

Public Speaking - Confidence & Skills

Seven Keys To A Great Speech

*Develop courage that builds confidence . . . Create content that intrigues audiences.
Choose a communication style that complements your message
and your authentic self . . .*

Public speaking experts will tell you that 55% of your communication is through body language. You communicate every time you nod, smile, gesture, or make eye contact. That leaves 45%. I'd like to explain Suzie Orman style, a second way that you communicate: "*Listen people, 35% of your communication is through your tone of voice.*"

Together, body language and tone of voice add up to the astounding 90% we hear so much about. So what's left? How else can you inspire, entertain, inform, or persuade your listeners? Would anyone like to take a guess? Yes, a mere 7% of your message is communicated through words.

And that's why the focus of public speaking coaching is threefold—We look at your communication style, that is, your body language and tone of voice. Secondly, we look at the content of your speech. Do you choose your words and organize your ideas around a clear purpose? Finally, we emphasize a very important third theme that is integral to any personal or professional growth. That theme is courage. Simple courage.

1. Observe the "Three Know's"

Speak about what you know — what you are passionate about
Let your listener know **YOU**. Yes, talk about your family, a key life event, etc.
Know your listener so you can connect her/his interests to your subject

2. Have a clear, specific objective — What do I want to achieve?

Do I want to **inspire**, entertain, inform, or persuade?

3. Create a clear "bare bones" outline.

4. Conquer the butterflies. Build your confidence.

- Create & memorize a dynamite opening & a memorable conclusion
- Rehearse silently
- Rehearse aloud a few times in **more than one** room
- Rehearse in front of others

- **Frequently visualize** a successful presentation
- Remind yourself that you are doing your best
- Close your eyes often and take seven deep breaths
- Present with **energy** and confidence

5. Make a point. Be brief. Then, tell a story that includes emotion.

6. Engage your audience.

7. Use a variety of communication methods.

Four Common Speaking Mistakes

1 An Absence of Word “Pictures” or Emotion

2 Poor Verbal Skills

Tone
Pitch

Clarity
Pace

Volume
Verbal Litter

3 Poor Non-Verbal Skills

Body Language
Eye Contact

Gestures
Dress

Facial Expression
Movement within the speaking area

4 A Lack-Luster Attitude

Practice positive, encouraging, inspiring self-talk. Avoid negative self-talk BEFORE and during your speech.

E.g., “I know I’ll forget everything I practiced. I didn’t have enough time to do a good job. People won’t like my speech or me. My speech is disorganized. Everyone will see that I’m nervous.”

Create your own enthusiasm. Then, inspire enthusiasm in your audience. Create your own friendly attitude. Then, interact with your audience in a friendly way. Remember, people want you to succeed. It makes THEM feel good!

Public Speaking & Writing

I want to improve my ability to . . .

_____ Persuade and convince others

_____ Effectively lead teams and groups

_____ Put ideas across clearly

_____ Communicate in an inspiring way

_____ Build self-confidence

_____ Tactfully evaluate presentations

_____ Think quickly & clearly under pressure

_____ Create intriguing speech content

Do you want coaching on Speech Content as well as Delivery?

Learn The A-B-C’s of A Mini Speech

Karen’s eight years experience as a member of Toastmasters International, can be put to work to help you achieve your public speaking goals.

[First . . . Get Their Attention](#) — “Thirty Great Openings & Two Easy Outlining Techniques.” The fun examples in this six-page “Super Guide” will show you how to speak and write with ease, market your products and services, or even toast the bride and groom.