RHSU

# leadership elections

## public speaking top tips

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# Public Speaking Top Tips

Public speaking can be pretty daunting, and running in an election means you will find yourself having to talk in public a fair amount. Whether it's speaking to large crowds or speaking one-on-one to students you don't know, this guide will give you some top tips on mastering public speaking skills.

## The Elevator Pitch

An elevator pitch is a quick speech that can be given in the time it takes to ride an elevator. It's meant to be quick, snappy and say all you need to in just a few minutes. This is useful during campaigning because a few minutes might be all you have to convince someone to vote for you.

Creating an elevator pitch:

## The Intro

| | |
|---|---|
| Who are you? | Hi, my name is... |
| Make the connection | I'm running for [insert position] in the SU Leadership Elections |
| Give a little background | I'm a 3rd year student studying... |
| Give extra context | We're in the same course / club / society / have the same friend<br>I'm on the committee for X / am a course rep / any other type of student leader |

## The Ask

| | |
|---|---|
| Be clear what you want | I'd love for you to vote for me to be your next [insert position] in the SU Leadership Elections because Explain in 1 sentence your candidate statement point and how it helps students |
| Closeout | Plug your socials, get students to stay in touch |
| Win them over with kindness | Regardless of their response, always be sure to thank them for their time and be gracious |

## Example:

Hi, my name is Sarah, I'm running to be the next VP Education of the SU. I'm a 3rd year Law student and I'm also a Senior Course Rep. I'd love for you to vote for me in the SU Elections, represent students' academic interests and ensure they have the best possible experience while studying at Royal Holloway. I know what issues are important to students so I would love to be able to work with the Students' Union and University to make improvements for all students.

You can follow me on Instagram @... , check out my candidate statement and see more about what I want to get done if elected. Thank you so much for your time!

## How to prep

Regardless of whether it's an elevator pitch, or a longer speech e.g., at a student group event, or in a lecture, you may want to prepare so you feel as confident as possible.

- Draft your elevator pitch/speech with plenty of time so you can rehearse it as many times as you need to.
- Think about some questions that you could be asked and prepare some potential answers
- Ask someone you trust to listen to your pitch and ask for feedback
- Practice... and then practice again!
- Think about your audience – you might decide to tailor your pitch depending on who you are speaking to. Think about whether you know them already, do you have something in common you can talk about, is it a formal or informal setting etc.
- Know what you want to say, if you do happen to get sidetracked or forget your exact speech, at least know the main message you want to get across so you can easily come back to that.

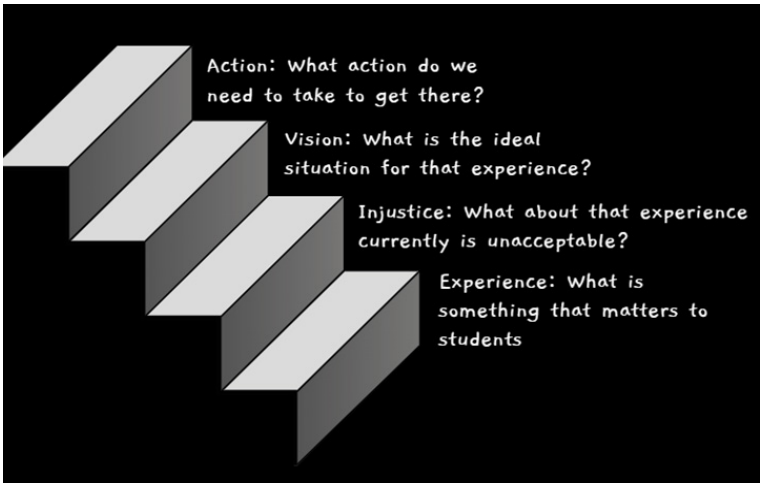
## Delivery tips

When you're delivering your pitch or speech, you want to think about the following things:

- Body Language – our body language sends messages before we even start speaking. Make eye contact, smile, use gestures, move around and establish your presence in the room.
- Speak Slowly – pace yourself, you will think you're speaking too slowly but actually it's probably the perfect speed.
- Breathe – it's easy to forget to do this and just blurt everything you want to say. Remember to pause and take a breath when you need it.
- Use accessible language to ensure your campaign is as inclusive as possible
- Recognise yourself as the expert – no one is going to know your candidate statement more than you!

## The Apathy Staircase

When you're shaping your pitch about what you are hoping to achieve, you should use the apathy staircase. This will get people invested in your candidate statement aim because they will understand why what you are hoping to achieve is so important.



The injustice section is all about convincing people why something needs to change. It could be based on data, testimonies, lived experience etc and this is what will get someone bought into your aim.

## Final Top Tip

Be Yourself! Your personality will establish better credibility, and your audience will trust what you have to say if they see you as a real person.

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