



**ERICSA 62ND ANNUAL
TRAINING CONFERENCE & EXPOSITION**

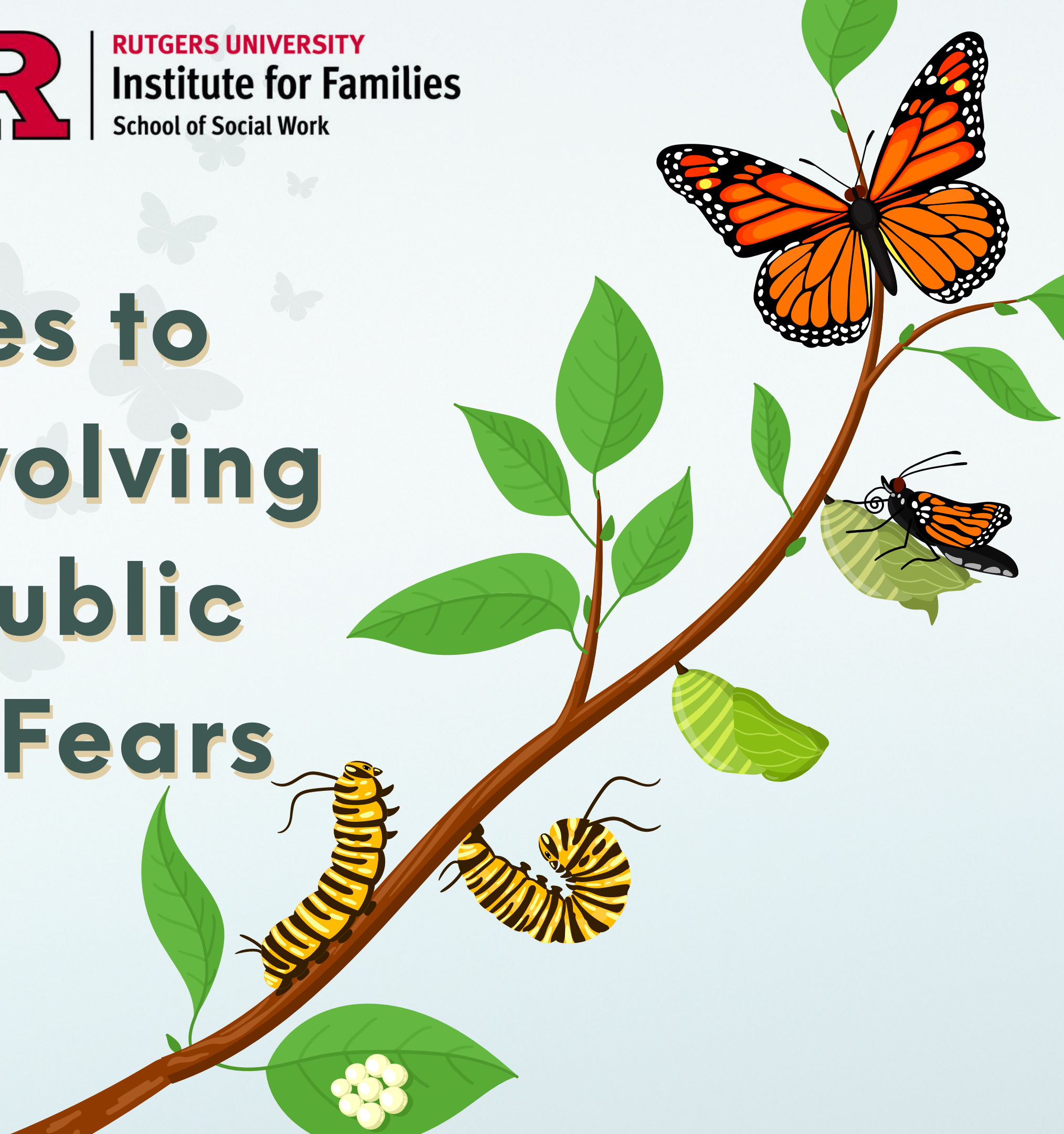
MAY 18-22, 2025

NORFOLK

VIRGINIA



Butterflies to Bravery: Evolving Beyond Public Speaking Fears



Welcome!

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Support Institute



Community Agreements

01

**BE FULLY
PRESENT**



02

**BE
CURIOUS**



03

**COMMUNICATE
OPENLY &
RESPECTFULLY**



04

**ACTIVELY
LISTEN**



05

**LITERACY
MOMENT**



06

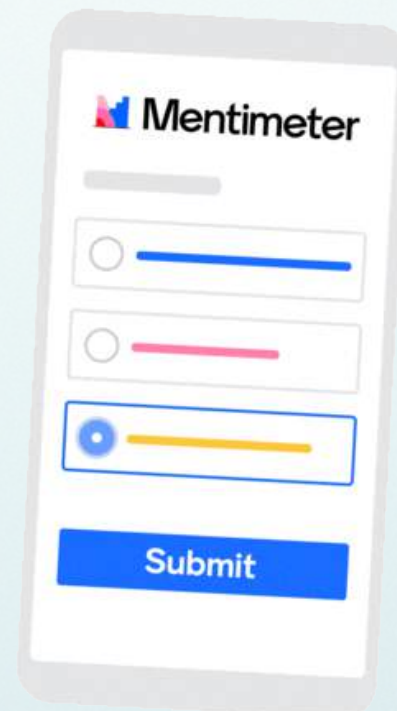
**BRAVE AND
INCLUSIVE
PARTICIPATION**



MENTIMETER



1. Grab your **phone**!
2. Open your Internet browser or use the Mentimeter mobile app.
3. In your browser, type in **Menti.com**.
4. Type in the **code** provided by the presenter.
5. Answer the questions you see in Mentimeter!





Objectives



Communication Apprehension

Unpack and recognize what communication apprehension is and how it shows up in public speaking



Presentation Skills

Recognize the different skills required for presenting virtually and in-person



A Confident Delivery

Apply tools and techniques for overcoming imposter syndrome and communicating with a prepared, confident, and effective delivery



WHAT IS PUBLIC SPEAKING?

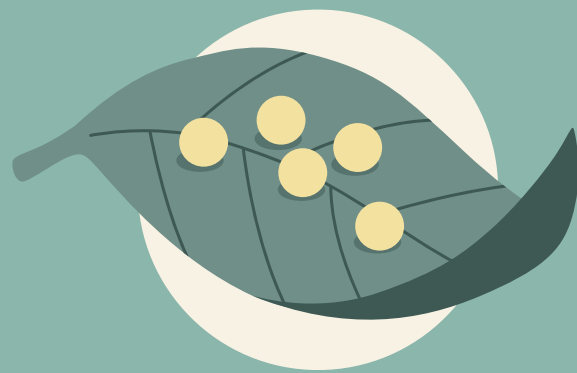
“the act or process of making speeches in public, the art of effective oral communication with an audience”

-Merriam-Webster



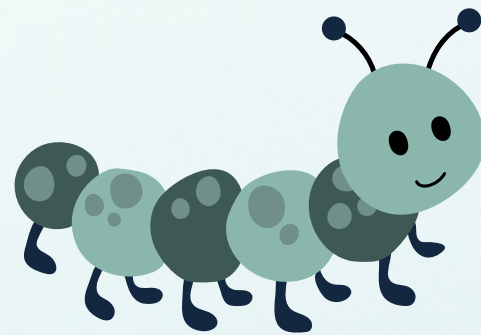
MODULE 1: EGG

Stage 1:
Exploring
Glossophobia
the Fear of
Public
Speaking



Egg hatches in 4 to 5 days

Stage 2:
Comparing
Different
Modalities of
Public
Speaking



Larva (Caterpillar) transforms
into a chrysalis after 18 days

Stages 3-4:
Building
Confidence in
Preparation
and Delivery



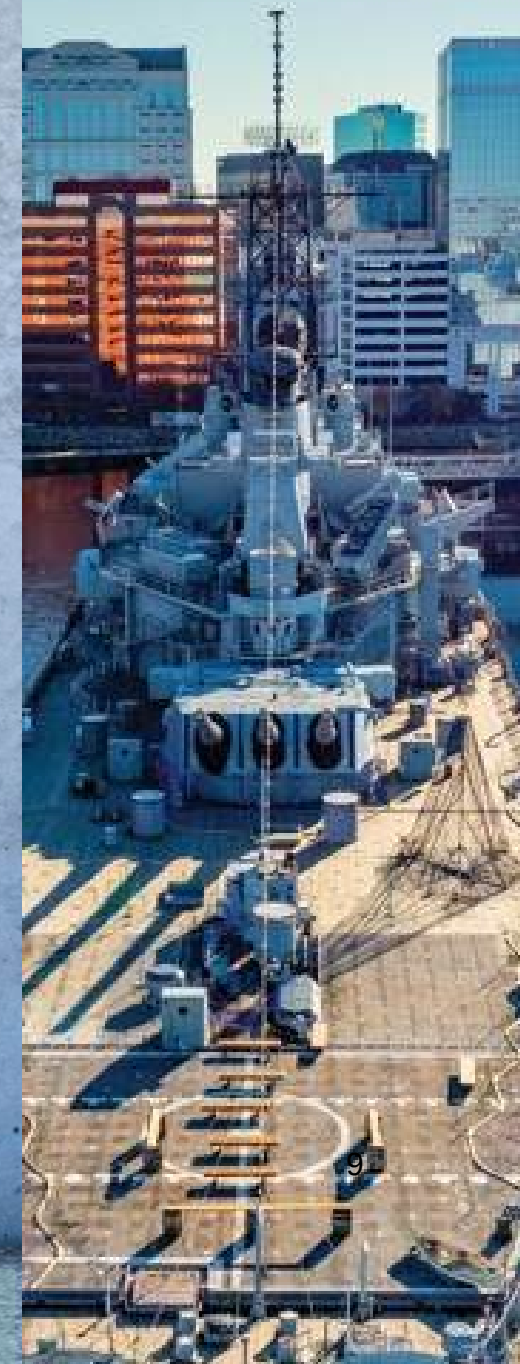
After 8-15 days the chrysalis
hatches and becomes a butterfly

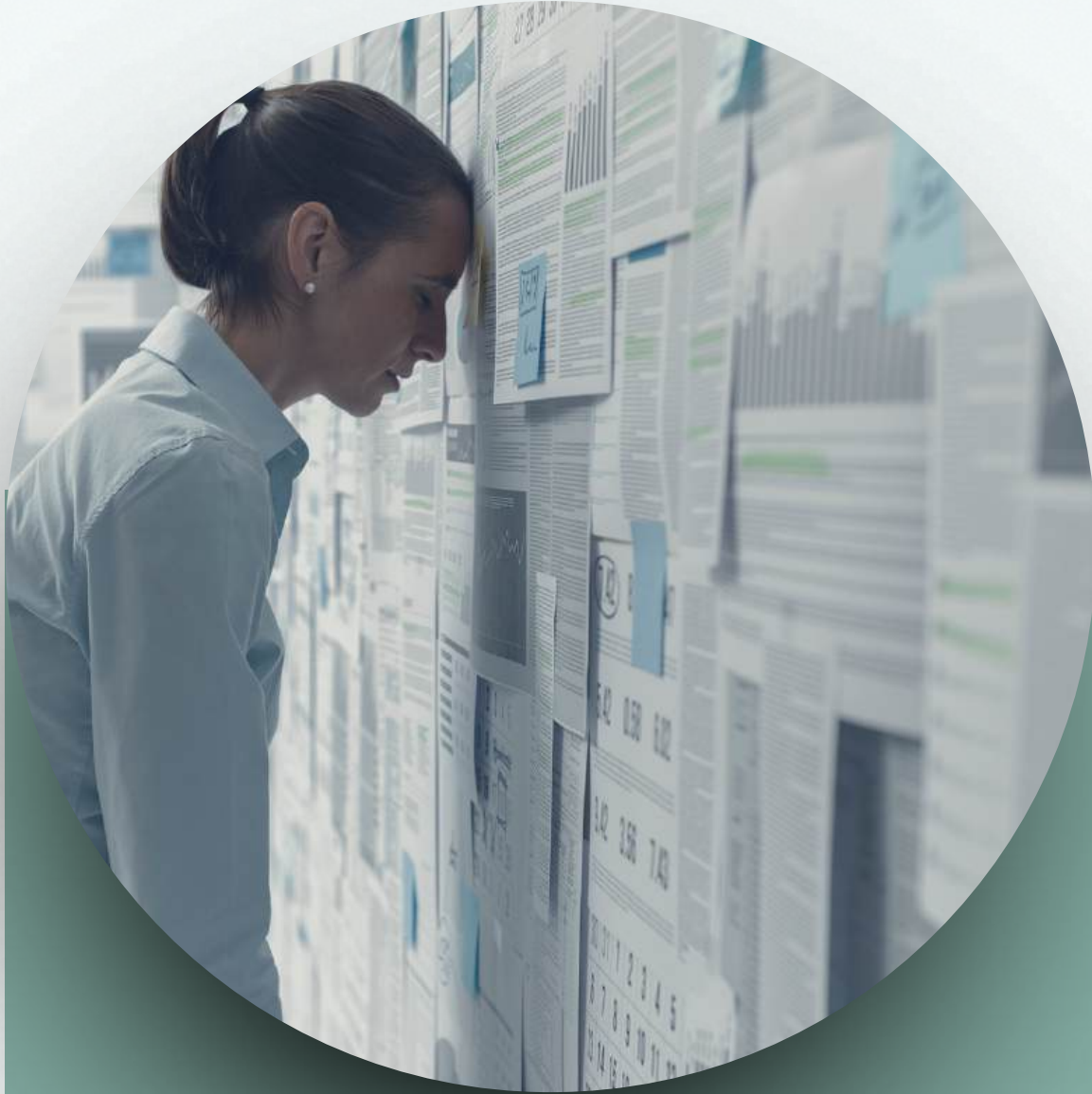


GLOSSOPHOBIA



Glossophobia is a common social anxiety disorder characterized by a fear of public speaking. Symptoms range from mild nervousness to extreme distress or panic. People with glossophobia may avoid speaking in public due to fear and anxiety. – [MedicalNewsToday.com](https://www.medicalnewstoday.com)





FEAR OF FAILURE

The **fear of failure** revolves around the anxiety of not succeeding in a task, project, or goal.

Cause: Often stems from a fear of judgment, disappointment, or loss of reputation.

Symptoms: Procrastination, excessive worry, tendency to over-prepare or overthink, A pattern of giving up early.



Imposter Syndrome



What is Imposter Syndrome?

People with imposter syndrome often believe they don't deserve their own achievements or that they've only succeeded due to luck or external factors



Cause

Often arises from perfectionism, insecurity, or a lack of self-confidence, typically exacerbated by comparisons with others



Symptoms

- Fear of being "exposed" as incompetent.
- Downplaying achievements
- Questions being "good enough"
- Feeling disconnected from success



Self Prison



S

Social Shame—not wanting to embarrass yourself or others – not based on facts

E

Ego—limits our growth

L

Limits—just because you haven't done something before doesn't mean it should become your limits

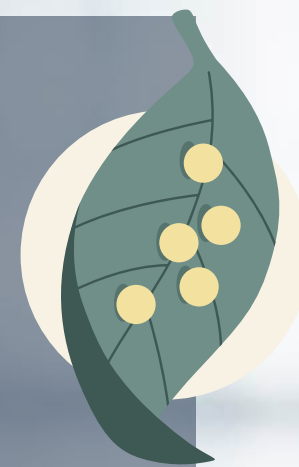
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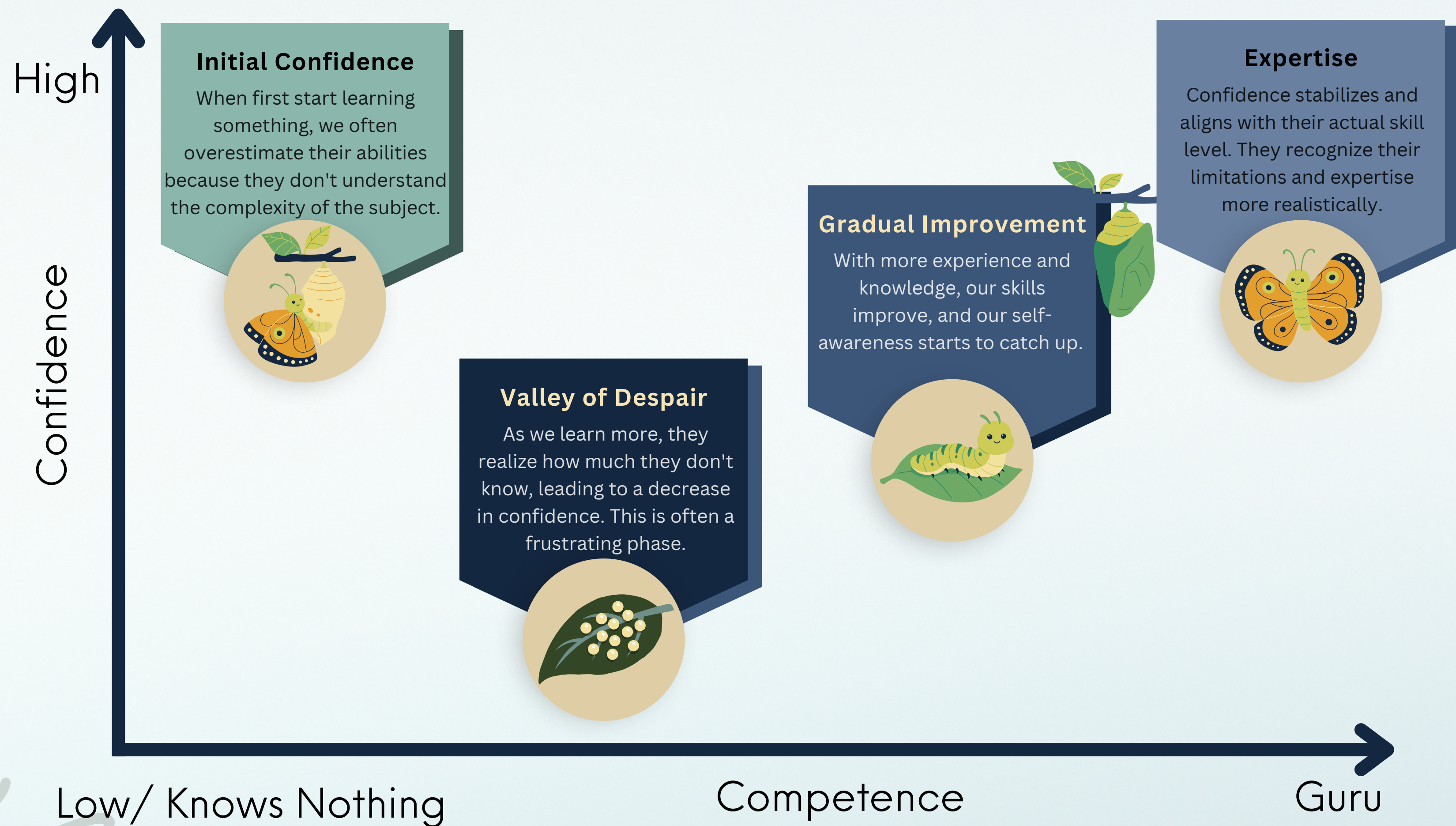
Fear—fearing things that we don't understand—transform fear to fun





"There are two types of speakers: those that are nervous and those that are liars." – Mark Twain





THE DUNNING-KRUGER EFFECT



WHO'S IN YOUR AUDIENCE



Drake Lively

*The **engaged** listener*

Eager to learn, actively nodding, asking questions, and visibly interested in what you have to say. .



Linda Fair

*The **neutral** listener*

Sitting quietly, no display of excitement but also not disengaged. Open to hearing your message but not particularly invested.



Johnny Deep

*The **skeptical** listener*

Questions everything you say. May challenge your points. Appears skeptical of your message.



Yvonne Chalant

*The **uninterested** listener*

Either disinterested, distracted, or possibly opposed to your message. Not engaged or showing signs of approval.





Build Trust with Your Audience: The Three C's



Connection

- How are you like the audience?
- Become relatable



Credibility

- How are you the expert?
- Speak in plain language



Capability

- Lead with strategic vulnerability
- What makes you unique?



ACTIVITY: I'VE GOT A STORY TO TELL



01



Groups

Gather in groups of 3-4 with people you've never met.

Introduce Yourself:

- Name
- City & State that you are From
- Organization

02



Prepare Your Story

Think of a personal story about:

- A memorable moment
- A challenge you faced
- A funny or surprising experience

Jot it down on the notecard

Keep your story focused and aim for a clear beginning, middle, and end.

03



Share Your Story

Longest name: share your story first.

Be brief-no more than 1 minute.

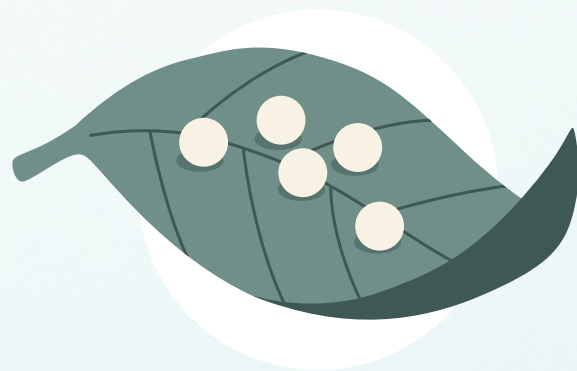
Lost on what to share?

- Getting a tattoo/piercing
- A Vacation
- An important item that is with you
- A sporting event
- New hairdo
- A pet story
- The time you got lost or lost something
- House remodel
- Learning a new skill
- Cooking Fail
- A snowstorm



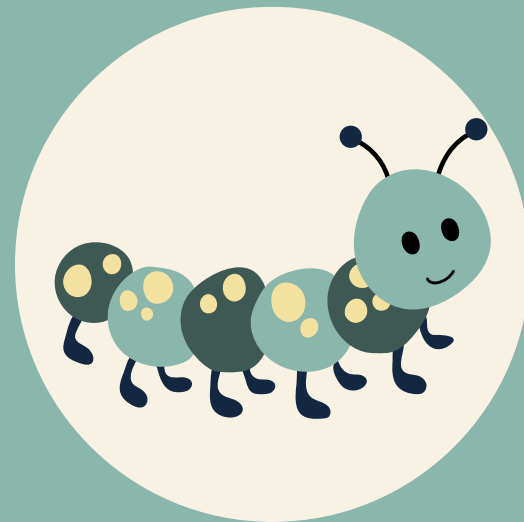
MODULE 2: LARVA CATERPILLAR

Stage 1:
Exploring
Glossophobia
the Fear of
Public
Speaking



Egg hatches in 4 to 5 days

Stage 2:
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*Larva (Caterpillar) transforms
into a chrysalis after 18 days*

Stages 3-4:
Building
Confidence in
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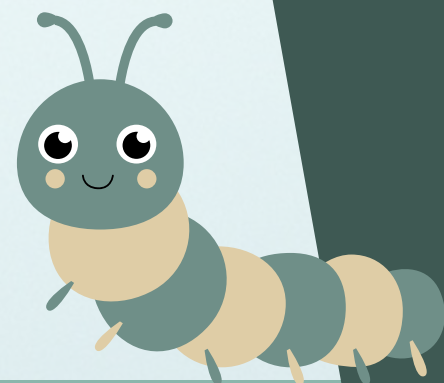


After 8-15 days the chrysalis
hatches and becomes a butterfly



WHAT IS FACILITATION?

“to make (something) easier, to help bring (something) about, to help (something, such as a discussion) run more smoothly and effectively”
-Merriam-Webster





FACILITATION 101

- Active Listener
- Clarifies Tasks
- Assists group to collaborate better
- Notetaker
- Organize Agenda/Minutes
- Redefines Roles of Meeting Attendees
- Questions/Probes
- Plans and Wraps up Projects
- Managing Personalities
- Makes Informed Decisions
- Resolves Conflict



WHAT IS PRESENTING?



“to make a gift to, to bring or introduce into the presence of someone especially of superior rank or status, to bring a formal public charge, to bring to one’s attention, to act the part of: **perform**” -Merriam-Webster



PRESENTATION 101

- Active Listening
- Eye Contact
- Being an Expert (SME)
- Q&A sessions
- Analyzing Feedback
- Body Language
- Visual Aids
- Storytelling
- Stage Presence
- Confidence
- Practice, Practice, Practice

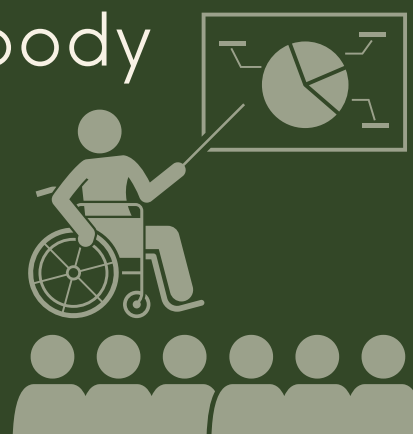




VIRTUAL/HYBRID FACILITATION & PRESENTATION TIPS

Do's

- Over-smile
- Test the Technology
- Positive Body Language
- Stare at the Camera
- Stay near the microphone
- Eye Contact
- Respond to Questions in person and in chat
- Monitor participants body language



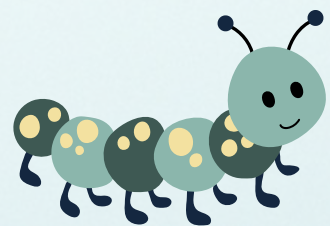
Dont's

- Don't Start Talking Immediately
- Bad Background
- Bad Camera Angle
- Poor Eye Contact
- Poor Hand Gestures
- Neglectful Appearance



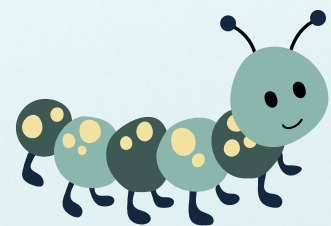
TONGUE TWISTERS!

He threw three free throws.



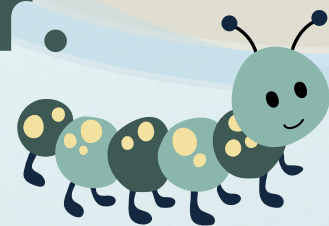
TONGUE TWISTERS!

A skunk sat on a stump and thunk
the stump stunk, but the stump
thunk the skunk stunk.



TONGUE TWISTERS!

Betty Botter bought some butter.
But she said the butter's bitter.
If I put it in my batter, it will make my
batter bitter.
But a bit of better butter will make my
batter better.
So 'twas better Betty Botter bought a bit
of better butter.





THE DO'S AND DONT'S OF PUBLIC SPEAKING

8

Do's

- Surprise your audience with the 5 P's
 - Pitch
 - Pace
 - Pause
 - Projection
 - Passion
- Embrace Your Unique Style
- Prepare a Dynamic Opening and Closing
- Out practice, out passion, and out perform

Don'ts

- Don't Rush
- Don't Speak in Monotone
- Don't Speak Down to the Audience
- Don't Copy Others
- Don't Neglect to Prepare Enough Supporting Information
- Don't Improvise the Q&A



ACTIVITY: I'VE GOT A STORY TO TELL 2.0



01



Groups

Return to the same groups

Keep your story focused and aim for a clear beginning, middle, and end.

02



Revise Your Story

- Add background info i.e setting, people involved, etc.
- Add in descriptive adjectives and sensory details
- Add in the lesson learned or theme

03



Share Your Story

Shortest name: share your story first.

Be brief-no more than 2 minute.

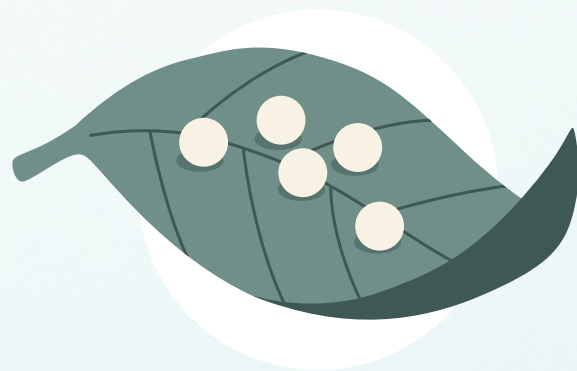
Engage Your Audience

- Eye Contact
- Confident hand gestures
- Positive Body Language
- Clear voice
- Be Yourself



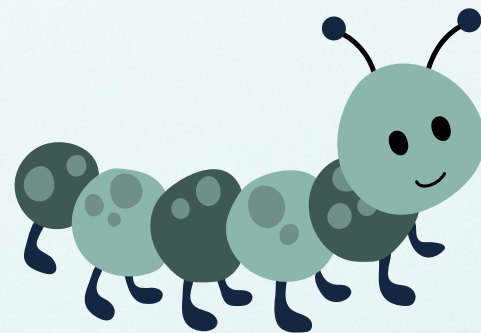
MODULE 3: CHRYSALIS AND BUTTERFLY

Stage 1:
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Glossophobia
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Egg hatches in 4 to 5 days

Stage 2:
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Larva (Caterpillar) transforms
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*After 8-15 days the chrysalis
hatches and becomes a butterfly*





90%

"90% of the **anxiety** we
feel before making a
presentation comes from
lack of preparation."

Source: 31 Fear Of Public Speaking Statistics (Prevalence)





SPEAKING YOUR STYLE!



Extroverts

- Focus on Clarity and Conciseness
- Harness Their Natural Energy
- Use Interactive Techniques
- Control Your Pace
- Tone and Volume



SPEAKING YOUR STYLE!



Introverts

- Preparation is Key
 - Practice, Practice, Practice
 - Know Your Material Inside and Out
- Leverage Calm Energy
- Find Small Audiences
- Body Language
- Use Technology and Visual Aids



"Always remember you are braver than you believe, stronger than you seem, and smarter than you think." -Christopher Robin

SPEAKING YOUR STYLE!



Ambiverts

- Adapt Based on Situation
- Find a Balance Between Preparation and Spontaneity
- Create Connection Through Balance
- Utilize Storytelling
- Be Mindful of Your Energy

"I was always looking outside myself for strength and confidence but it comes from within. It is there all the time." —Anna Freud



CARRYING CONFIDENCE

Strike the Pose!

1. Close your eyes
2. Reach hands towards the ceiling and slowly lower hands
3. Take a deep breath through your nose and let it out through your mouth x2
4. Roll shoulders back 3x
5. Shrug shoulders up as high as your can 3x

"Confidence comes from discipline and training."-Robert Kiyosaki



AWESOME AFFIRMATIONS

Confidence and Self-Belief

- I am prepared and ready to speak with confidence.
- My voice matters, and my words have value.
- I am knowledgeable and capable of delivering a meaningful message.
- I trust myself to communicate clearly and effectively.
- I am enough just as I am.

Calm and Presence

- I am calm, focused, and present in this moment.
- I release all fear and embrace the opportunity to connect.
- I breathe in confidence and exhale doubt.
- I am grounded and centered.
- I speak with ease and clarity.

Connection and Impact

- My message will resonate with my audience.
- I am here to share, not to prove.
- My audience wants me to succeed.
- I speak from the heart, and that is enough.
- I am making a positive impact with my words.

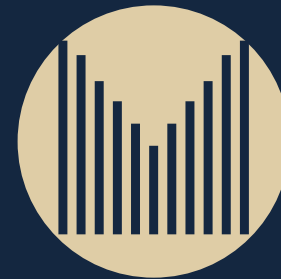


MASTERING PUBLIC SPEAKING FOR NON-NATIVE ENGLISH SPEAKERS



Vowels and Consonants

- Contextual clues are crucial for understanding
- Beginning sound of the word helps the brain process quickly ex: suit vs cute
- Use high functional load words



Stress and Rhythm

- Prosody: the musicality of a language
- Emphasis on stress patterns i.e comedy vs committee



Intonation and Inflections

- Downward- a complete stop
- Upward-typically for questions
- Held/Sustained-unfinished statement



Resources and Tools

- Otter.ai-helps create a script
- Grammarly
- Wordtune-provides revisions one sentence at a time
- Bold Voice-public speaking lessons



ACTIVITY:

SKILLFUL SCORING



Do you know how a caterpillar becomes a butterfly? Caterpillars undergo a remarkable transformation into butterflies through a process called metamorphosis. It begins when a caterpillar hatches from an egg and spends its time eating leaves and growing rapidly. Once it's fully grown, the caterpillar forms a chrysalis, or pupa, where the real magic happens. Inside the chrysalis, the caterpillar's body breaks down into a soup-like substance, and specialized cells reorganize to form the wings, legs, and body of a butterfly. After about one to two weeks, the butterfly emerges, unfolding its delicate wings and preparing for its first flight, completing one of nature's most incredible life cycles.

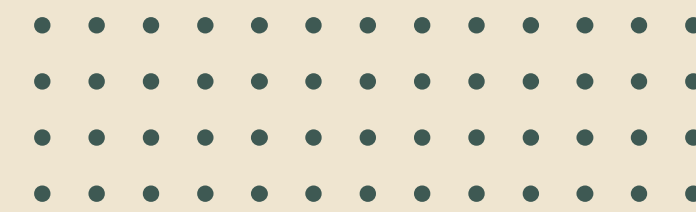


ACTIVITY:

SKILLFUL SCORING



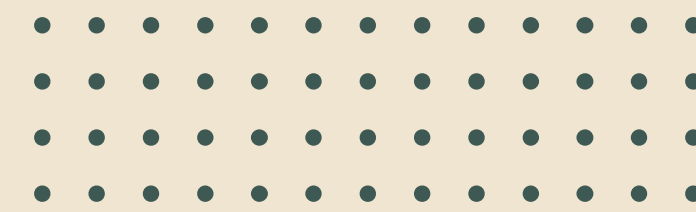
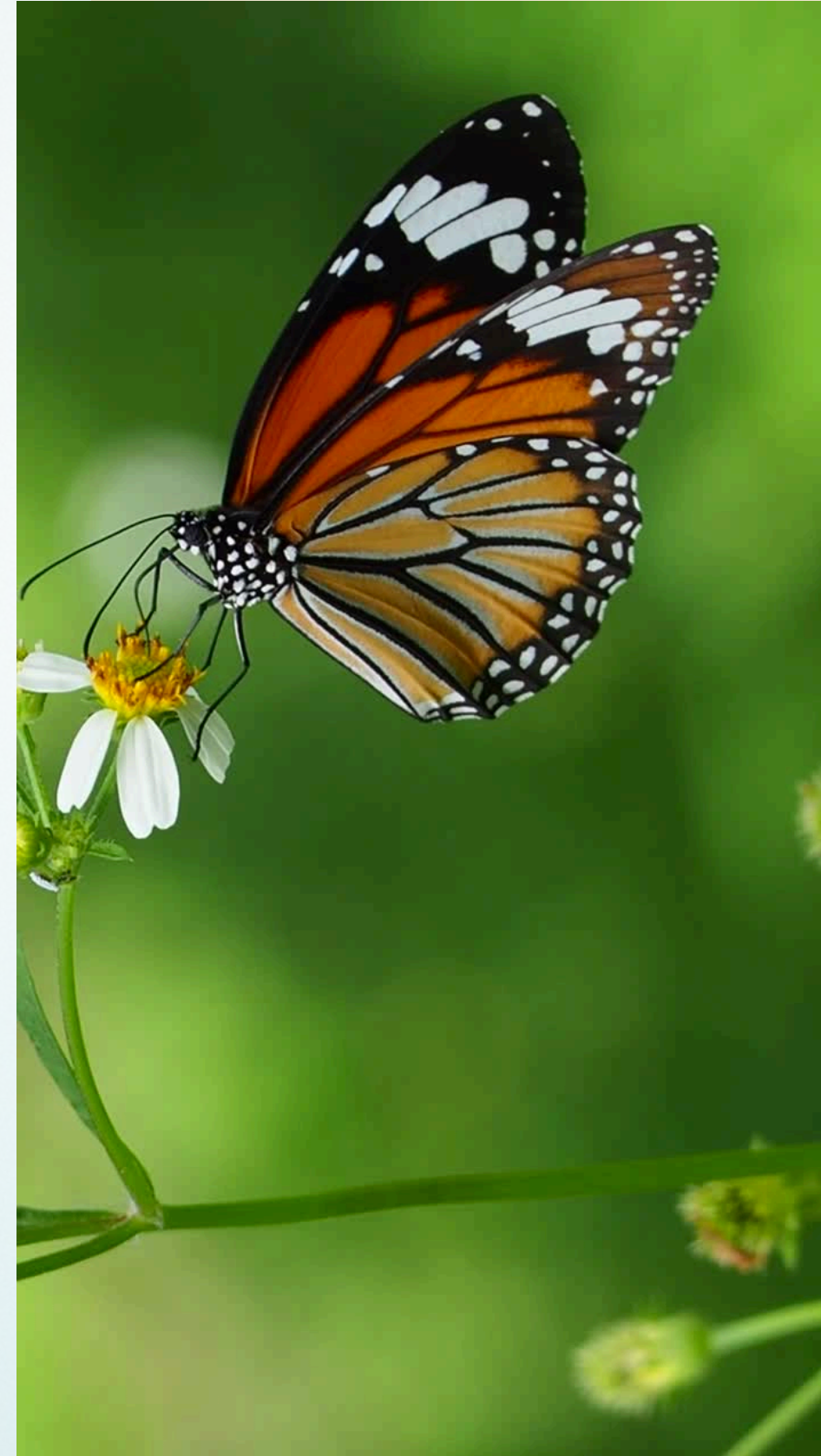
- Do you know how a caterpillar becomes a butterfly?
- **Hatching and Feeding** – The process begins when a caterpillar hatches from an egg and starts eating leaves to grow rapidly.
- **Growth** – As the caterpillar grows, it sheds its skin several times.
- **Chrysalis Formation** – Once fully grown, the caterpillar forms a chrysalis (pupa) where the transformation occurs.
- **Metamorphosis** – Inside the chrysalis, the caterpillar's body breaks down into a liquid-like state, and specialized cells reorganize into the body, wings, and legs of a butterfly.
- **Emergence** – After about one to two weeks, the butterfly emerges, unfolding its delicate wings.
- **Flight** – Once its wings dry and strengthen, the butterfly takes its first flight, completing the life cycle.



ACTIVITY: SKILLFUL SCORING



- Do you know how a caterpillar becomes a butterfly?
-
- **Hatching and Feeding** – A caterpillar hatches from an egg... and eats leaves to grow.
 - **Growth** – It sheds its skin several times as it grows.
 - **Chrysalis Formation** – The caterpillar forms a chrysalis (pupa) (**poo-pa**).
 - **Metamorphosis** (**met-uh-more-fu-sis**) – Its body breaks down and reforms into a butterfly.
 - **Emergence** – After 1–2 weeks, the butterfly emerges and unfolds its wings.
 - **FLIGHT** – ONCE ITS WINGS DRY, THE BUTTERFLY TAKES ITS FIRST FLIGHT.





90%

"90% of presenters
believe that a **strong**
narrative in a
presentation is critical
for **engagement.**"

Source: 31 Fear Of Public Speaking Statistics (Prevalence)



The Art of Storytelling

Purpose of Storytelling

- Builds connection, credibility, and trust
- Start by defining the purpose to give the audience a lens to listen for



Recipe for a Successful Story

- Hook
- Setting
- Characters
- Plot
- Problem & Solution
- Theme-message or lesson learned

Tip: Ideal story time is 1 to 2 minutes.



Hook 'em From the Start!

- **Rhetorical Question:** *Have you ever swam with sharks?*
- **Personal Anecdote:** *When I was 16, I remember stealing a car...*
- **Bold Statement:** *"I hate public speaking."*
- **Fact/Statistic:** *"Around 75% of people experience glossophobia."*
- **Figurative Language:** *"Life is like a box of chocolates, you never know what you're gonna get."*
- **Historical Reference:** *"Everyone remembers the sizzling day of June 19th, 1865 in Galveston, Texas."*



- **Song lyric:** *“Ah, ha, ha, ha, stayin' alive, stayin' alive is all I wanted to do when I saw Joe Smith walking my way.”*
- **Quote:** *"It takes one hour of preparation for each minute of presentation time." - Wayne Burgraff*
- **Joke:** *"My biggest fear isn't forgetting my speech — it's that someone will record it and I'll have to relive the trauma on TikTok."*
- **Storytelling**
 - **Dialogue:** *“Don't move an inch,” she whispered.*
 - **Start with the middle or end:** *And before I realized it I had a tattoo on my forehead.*

Hook 'em From the Start!



SPEAKING SUPERPOWER



- The 2-4-8 rule
- Dialogue over monologue
- More graphics and less words
- Surprise with asymmetry and Woo your audience



ACTIVITY: I'VE GOT A STORY TO TELL 3.0



On Your Own

Finalize Your Story

Practice Your Story

Take out your notes.

Keep your story focused and aim for a clear beginning, middle, and end.

- Add a hook
- Have a clear solution or lesson learned/message
- Practice with your Awesome Affirmations

Person who hasn't gone first: Share first

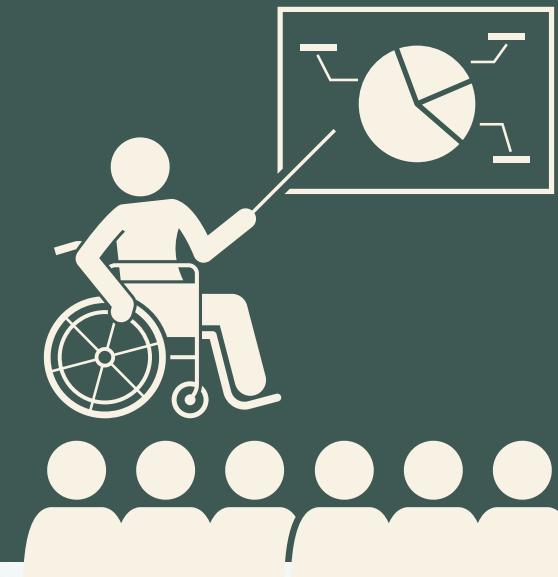
- Practice with:**
- Different Inflections
 - Body language
 - Eye contact
 - Varying your Volume/Pitch

Hook Ideas

- Quote
- Joke
- Fact/Stat
- Start at the End
- Rhetorical question
- Powerful statement
- Imagine Scenario



ACTIVITY: 1 MINUTE SPEECH CHALLENGE



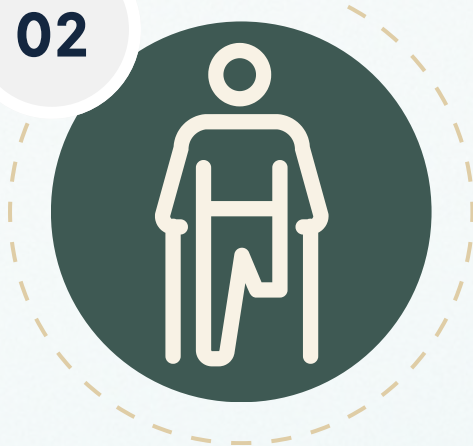
01



Volunteers

Volunteer to Share Your Story

02



Share Your Story

- State an affirmation
- Spend a minute or two sharing your story



03



Round of Applause

♦ I am ♦
BRAVE

Awesome Affirmations

- I am learning and growing.
- I get better and better everyday.
- I speak with ease and clarity.
- I am the only me in the whole world.
- My audience wants me to succeed.
- I am brave.
- I am prepared and ready to speak with confidence.





Questions?





B.U.T.T.E.R.F.L.Y.

Use these tips for your next public speaking event

- B** **Breathe** – Deep, steady breathing to calm nerves and focus.
- U** **Understand** – Know your material well to build confidence.
- T** **Trust** – Trust yourself and your ability to deliver.
- T** **Tempo** – Control your speaking pace for clarity and impact.
- E** **Engage** – Connect with your audience to create a two-way interaction.
- R** **Relax** – Stay relaxed to avoid tension in your body and voice.
- F** **Focus** – Concentrate on the message, not on the fear of speaking.
- L** **Listen** – Pay attention to audience feedback, both verbal and non-verbal.
- Y** **Yourself** – Be authentic and true to your own speaking style.



Thank you!



Ciji Carr



Ciji Carr

Learning and Development
Supervisor | Institute for Families,...



Dominique Laing-Rogers



Dominique Laing-Rogers

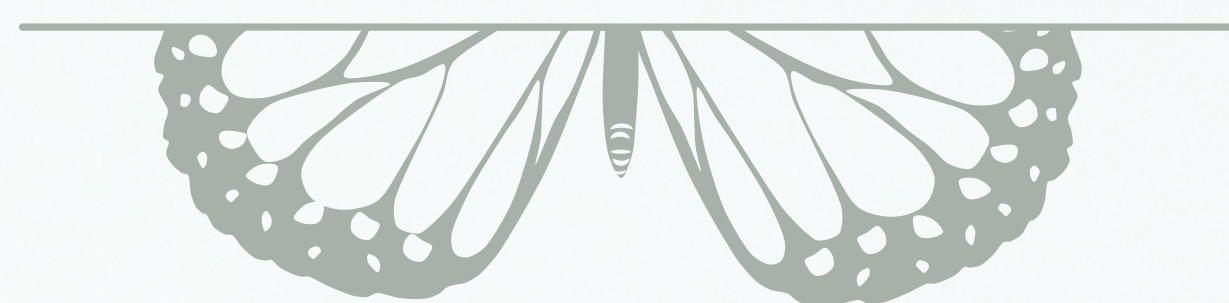
Passionate Instructional Designer at Rutgers
University | Former English Educator & Prog...



Let's Stay Connected!



WORKS CITED



*“I’ve learned that people will forget what you said,
people will forget what you did, but people will never
forget how you made them feel” -Maya Angelou*

Thank You

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