

CMTA 2023 ANNUAL CONFERENCE

FOR ALL **FLAVORS OF** **FINANCE**
TREASURY DEBT INVESTMENTS

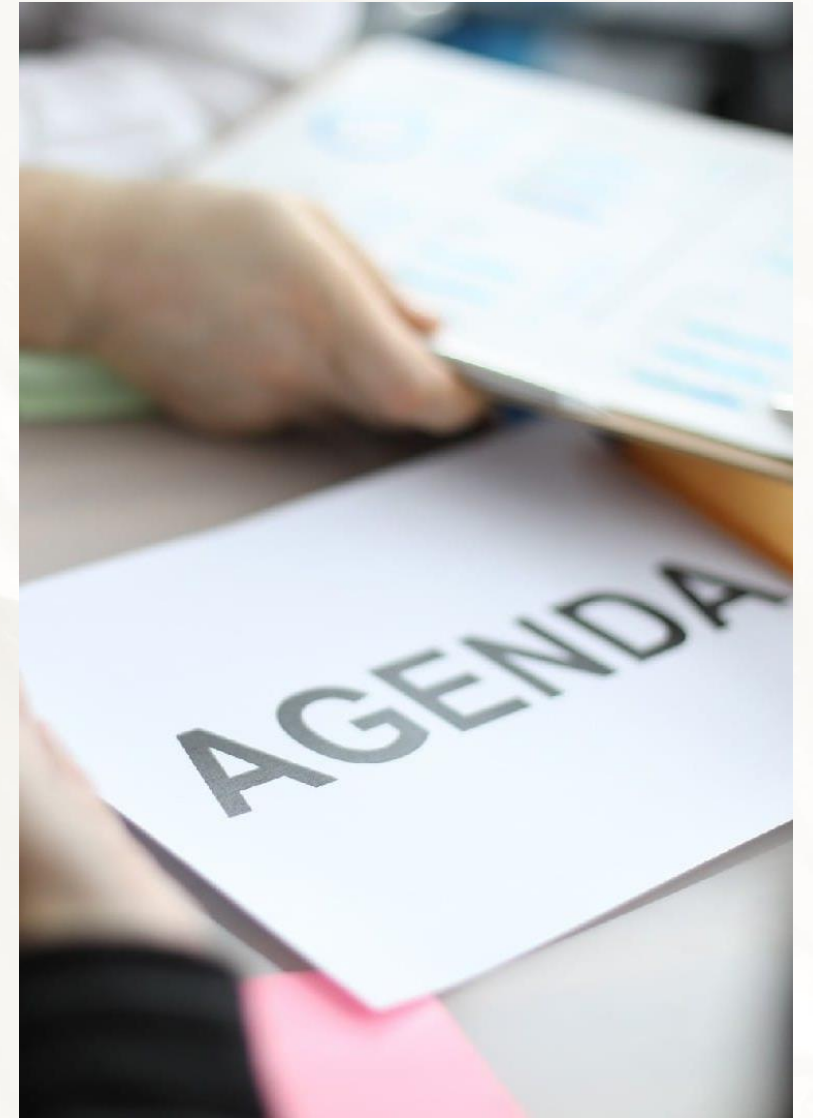
MARRIOTT SAN MATEO • SAN FRANCISCO AIRPORT • APRIL 26-28, 2023

Public Speaking for Financial Folks

Steve Yu, MBA
CFO & Assistant Dean, UCLA School of Law

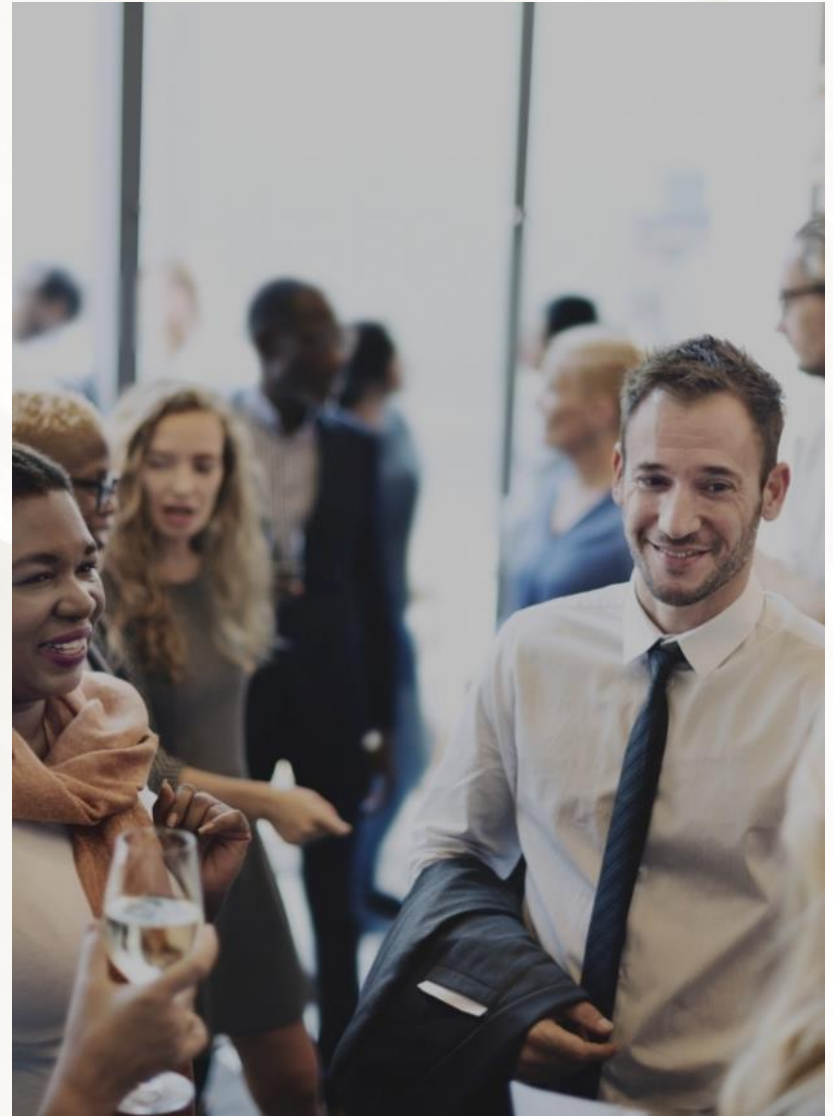
Topics

- Importance of Public Speaking
- Fear of Public Speaking
- Effective Communication
- Non-Verbal Communication
- Wrap Up and Q&A



Uses for Public Speaking

- Presentations
- Interviews
- Meetings
- Networking
- Pitching a Business
- ANY Social Situation



Memorable/Impactful

- Knowledgeable
- Evokes Emotion
- Funny
- Engaging
- ****Charismatic****
- ****Confident****





Top Ten Fears & Phobias

10. Darkness
9. Zombies
8. Strangers
7. Flying
6. Claustrophobia
5. Blood/Needles
4. Drowning
3. Bugs/Snakes
2. Heights
1. Public Speaking!

Fear Defined

noun –

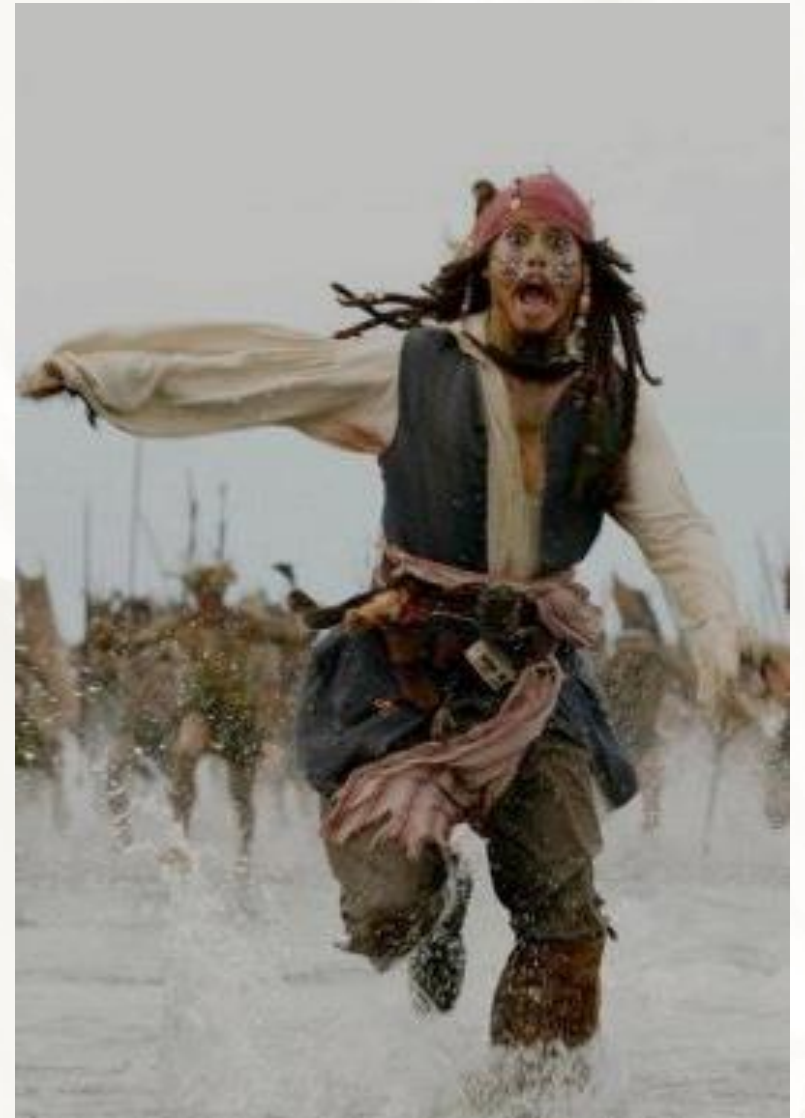
A distressing emotion aroused by impending danger, evil, pain, etc.

Whether the threat is real or imagined



“Fight or Flight”

- Nervous system (primal survival mechanism)
- Automatic response
- Physiological symptoms
- Rewire your response



Effective Communication

- 55% Body Language
- 38% Vocal Tone
- 93% “Non-Verbal”

- 7% “Verbal” (e.g. words)
- 100% Effective Communication



Body Language

- Posture
- Facial Expressions
- Gestures
- Composure

Steve's 3 S's

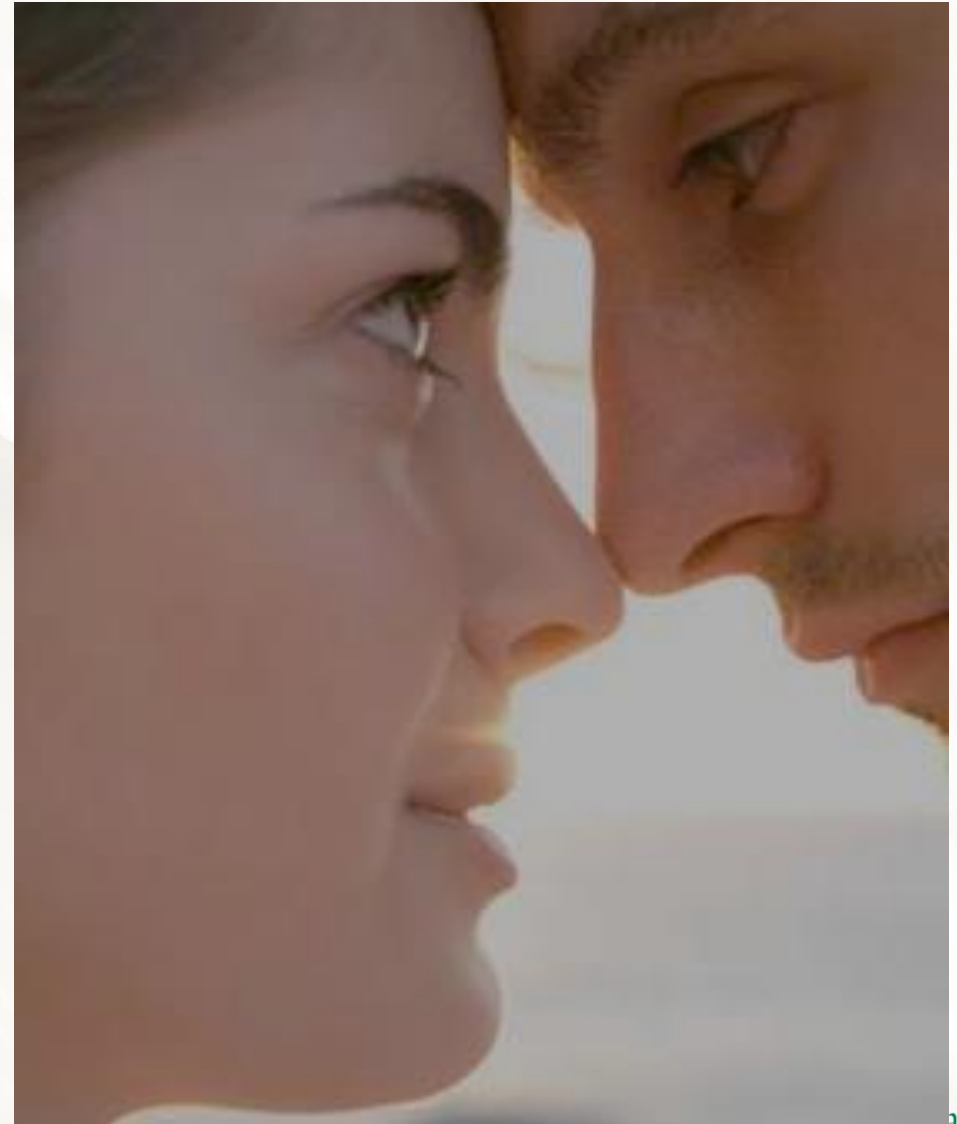
Sit/stand tall, Smile,
Slow Down





Eye Contact

- Information
- Intimidation
- Intimacy
- Influence



Voice/Speaking Techniques



- Tone
- Volume (loud)
- Pitch (high/low)
- Speed (slow/fast)
- Pauses

Record Yourself

- Sound/look awkward
- Look for nervous ticks
- Fastest way to get better



Summary

- It's Important
- Overcome the Fear
- Focus on the 93%
- Body Language
- Eye Contact
- Vocals
- Record Yourself



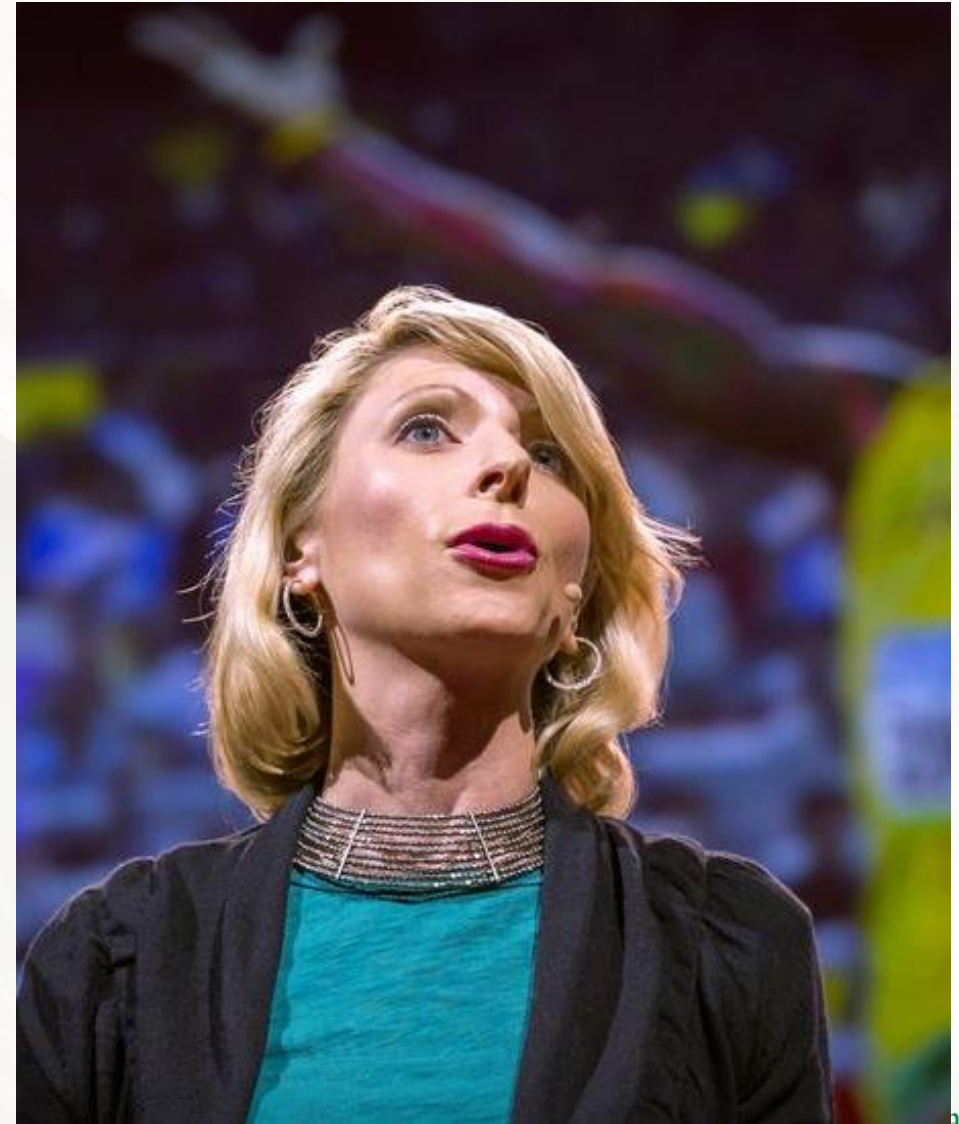
*“Your Body Language
Shapes Who You Are”*
(e.g., the Power Pose)

Amy Cuddy

Social Psychologist

2012 TED Talk

68 million views





THANK YOU!

**LinkedIn:
steveleeyu**





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