



DRUGAN
and ASSOCIATES

A PUBLIC SPEAKING MASTERCLASS

So, You Think You're a Good Communicator?

What separates a forgettable talk from an unforgettable one — and the craft you can practice to close the gap.

THE REALITY CHECK

Most People Overrate Their Own Delivery

Speaking rarely fails on ideas — it breaks down on delivery, structure, and connection. The numbers explain why.

77%

of people feel real anxiety before speaking — even seasoned pros

30 sec

the window you have before an audience's first lapse in attention

22×

more memorable a message is when wrapped in a story vs. facts alone

Sources: Effective Presentations; Duarte; Project Charisma.

THE FRAMEWORK

Communication Is a Craft, Not a Gift

Every captivating speaker is built on the same five pillars. Master them one at a time.

1

Structure

Design a clear arc that earns and keeps attention.

2

Voice

Use pace, pitch, and pause to make words land.

3

Presence

Let posture, eyes, and gesture project confidence.

4

Story

Wrap your point in narrative so it sticks.

5

Connection

Turn a monologue into a shared conversation.

Earn Attention, Then Keep It

Own the First 60 Seconds

- Open with a hook — a question, a bold claim, or a story — not your agenda.
- Speak extemporaneously from key points; never memorize word-for-word.
- Tell them why it matters to them before you tell them what you know.
- Pause after your opening line — silence signals control.

Then Follow a Proven Arc

Monroe's Motivated Sequence — a five-step pattern that mirrors how people decide.

1

Attention

Grab them with a striking opener.

2

Need

Expose the problem they can't ignore.

3

Satisfaction

Present your idea as the solution.

4

Visualization

Paint the payoff of acting — or not.

5

Call to Action

Ask for one clear, concrete step.

The Instrument You Already Own

A monotone flatlines even brilliant ideas. Vary four dials and the same words carry far more meaning.

Pace

Slow down for weight; speed up for energy.

Pitch

Rise and fall to signal emotion and emphasis.

Pause

Land a key point, then let silence do the work.

Power

Drop to a near-whisper or lift to command the room.





PILLAR 3 • PRESENCE

Your Body Talks First

Audiences read confidence before they hear a word. Make every signal deliberate.

1

Stand your ground

Feet planted, shoulders open — a stable base reads as authority.

2

Hold real eye contact

Meet one person for a full thought (3–5 seconds), then move on.

3

Gesture with purpose

Let natural hand movement reinforce ideas, not distract from them.

4

Move with intention

Step to mark transitions; don't pace or hide behind the lectern.

The Shortcut to Memory

22X

A point wrapped in story is up to twenty-two times more memorable than the same fact stated plainly.

What Makes a Story Stick

1

A relatable character

Someone the audience can see themselves in.

2

A goal and an obstacle

Tension is what keeps people leaning in.

3

A turning point

The moment of change that carries your message.

4

A clear takeaway

The single idea they repeat in the car park.

Turn a Monologue into a Dialogue

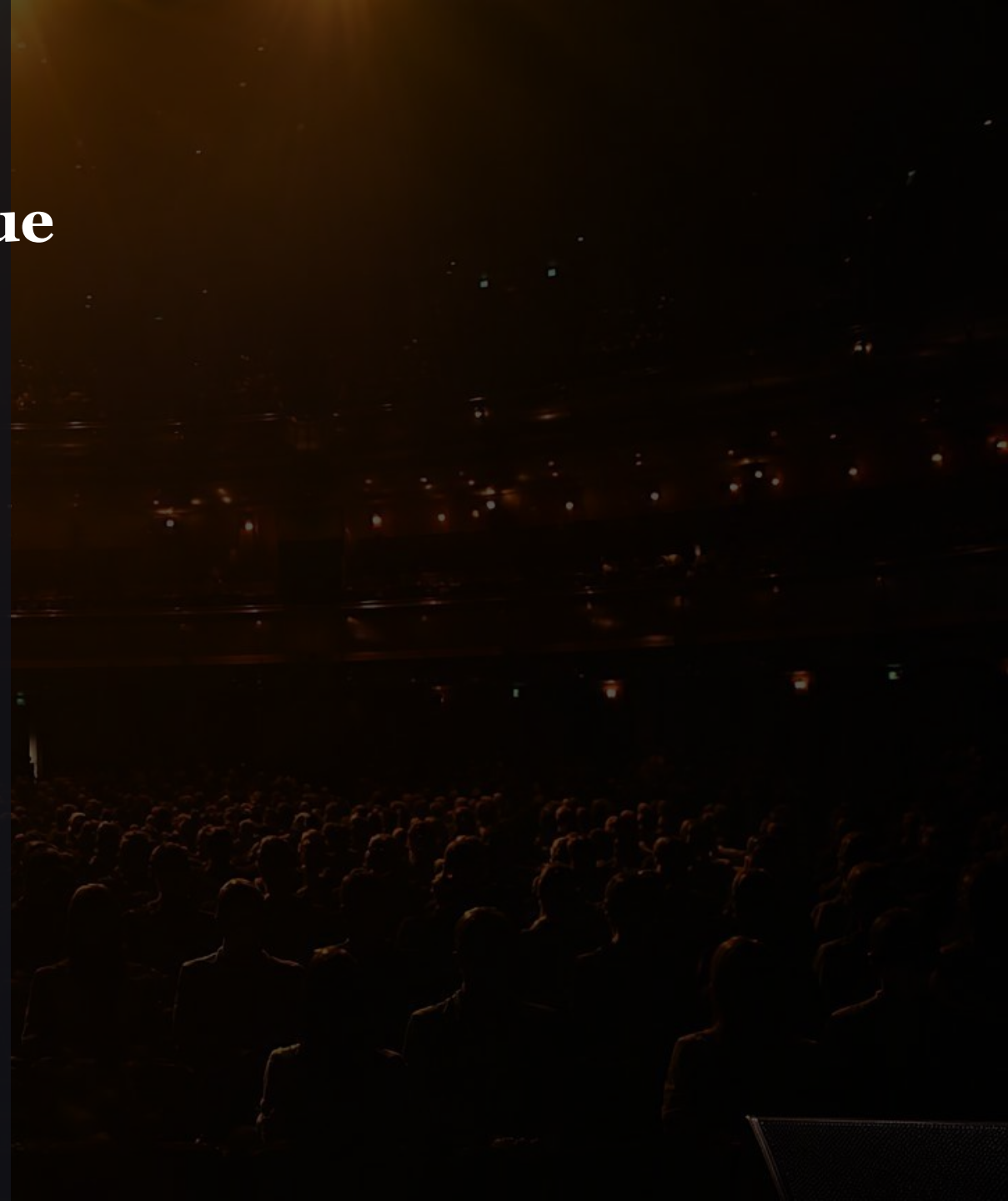
You have about 30 seconds to make it feel like a conversation. Invite the room in — early and often.

1 **Speak to “you,” not “people”**
Address the room directly to close the distance.

2 **Ask real questions**
Rhetorical or show-of-hands — shift them from passive to active.

3 **Give the talk they need**
Tailor examples to this audience, not the one you rehearsed for.

4 **Read the room and adjust**
Watch faces; slow down, restate, or move on as needed.





UNDER PRESSURE

Taming the Nerves

Around 77% of speakers feel it — the goal isn't to erase nerves, but to redirect that energy into focus.

1

Reframe the feeling

Racing heart is readiness, not weakness — name it as excitement.

2

Over-prepare, then trust it

Rehearse aloud until the opening is automatic.

3

Breathe on a box

Inhale 4, hold 4, exhale 4, hold 4 to steady your voice.

4

Visualize it going well

Picture the room nodding before you ever walk out.

WATCH-OUTS

Mistakes That Quietly Kill a Talk

Strong talks rarely fail on ideas — they leak impact through small, fixable habits.

✗ **Winging it**

Last-minute prep shows. Rehearse out loud, not in your head.

✗ **Racing the clock**

Speaking too fast buries your point. Breathe and pace.

✗ **Filler words**

“Um, like, so” erodes authority. Replace them with a pause.

✗ **Reading the slides**

Slides support you; they aren't your script. Face the room.

✗ **Losing eye contact**

Staring at notes breaks trust. Look up and connect.

✗ **One-size messaging**

Give the talk the audience needs, not the one you like.

SCORE YOURSELF

So — Do You? Rate Your Delivery

Rate yourself 1–5 on each dimension. Anything under a 4 is your next place to practice.

1 → 5

Structure	Clear hook, logical arc, one call to action.	☐ ☐ ☐ ☐ ☐
Vocal variety	Purposeful pace, pitch, pause, and power.	☐ ☐ ☐ ☐ ☐
Presence	Grounded stance, real eye contact, gestures.	☐ ☐ ☐ ☐ ☐
Storytelling	A story that carries the core message.	☐ ☐ ☐ ☐ ☐
Connection	Questions, “you” language, reading the room.	☐ ☐ ☐ ☐ ☐
Composure	Nerves redirected into steady energy.	☐ ☐ ☐ ☐ ☐

How to Get an Honest Score

- Record yourself and watch it back.
- Ask two people for one specific note.
- Score against the same rubric each time.
- Keep a short reflection journal after talks.

YOUR NEXT 30 DAYS

Great Communicators Aren't Born. They Rehearse.



01

Record

Film every talk and rehearsal — the camera never flatters, and that's the point.

02

Review

Watch it back against the scorecard and find your lowest score.

03

Refine

Fix one thing before the next talk. Repeat. Small loops compound fast.



“Age Quod Agis”

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