING

## **Declare Yourself a Member of Your DPM and Patient Communities**

- Become visible for your area of expertise!
- Demand that your ideas and opinions are worth of consideration
- Public speaking connects you with others

# IMPORTANCE OF PUBLIC SPEAKING

## **Drive Change In Ideas, Opinions & Actions**

- Face-to-face communication is the richest type of communication
- Establish yourself, take out the competition & demand to be the leading authority

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# IMPORTANCE OF PUBLIC SPEAKING

## Build Your Brand

- Authority not only in podiatry – but a particular **niche**  
*Diabetes | Sports Medicine | Pediatrics | Nails & Skin, etc.*
- Attract more patients  
*Referrals | Choose Patient Type | Achieve Patient Switches*
- Keep Current Patients

# COMMUNICATION APPREHENSION

The fear or anxiety associated with real or anticipated communication with others.”

-McCroskey, 1977

Traitlike CA

**Generalized-context CA – public speaking**

Person-group CA

Situational CA

# PERSONAL REPORT OF COMMUNICATION APPREHENSION (PRCA -24)

(1) Strongly Agree (2) Agree (3) Undecided (4) Disagree (5) Strongly Disagree

1. I dislike participating in group discussions \_\_\_\_
2. Generally, I am comfortable while participating in a group discussion \_\_\_\_
3. I am tense and nervous while participating in group discussions \_\_\_\_
4. I like to get involved in group discussions \_\_\_\_
5. Engaging in a group discussion with new people makes me tense and nervous \_\_\_\_
6. I am calm and relaxed while participating in group discussion \_\_\_\_
7. Generally, I am nervous when I have to participate in a meeting \_\_\_\_
8. Usually I am calm and relaxed while participating in meetings \_\_\_\_
9. I am very calm and relaxed when I am called upon to express an opinion at a meeting \_\_\_\_
10. I am afraid to express myself at meetings \_\_\_\_
11. Communicating at meetings usually makes me uncomfortable \_\_\_\_

# PERSONAL REPORT OF COMMUNICATION APPREHENSION (PRCA -24)

(1) Strongly Agree (2) Agree (3) Undecided (4) Disagree (5) Strongly Disagree

12. I am very relaxed when answering questions at a meeting\_\_\_\_
13. While participating in a conversation with a new acquaintance, I feel very nervous \_\_\_\_
14. I have no fear of speaking up in conversations\_\_\_\_
15. Ordinarily I am very tense and nervous in conversations\_\_\_\_
16. Ordinarily I am very calm and relaxed in conversations\_\_\_\_
17. While conversing with a new acquaintance, I feel very nervous\_\_\_\_
18. I'm afraid to speak up in conversations \_\_\_\_
19. I have no fear of giving a speech\_\_\_\_
20. Certain parts of my body feel very tense and rigid when I'm giving a speech
21. I feel relaxed while giving a speech\_\_\_\_
22. My thoughts become confused and jumbled when I'm giving a speech\_\_\_\_
23. I face the prospect of giving a speech with confidence\_\_\_\_
24. While giving a speech I get so nervous, I forget facts I really know\_\_\_\_



# PERSONAL REPORT OF COMMUNICATION APPREHENSION (PRCA -24)

**Scoring:** Four subscale scores and a total apprehension score are calculated as follows:

$$\text{Group} = 18 - \#1 + \#2 - \#3 + \#4 - \#5 + \#6$$

$$\text{Meeting} = 18 - \#7 + \#8 + \#9 - \#10 - \#11 + \#12$$

$$\text{Dyadic} = 18 - \#13 + \#14 - \#15 + \#16 + \#17 - \#18$$

$$\text{Public} = \#18 + \#19 - \#20 + \#21 - \#22 + \#23 - \#24$$

$$\text{Overall} = \text{Group total} + \text{Meeting total} + \text{Dyadic total} + \text{Public total}$$

(totals can range between 24 and 120)

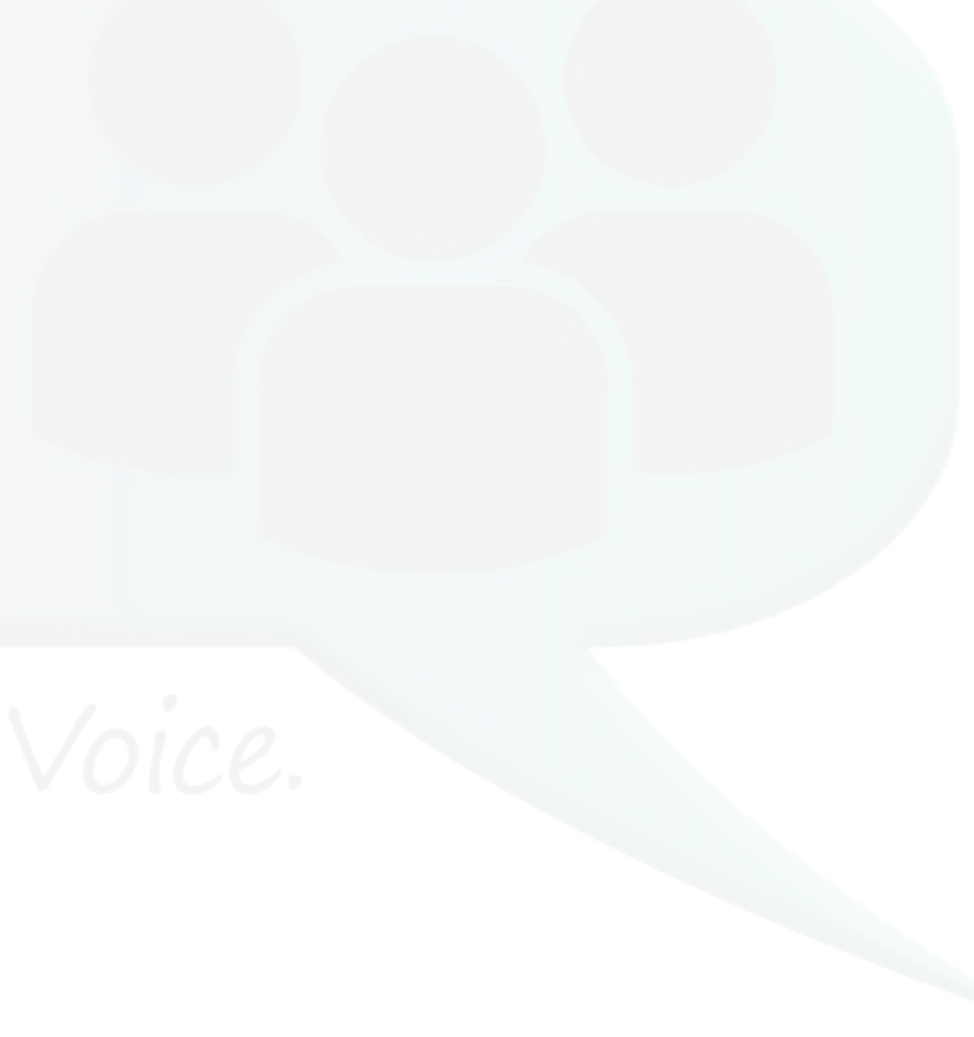
***For each subscale total, your scores can range from a low 6 to a high of 30. Any score above 18 indicates some degree of apprehension.***

# MANAGING YOUR FEAR OF PUBLIC SPEAKING

1. Speaking actually calms the physiological tension you experience
2. Know your topic
3. Know your audience
4. Speak as often as you can
5. Prepare more material than necessary
6. Practice
7. Visualize success

# OVERCOMING ANXIETY DURING YOUR SPEECH

1. Stop worrying about being perfect
2. Breathe
3. Take breaks
4. Focus on the message and your audience -  
not yourself
5. Find friendly faces
6. Keep going



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# FINDING SPEAKING OPPORTUNITIES

## Local Events

Health Fairs

Life & Style

Family

## Host Your Own

Niche Patient Seminars

-Sports Medicine

-Diabetic

-Nails & Skin

-Pediatric

## Conferences

Position yourself as the expert in your field of study.

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