



PUBLIC SPEAKING

EFFECTIVE, AUTHENTIC COMMUNICATION

FEAR FACTOR

Public speaking remains the number one phobia. Even many professional speakers have this fear.

The difference is that they have found ways to manage nerves if and when these arise.

Fear holds you back. Your worry around being vulnerable or being judged prevents your great thoughts and ideas from being heard - in meetings, in your personal life and on bigger platforms.

BYPASS THE NERVES

Nobody else knows exactly what you plan to say in your talk, so if you miss something, move on. If it's important, you can come back to it.

Own your talk. If you plan to invite questions, do so towards the end, but you should be the one who makes the final statement.

Trembling is a fight or flight response. You can't control it. If your knees knock, it's OK. Carry on anyway.

“ THE SUCCESS OF YOUR PRESENTATION WILL BE JUDGED NOT BY THE KNOWLEDGE YOU SEND BUT BY WHAT THE LISTENER RECEIVES. ”

Lilly Walters



GIVING A PRESENTATION

The delivery of your talk is important. You don't need to be armed with all the facts or have a slick style. It's about your 'why' - why the topic is meaningful to you and the passion you inject into your talk.



Use strong opening and closing statements

Start with a statement that hooks your audience right from the start. It can be a shocking fact, a question that makes them think, or use of phrases such as 'Imagine if..'

To close, you could give a call to action, or a challenge.

Have a structure



Your talk is like a story. It should have a clear beginning, middle and end, irrespective of length. Use 3-5 points within the middle section. Any more and your audience won't be able to remember them.

Consider the way people receive information



Many people's preferred style is visual, so making good use of photos and imagery will help you get your message across. Others might have a kinaesthetic style, so props and interactive activities would keep them engaged in your talk.

Dress without distractions



Dangling jewellery or too many rings are a distraction, not least because nerves may make you fiddle with them. You want people to focus on your message, not your accessories.

Tight clothing is constrictive. Calm, controlled breathing ensures effective delivery so ensure that you are comfortable.

The Power of Pause



Use pauses when you first walk out on stage (and smile), to break up the sections of your speech, to gather your thoughts or to add suspense. You can also use pause when you move to a different spot for emphasis.

TOP TIP: SPEAK FROM THE HEART TO BE HEARD



Imparting information or knowledge alone won't cut it. People engage through emotion. They will remember your stories long after your statistics, so keep it real.



YOU CAN SPEAK WELL IF YOUR TONGUE CAN DELIVER THE MESSAGE OF YOUR HEART.

John Ford

