

A Deeper Dive on “Spousespeak”: Navigating Public Speaking Contexts from Elevator Pitches to Social Media Statements



The Council of
Independent Colleges

Under
the Big Tent

2024 Presidents Institute Spouses and Partners Program
Independent Higher Education in a Democratic Society

The Diplomat Beach Resort | January 4–7, 2024

Thank you to our sponsors

Build your schedule and join your colleagues in the Guidebook interact feed.

guidebook

 **TIAA**



The Council of
Independent Colleges

Under
the Big Tent

2024 Presidents Institute **Spouses and Partners Program**
Independent Higher Education in a Democratic Society

Presenter

Randy Richardson, Presidential Spouse, Westminster College (PA)

Chair

Marvin Espy, Presidential Spouse, Mitchell College (CT)



The Council of
Independent Colleges

Under
the Big Tent

2024 Presidents Institute **Spouses and Partners Program**
Independent Higher Education in a Democratic Society



Dr. Randy Richardson
Presidential Spouse, Westminster College (PA)

**Five WORST Pieces of Common
Public Speaking Advice...
EVER!**

5. It doesn't matter what you say,
just say it with confidence.
Delivery is everything.

4. Look just above the heads of your audience.

3. Make stuff up. They'll never know.

2. Never let 'em see you sweat.

1. Picture your audience in their underwear.

Six Key Considerations When Making Rhetorical Choices

Purpose

- Why am I speaking?
- What am I trying to accomplish?

Audience

- To whom am I speaking?
- What do I know about them? What do I not know ?
- How many are in the audience?
- How diverse is the audience?
- What are their likely expectations?
- Are there important political leanings?

Occasion/Specific Context

- Why are people coming together here and now?
- What factors related to the specific context are important?
 - Lighting
 - Stage
 - Venue Size
 - Acoustics
 - Distance
 - Wardrobe choices

General Social Context

- What is happening in the world?
Region? State? Community? Campus?
- How might events on the world stage impact my audience and/or topic?

Speaker

- What does the audience know about you (the speaker)?
- What are your strengths and weaknesses as a public speaker?
- What is your public speech personae?

Identification

- How can I emphasize the common ground between myself and the audience?
- In what ways are our interests joined?
- How do I speak their language...or not?

Q&A Session



The Council of
Independent Colleges

Under
the Big Tent

2024 Presidents Institute Spouses and Partners Program
Independent Higher Education in a Democratic Society

The Diplomat Beach Resort | January 4–7, 2024

**Thank you for attending
this session!**