



Presence, Professionalism and Public Speaking

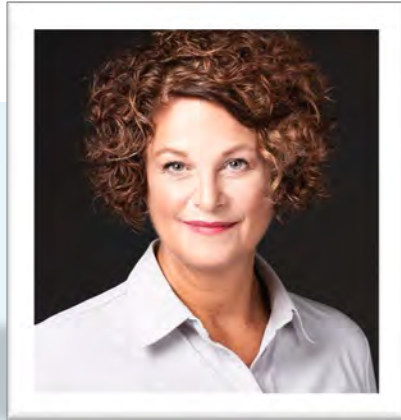
Enhancing communication and presenting skills for reputational success



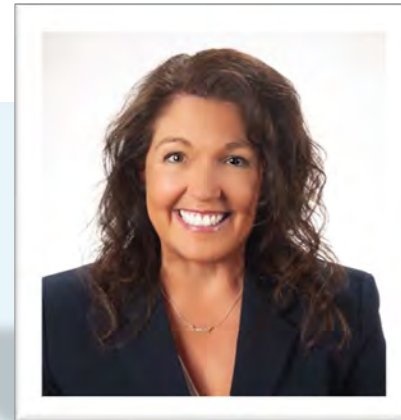
Agenda

- Welcome and Warm Up
- Presence, Professionalism and Public Speaking
 - + Top Tips for Public Speaking
 - + Using AI to Help, Prepare and Improve Your Practice
- Running Meetings and Reporting Out + Practice
- Giving Public/Community Testimony + Practice
- Media Training with AI + Practice

Intros



- Dianne Danowski Smith, APR, Fellow PRSA
- Publix Northwest PR + PA, Portland, Oregon



- Janelle Guthrie, APR, Fellow PRSA
- Building Industry Association of Washington, Olympia

Warm up Icebreaker

Two Truths and A Lie ...

If I could invent a new tool or
technology, it would be ...



Top Ten Tips – Public Speaking

- Polish
- Poise
- Panache
- Presence
- Professionalism (+ Practice!)



**Filler words; voice too soft, too
loud, too fast; low energy**

STAND UP

**Hands too expressive;
distractions**

Neglecting eye contact

**Hands over
head**

**Facial expressions
not meeting moment**

**Not being confident
of material**

#wearingitright

**Doing a 'drive by' with
the audience/attendees**



#10: Body Language

Voice and temper

Measured pose and
movements

- Arms and hands controlled
- Sit up straight
- Calm look on your face

Breathe, breathe, breathe

#9: Build and Know Your Material

You're the expert

You are going to be delivering information already know, what you've already lived, observed, worked at, experienced



#8: Know The Room

Know your audience

Why are they here to hear you?

What are their needs?

Their takeaways?



#7: Visualize Your Success

What does accomplishment
or resolution look like?

Take us with you on your
journey



#6 Make Eye Contact

Convey credibility,
believability

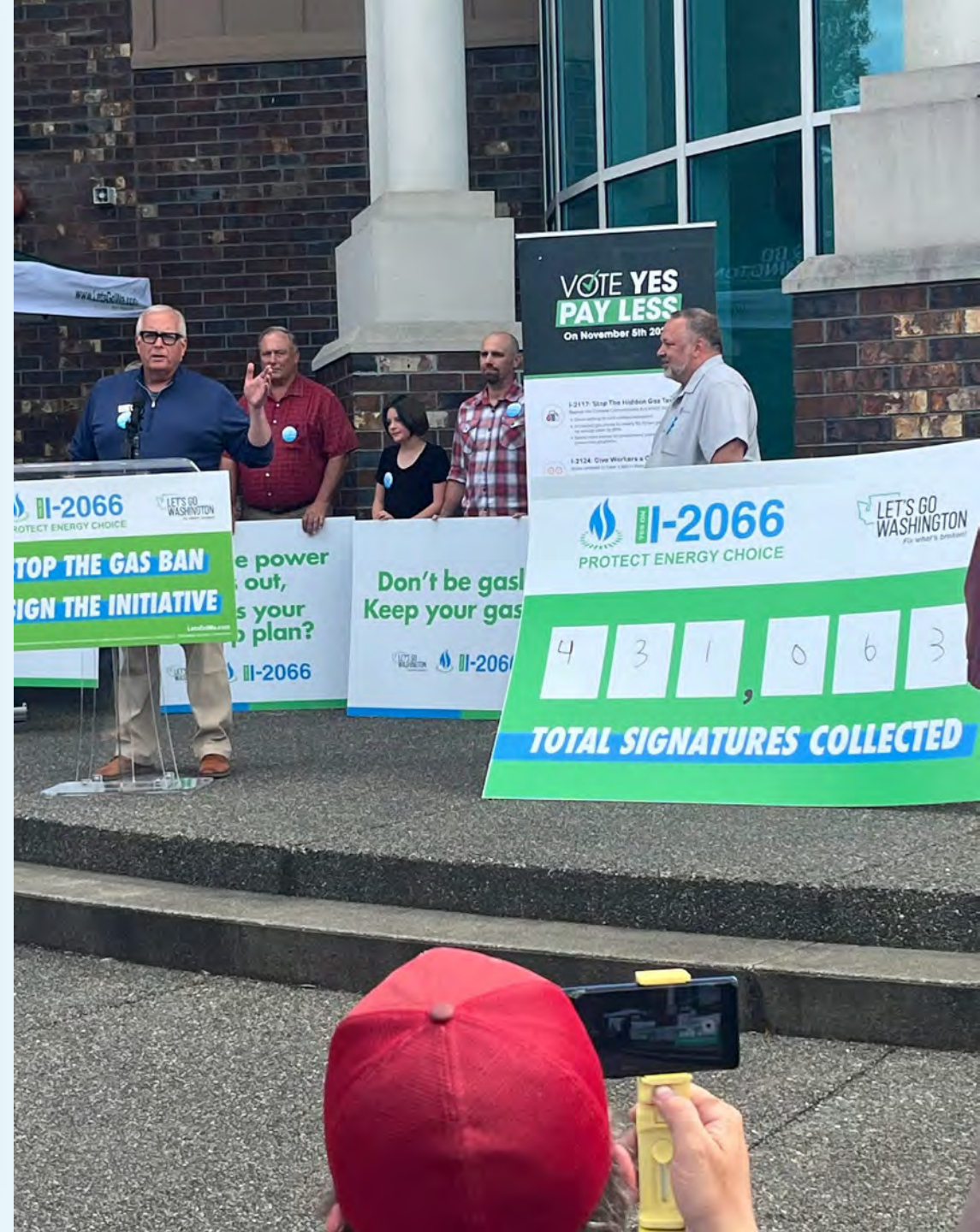
Your audience will see you as
sincere and 'like them'



#5 Focus on the Main Message

Make the main message the main message

Deliver the content succinctly and with confidence





#4 Make No Excuses

It's okay to say, "I don't know"

Hint: Pivot

Answer the question you wanted to be asked

#3 Visualize Where You'll Be

What's the 'scene'? What
might hinder your success?

Pre-researching all the
logistics will make for a
smooth opportunity





#2 Relax, but don't

Micro-second pauses
will be your friend

Smile or have neutral
face

#1 Perfect Practice Makes Perfect Preso

Allow time for the unexpected

Experience builds confidence

Empower yourself so you can convey authority



khq.com/news/spokane-home-builders-association-weighs-in-on-strengths-weaknesses-in-industry-as-sentiment-slumps/...

REPLAY Dave & Molly Monday - Friday 6am to 10am PT

NonStop LOCAL KHQ

NEWS WEATHER SWX SPORTS KHQ MD NW PROS NW DEALS 81°

Cybersecurity Awareness Month is the perfect time to get year-round protection with LifeLock.

Spokane Home Builders Association weighs in on strengths, weaknesses in industry as sentiment slumps

Cory Howard & Noah Corrin NonStop Local Feb 18, 2025 Updated Feb 24, 2025



Weather

Currently in Spokane Sunny 81° / 50°

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How can AI Tools Help?

Step 1: Information

Step 2: Define your AI tool:

- ChatGPT
- Perplexity

Step 3, 4, 5: Write your prompt

Role + Task + Context

.



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Discover



Spaces



Account



Upgrade

perplexity



Spokane Home Builders ...docx
23.5 KB



I am a Spokane, Washington-area homebuilder who is considered a local market expertise. I need develop a verbal presentation about the impacts and challenges of the local Spokane homebuilding market that local builders are facing. My presentation will be given to local business leaders at the Greater Spokane Inc chamber of commerce. Please use the attached file as an information source and develop an outline of key points for my speech and what questions I may likely get.



Then you upload the file (As a Word document, or a PDF or other document such as a spreadsheet, etc.). Then hit Enter





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Spaces

I am a Spokane, Washington-area homebuilder who is considered a local market...

Answer Sources - 1

Market Overview

- Builder confidence in Spokane has recently declined, mirroring national trends. The National Association of Home Builders Confidence Index dropped from 47 to 42, reflecting local uncertainty, primarily due to tariffs and rising input costs. Spokane-Home-Builders

Key Challenges for Spokane Homebuilders

- **Regulatory Uncertainty:** Shifting rules at the state and local level (especially around energy code and rent control legislation) undermine predictability for builders. Spokane-Home-Builders
- **Cost Pressures:**
 - **Materials:** Tariffs and supply chain disruptions increase the price of essential materials, notably lumber and appliances, much of which is imported.
 - **Energy Codes:** Debate around all-electric versus natural gas requirements; the all-electric route adds about \$40,000 to new home costs, but practical implementation remains unclear.
 - **Land Constraints:** The urban growth boundary has been frozen since 2013, driving land prices up by approximately sixfold. Land now represents a considerable cost pressure. Spokane-Home-Builders
- **Regulatory Fees:** About 30% of the typical new home price in Spokane is tied to regulatory fees and requirements.



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- **Labor Shortage:** Aging workforce in the trades and difficulty attracting new entrants; efforts are underway to promote trades work as a valued and rewarding career.  Spokane-Home-Builders

Impacts on Affordability and Community

- Only about 15% of locals can currently afford to purchase a home. This affordability squeeze means most buyers are already homeowners, reducing opportunities for first-time buyers and the workforce.  Spokane-Home-Builders
- Homeownership benefits communities through increased educational attainment and general well-being.
- Regulatory overhead and rising costs risk pushing homeownership even further out of reach.

Opportunities and Local Strengths

- Recent voter support for natural gas helps maintain energy choice, though legal implementation lags behind.
- Builder advocacy groups are actively working with policymakers to streamline permitting and revisit outmoded height limits and housing density restrictions, especially downtown.
- Spokane's relative housing diversity and potential for new housing types (condos, townhomes) increase resilience if allowed to expand.

Policy Priorities and What Needs to Change

- Loosen the urban growth boundary to release more land for development.
- Streamline permitting and reduce unnecessary regulatory barriers.
- Continue efforts to attract and retain trade professionals.
- Align energy policy with consumer demand and builder capability.



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Answer Sources 1

Questions You May Likely Be Asked

1. How are tariffs on imported lumber specifically impacting new home costs right now? @ Spokane-Home-Builders
2. Do you anticipate Spokane's urban growth boundary will be revised soon? What might drive that decision?
3. Can regulatory changes at the city or county level meaningfully lower home prices without compromising quality or safety? @ Spokane-Home-Builders
4. What is being done to recruit younger workers into the homebuilding trades? Are these efforts paying off? @ Spokane-Home-Builders
5. How can Spokane balance environmental goals with housing affordability, especially around natural gas and electrification? @ Spokane-Home-Builders
6. Does Spokane risk losing more residents or businesses to Idaho if current trends continue?
7. What's your message to policymakers regarding rent control and housing supply regulation? @ Spokane-Home-Builders
8. How would streamlined permitting or changes to height/density rules shape the local housing market? @ Spokane-Home-Builders
9. How do federal, state, and local regulations interact to shape the Spokane housing market? Where should advocacy focus? @ Spokane-Home-Builders
10. What positive policy examples from other cities could Spokane borrow to address current challenges?

These points and questions should prepare you to speak authoritatively to local business leaders about both the uphill battles and the opportunities facing Spokane homebuilders today, providing a grounded perspective based on your expertise and thorough knowledge of local industry

regulation? @ Spokane-Home-Builders-

8. How would streamlined permitting or changes to height/density rules shape the local housing market? @ Spokane-Home-Builders-
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 Share  Export  Rewrite

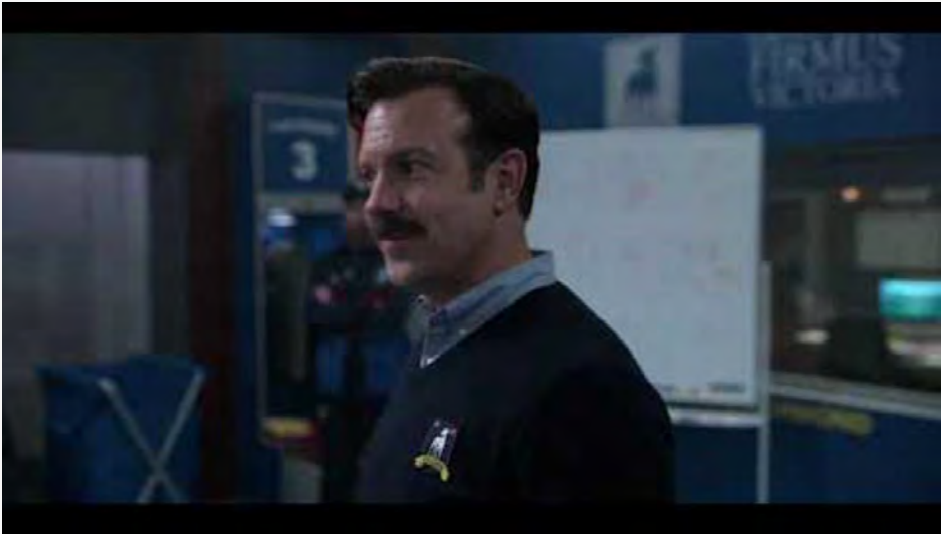
   

Ask a follow-up





Other ways AI Tools can help



 Copy transcript

- 0:00

Got ourselves a tie game. That's work fellas. We're broken. We need to change and, and look.
- 0:12

I know change can be scary. One minute you're playing freeze tag out there at recess with all your buddies. Next t getting zits. Your voice gets low. And every time your art teacher miss scan leans over your desk to check and see going, you feel all squiggly inside <laugh>.
- 0:30

Hm. She was a striking woman. Not classically beautiful but striking. First time I ever saw tan lines, most of the tim thing.
- 0:43

I think that's what it's all about. Embracing change, being brave, doing whatever you have to so that everyone in your life can move forward. There is maybe it's the only way you can truly help her be happy. Obviously by her, I'm referring to lady football. Sam, we going to shift you to midfield for the second half. Beer's gonna walk y'all through the rest of the changes.

- Rephrase concisely
- Simplify to main points
- Rewrite as a sonnet
- Convert to riddle 🧐

Coaching (5)

Analytics

💡 Follow-up Questions

Here are some follow-up questions you should be prepared for:

Can you elaborate on how you think embracing change can help everyone in your life move forward?

Practice

← 1/3 →

💡 Conciseness

0:43

Embracing change and being brave is what it's all about. Do whatever it takes so everyone can move forward and help her— by her, I mean lady football—be happy. Sam, you'll shift to midfield in the second half. Beer will explain the rest of the changes.

See more ▾

💡 Summary

- Change is often necessary and can be beneficial for progress.
- Adaptability and bravery are essential for personal and collective growth.

See more ▾

Let's Practice

Break!



Running the show

Five tips for effective meetings

- Be clear on your why
- Plan your invites
- Get organized: Agendas and calendar invites are your friends!
- Run the room
- End with action!





PSVP_Agenda_FBOD_2025.docx
Document

I am Nicole Ahola, chair of the BIAW Past 2nd Vice President's Committee. Please transform this agenda into talking points to run this meeting.

Here are clear, conversational **talking points** you can use to lead the Past Second Vice Presidents' Council meeting on **Tuesday, Nov. 11, 2025**, at the **Vancouver Hilton**  PSVP_Agenda_FBOD_2025 :

Opening

- "Good afternoon, everyone! I'd like to call the Past Second Vice Presidents' Council meeting to order."
- "Thank you all for taking time out of your busy schedule to be here in Vancouver during our Fall Board of Directors meetings."

Approval of Minutes

- "Let's start by approving the minutes from our June 24, 2025, meeting.
Do I have a motion to approve the minutes as presented?"
- "All in favor? Any opposed? The motion carries."

Welcome and Introductions

- "Let's take a moment to go around the room and  introduce ourselves. Please share your name, your local association, and your year of service as Second Vice President."

+ Ask anything



- Role + Task + Context
- Upload agenda
- Enter your role
- Provide the task
- Add context (if necessary)

How AI can help you



Let's Practice!

Role: Chair of the Past 2nd VPs

Audience: Past 2nd VPs

Task:

- Introduce yourself
- Tell a little about your association
- Welcome people and recognize key contributors
- Run the agenda
- Upcoming events
- Thank everyone for coming

Reporting out...

- Clear, concise reports
- Identify your key points
- Distill most important information
- Be brief but informative
- Provide opportunity for follow-up



Let's practice

- Audience: Board meeting
- Task:
 - Introduce yourself briefly
 - Think of three things you would report out on
 - Deliver your message briefly





Thank you, Mr.
Chair...

Testifying before the Legislature

Tips+ on legislative testimony



- Prepare your remarks and summarize
- Avoid duplication
- Understand the updates on the issue
- Wait to be acknowledged
- Give proper salutation
- Be respectful and professional
- Be punctual

I'm a member of the Olympia Master Builders' board and their professional women in building council who is an award-winning remodeler and general contractor. I'm testifying before the House Housing Committee on why it costs so much to build and remodel a home in Washington. Help me with one page of talking points.

Here's a clear, persuasive one-page set of talking points tailored for your testimony before the House Housing Committee:

Testimony Before the House Housing Committee

Topic: Why It Costs So Much to Build and Remodel a Home in Washington

[Your Name], Olympia Master Builders Board Member and Award-Winning Remodeler

1. Opening – The Human Impact

- Thank you, Chair [Name] and members of the committee.
- As a remodeler and general contractor, I see firsthand how rising costs are pricing families out of homeownership and keeping needed remodeling projects on hold.
- Every extra cost—from fees to delays—adds up for the homeowner.

2. Regulatory Burden and Permitting Delays

- Permitting is one of the biggest cost drivers. In many jurisdictions, delays stretch from weeks to months, sometimes years.
- Time is money: financing, materials, and labor costs all rise while projects sit in limbo.
- We need streamlined, predictable, and digital permitting systems statewide.

3. Fees, Taxes, and Impact Charges

- Builders pay multiple layers of fees—impact fees, sewer/water hookup fees, plan review fees, and state taxes.

How AI can help you

- Role + Task + Context
- Upload background document
- Enter your role
- Provide the task
- Add context (if necessary)
- Download and add personal context.

Let's practice

- Audience: Legislators or local council people
- Task:
 - Introduce yourself briefly
 - Tell them about your business
 - Encourage them to adopt pro-housing policies
 - Explain why



January 6, 2025

Vancouver City Council

Proposed Initiated Ordinance

ALIENWARE

Tips and tools: Media Training

- Cultivation
- Preparation
- Prep using AI
- (+ Practice!)



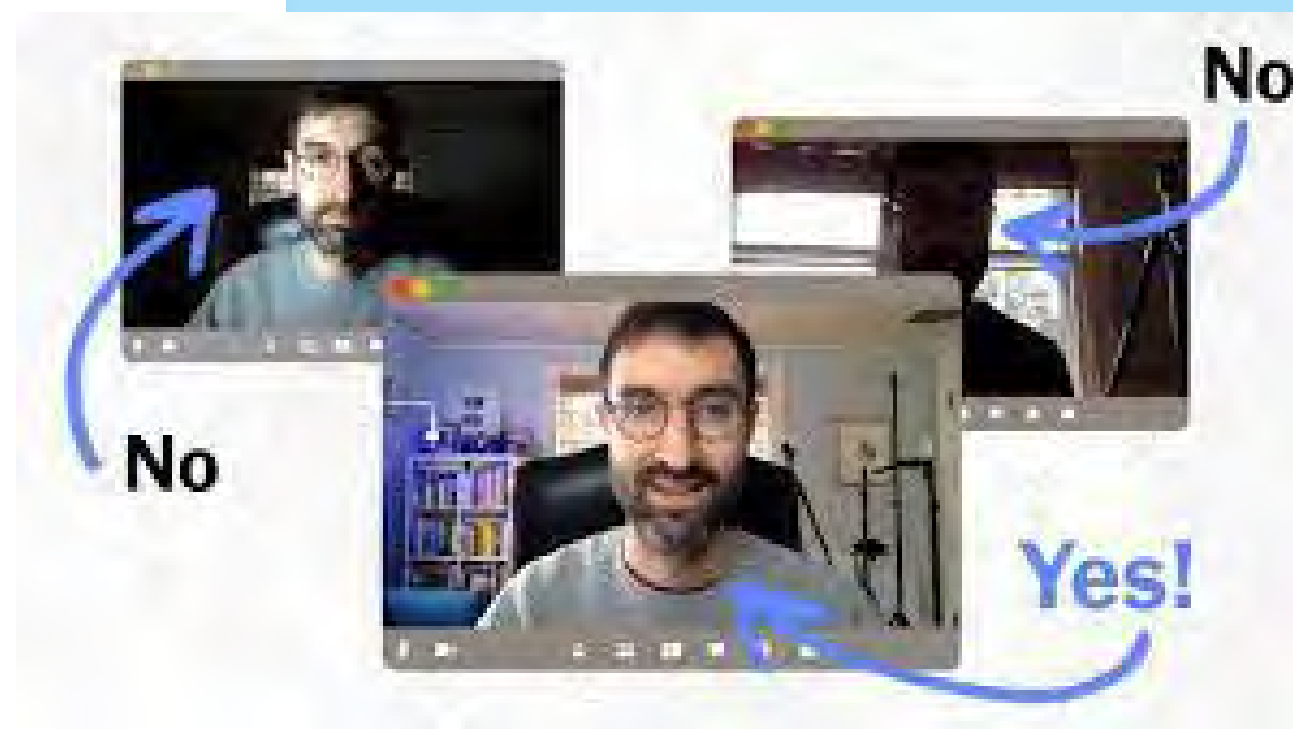
On the job

- Schedule time that won't disrupt work
- Prep employees
- Ask the homeowner (if necessary)
- Follow the rules



Frame it up

- Be in the frame
- Optimal lighting
- Voice amplification
- Background sound reduction



No, no, no... just no

It's not only what's in the background....

Audio AND visual

It's about what might appear in the background



Presenter is Not Wearing Pants

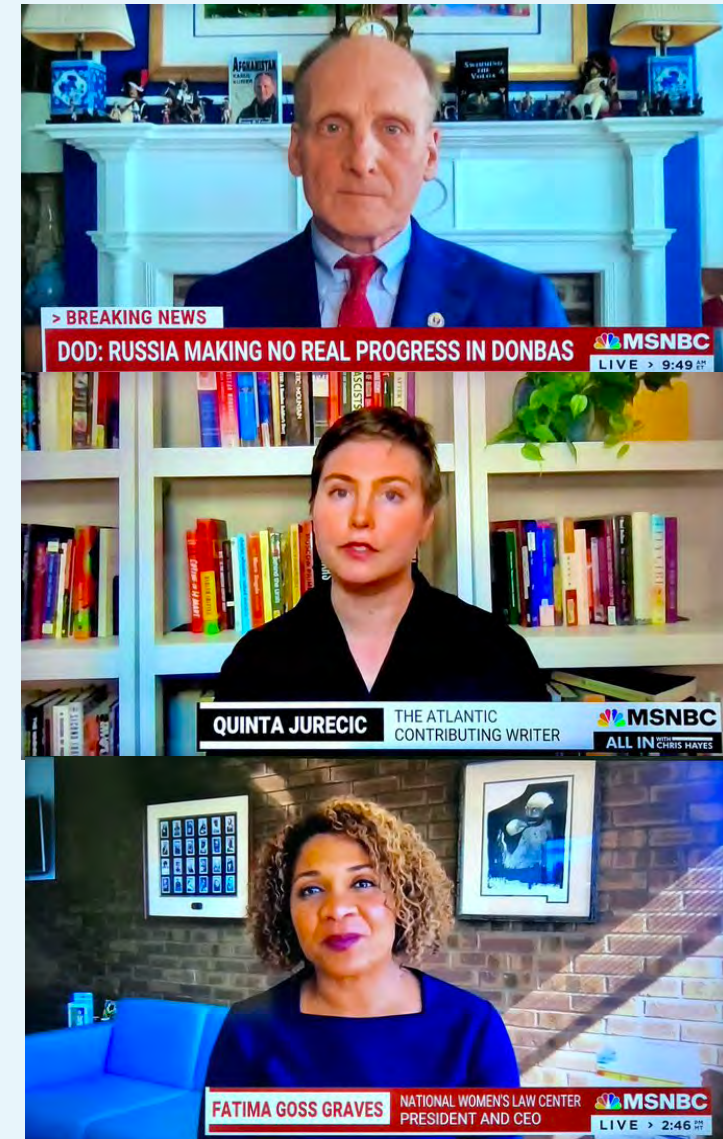


. Couple Gets Into a Fight



Yes, yes, yes

Why would we believe these people and are willing to listen to them?



Top 7 Media Interview Tips



7- Evaluate the opportunity

6- Prepare key talking points

5- Keep language simple and avoid jargon

Top 7 Media Interview Tips

4- Know the media outlet, reporter and audience

3 - Practice body language, confidence and voice modulation

2- Listen carefully and respond thoughtfully

1- Repurpose other content (Blog, testimony, speech, report)





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Spaces



Account



Upgrade

perplexity

Let's together write our prompt....



Building Trust and Professional Reputation Through Speech

Consistent Communication

Maintaining regular and reliable communication builds a strong foundation for client trust over time.

Transparent Messaging

Honest and clear messaging enhances credibility and strengthens professional reputation.

Persuasive Speech

Effective persuasion helps convey value and fosters referral opportunities from satisfied clients.



Conclusion

Mastering Public Speaking

Effective public speaking enables home builders to communicate clearly and build trust with fellow members, prospective members, policy makers, media and clients.

Embracing AI Technologies

Using AI tools helps home builders and staff prepare for and improve their public speaking.

Business Growth in Competitive Market

Combining communication skills and AI adoption supports growth in a competitive home building market.