



# the m/c method

HOW TO TRANSFORM THE WAY YOU  
COMMUNICATE AND LEAVE YOUR  
AUDIENCE WANTING MORE!





the m/c method: transform  
the way you communicate!

Public speaking, the art of delivering a message to an audience, isn't easy. In fact, more people are afraid of speaking in public than any other scary thing – root canal, flying, snakes, and even marriage. And rightly so. The communication process is complex – the message goes through layers of obstacles: the audience is preoccupied with work and doesn't want to be there, the room is too hot or too cold, the topic is controversial, or the big game is on. It's almost an Olympian feat to bring the message successfully to the other side.

So, what's a public speaker to do? There are hundreds, if not thousands, of books, ideas and theories on public speaking. I found a combination of theories to help get me through this terrifying business. I was a theatre major in college. Like other theatre majors, after I graduated, I got a day job and learned the art of business. The marriage of theatre and business, performance and process, set me on the path to success. In theatre, the actor's job is to deliver the playwright's message. Once sent, the message goes through layers of obstacles: the audience is preoccupied with work and doesn't want to be there, the room is too hot or too cold, the topic is controversial, the big game is on... Get the picture?

Before I speak in public, I follow what I like to call **the m/c method – tips and techniques on how to transform the way you communicate.**

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**People:** Before you can deliver your important message, you need to take a look at your audience. Who are they? What are their wants, dreams, and hopes? What impact will this message have on them? Get to know your audience first, and your message will evolve and change as you customize it to fit the needs of the person to whom you are talking.

2

**Preparation:** You did your research and now understand your audience. The next step is to prepare. What is your goal? What is your main objective? Be sure to add your point of view. What's at stake? Write your main objective in a complete sentence. Say it early in your presentation, again in the middle, and again at the end. Remind the audience why you are talking to them. Take the time to prepare an opening that will hook your audience and make them yours! And then send them off with a "call to action". What do you want them to do? If you figure out the big three – main objective, opening, and close – you are much closer to sending your message to the other side.

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**Practice:** If you take anything away from this little ditty, I want you to practice. Practice early and often. Whether you are quickly introducing your colleague, running a staff meeting or presenting a client pitch, practice really does make perfect. Your goal is to put the paper down. Sure, keep the piece of paper to help you through the presentation – but it isn't a crutch. It is a guide.

Try this:

- ✓ Read your script from the paper. Then put the paper down and paraphrase out loud (yes, out loud) what you just read so that you really understand what you are saying.
- ✓ Adjust, revise, and edit.
- ✓ Move around – in theatre we call it “blocking” movements – to identify when to change positions or where to vocally emphasize that important call to action.

If you practice, you mitigate the issues that may pop up when you are delivering live. For more practice tips, check out the [M/C Minute Video series](#).

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**Presence:** While you are presenting, you should be in the moment. An actor phrase, “in the moment” means you are aware of yourself and the other actor, reacting in real time rather than anticipating their next move. An overlooked part of the communication process is the feedback the audience is giving you – arms folded across their chest, eyes glazed over, eyes wide with recognition, smiles on their faces, or heads down in their phones. All of this is important feedback that the speaker should see and either diffuse or build upon. If you are worrying about your script or your slides, you are missing this important part of the communication process. This is your chance to win over an audience that may not buy your message, to build to your call to action, and to connect with your audience. Keep your eye on the prize. Engage your audience while being in the moment so that you can react to their feedback.

5

**Perception:** The reviews! Evaluate your performance. Ask your audience questions during your presentation. “Did you learn anything new?” “What did you already know?” “What are you going to take away and do?” You will discover if your message made it to the other side during this exchange. If the answers to the questions are not what you would like to hear, adjust and reiterate your goal. You still have the chance to win over your audience even as you are approaching the finish. It isn’t over until it’s over! Break a leg!

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## B O N U S ! The m/c rehearsal process

### What's my motivation?

- Am I confident with the specific purpose of my presentation?
- What am I trying to prove or convey to my audience?
- Can I articulate my main message in 16 words or less?

### Do I know my "lines?"

- Read the full speech aloud once to find the rhythm. Mark the time.
- Put the script down and in your own words retell or paraphrase what you just read.
- Repeat and revise as necessary.

### Have I marked my "script?"

- Prepare a speaking outline to refer to while presenting.
- Handwrite the notes or upload the outline to a notebook
- Insert: Where to breathe, Key words stressed, Vocal Inflections, Tone of a section

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## “Block” the presentation (Plan out your movement and logistics.)

- Determine what you are going to wear – certain articles of clothing e.g. shoes, jewelry, or suit jackets can hinder movement.
- Determine what type of movement you will use in the speech; for example do you plan to walk into the audience or do you want to drive enthusiasm by running in during the introduction?
- Move intentionally on each new thought or section of the presentation for variation and then stand firm.
- Stand firm and direct while speaking – no rocking or excessive arm movement!

## Dress rehearsal! Put it all together!

- Practice at least 3 full times alone and 1 time with an audience. Find a space that simulates your speaking environment.
- Practice 1: Don't stop. Time your speech, notice any problems that arise. Take notes and fix the issues.
- Practice 2: Implementing the corrections. Time your speech, take notes and make corrections.
- Practice 3: Find your rhythm and notice that your movement becomes muscle memory. Time the speech.
- Practice 4: Audience time! Ask a friend, family member or colleague to serve as your audience. Test what works and what doesn't.

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## RELAX!

- On the day of the presentation, mentally prepare and visualize the speaking experience
- Drink plenty of liquids – try to stay away from coffee or caffeinated teas – they dry the throat. Keep a green apple at the ready for any mouth noises or clicks!
- Warm up! Practice a set of tongue twisters or your speech intro. To loosen up, tell a story about something that happened to you during the day to friends.
- Do a quick walk-through of the movement, noting transitions.
- If possible, greet your audience as they arrive. Talk to them and find out why they are there. Note any interesting stories or feedback and use in your presentation.
- Right before you speak, take a deep belly breath counting in 1, 2, 3, 3 and let it out slowly for 1, 2, 3, 3. Find your anchor or grounding place, then look the audience in the eye and begin. Have fun!

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**Lynne Magnavite** is a trainer, coach, voiceover artist, and the owner of [M/C Magnavite Communications](#), a communications consultancy helping individuals, nonprofits, and small businesses transform the way they communicate through the art of public speaking and story development. Serving over 3,000 people across the U.S., Lynne uses her background in theatre to share tips and techniques to build a confident and inspiring presenter!

Lynne's specialty is coaching the "unexpected speaker," helping individuals overcome speaking anxiety and enhancing public speaking skills. Lynne also works with nonprofit organizations and small businesses to bring their stories to life by helping build and implement effective social media and marketing strategies.

For a free 1-hour consultation, stop on by: <https://lynnemagnavite.com/how-can-i-help-you%3F>

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