



**OhioHealth**  
BELIEVE IN WE™

# **Leadership Development Initiative (LDI) Curriculum**

---

## **Presentation Skills**

## **Presentation Skills**

**In Moore SY, Cameron-Lewis RG, Ferris FD (eds). Leadership Development Initiative Curriculum, 2014. © The Leadership Development Initiative.**

**ISBN: 978-0-9884318-0-5**

**Originally Presented by [Ron Cameron-Lewis](#)**

Permission to reproduce this Leadership Development Initiative (LDI) Curriculum module is granted for non-commercial educational purposes only, provided that the above attribution statement, copyright and ISBN are displayed.

Commercial entities presenting not-for-profit educational programs based on the LDI Curriculum must not use the LDI materials with products, images or logos from the commercial entity.

Commercial entities presenting for-profit educational programs using any part of the LDI Curriculum, must only do so with written permission from Frank D. Ferris, Director, LDI, OhioHealth.

The Leadership Development Initiative gratefully acknowledges the support of:

- International Palliative Care Initiative, Open Society Foundations, New York, NY
- National Cancer Institute Center for Global Health, Bethesda, MD
- The Diana Princess of Wales Memorial Fund, London, United Kingdom
- National Hospice and Palliative Care Organization, Alexandria, VA
- Pettus Family Foundation

The content is solely the responsibility of the authors and editors, and does not necessarily represent the official views of any of the funders.

Acknowledgment and appreciation are extended to faculty and staff of the OhioHealth and the Institute for Palliative Medicine at San Diego Hospice (which housed the International Programs and the Leadership Development Initiative from 2009 to 2012). Special thanks to the Mentors, Consultants and the LDI Team who contributed so much to the LDI Curriculum.

### **Contact the LDI Team**

E-mail: [Frank.Ferris@OhioHealth.com](mailto:Frank.Ferris@OhioHealth.com)

Frank D. Ferris, MD

The Leadership Development Initiative

Kobacker House

800 McConnell Dr

Columbus, OH, USA 43214-3463

Phone: +1 (614) 533-6299

Fax: +1 (614) 533-6200

## Overview

Leaders must be able to communicate effectively with a wide number of people of disparate backgrounds in many possible scenarios. It is important that Leaders communicate effectively in a manner appropriate to the audience, circumstances, time and medium – all while remaining true to their authentic selves. Though one may be a native English speaker, there are ways to optimize rhythm and musicality when speaking. Understanding the power of vowels in speech to carry the emotion and provide the rhythm, leads to crisp, energized delivery.

There is at least one word in every sentence that is more important than other words. That key word should be emphasized (or 'pointed') by the subtle use of pause and vocal inflection. Embellishing longer vowel sounds helps the speaker find greater emotional connection with key words. Articulation involves flexibility with the tongue, lips and soft palate, and interaction with upper and lower teeth. Practicing tongue twisters will help speakers improve clarity. To enunciate difficult words/phrases more clearly, practice saying difficult multi-syllable words or phrases backwards one syllable at a time.

## Objectives

After this presentation, participants will:

1. Use vowels and consonants intentionally to clarify and enliven oral communication
2. Use long and short vowel-sound patterns to increase clarity in any setting and audience

## Important Teaching Points

- Common problems in speaking accurate English include the following sounds:
  - "D" replacing "Th", as in "the" sounding like "duh" or "then" sounding like "den"
  - Weak final consonants (which are often dropped in everyday informal conversation)
- Practicing singing will help the speaker develop vocal range, power and emotional color, and will lead to improved breath support
- Reading children's bedtime stories help increase vocal range because the speaker must assume different character voices (as well as the main narrator voice). Like reading to a young child, exaggeration of the vocal range may be more compelling to an audience
- Rehearse/practice a major speech to increase vocal range, power and impact
- To discover vocal power and color, practice speaking a speech aloud in front of a mirror, then deliver it to the far side of the room, then project it looking out a window to a distant point

## Resources / References

1. Cameron, Ron. (1999). *Acting Skills for Life* (3rd ed.). Toronto, ON: Dundurn Press.
2. Rogers, Bruce. (1999). *You Can Say That Again!* Toronto, ON: Dundurn Press.