

	<p>How To Be a Better Public Speaker & Give Amazing Presentations</p> <p>Created & Delivered by Stuart Lloyd Cohen Chief Motivation Officer</p> <p>Go to StuartLloydCohen.com/EDGE for additional resources</p>
---	---

“All the great speakers were bad speakers first.”
Ralph Waldo Emerson

SETTING THE STAGE:

What is the most important skill of a leader? COMMUNICATIONS

Good public speaking is a specific LEADERSHIP SKILL.

The role of a leader is to INFLUENCE.

Therefore, public speaking is an essential ASSET.

I am not here to teach you how to become a PROFESSIONAL SPEAKER .

I am here to make you better at SPEAKING PUBLICLY.

This will elevate your LEADERSHIP & INFLUENCE and ultimately your SUCCESS.

Q: How can PUBLIC SPEAKING help you be more successful?

Q: What speech do YOU want to give?

GENERALLY SPEAKING:

The purpose of a public speech is to INFLUENCE with EFFICIENCY.

Three main types of speeches are:

Informative speech | Persuasive speech | Special Occasion speech

Even running a MEETING is a form public speaking.

A separate set of COMPETENCIES is required.

This should relieve some pressure:

People are not there to JUDGE YOU.

[YOU are not on trial]

People are there to HEAR what you have to say.

They are most interested in your MESSAGE.

[Your goal is to get them interested in YOU!]

This should give you pressure:

They are giving you something precious: TIME

So don't waste it!

Heed this important paradigm shift:

By showing up they have given you a gift.

They owe you nothing more.

Now you owe them!

What matters most is not what you want to say but what they expect to hear.

How you got them in the door is as critical as what you give them once inside.

If the best speech in the world does not contain what they came to hear it is a failure!

How'd you get them in the door?

TITLE, DESCRIPTION, TAKE-AWAY BULLETS

You already set expectations!

Consider the CONTENT vs. DELIVERY paradox:

Is CONTENT more important than DELIVERY

Or is DELIVERY more important than CONTENT?

Great CONTENT and lousy DELIVERY puts people to sleep (so they may never hear your great content).

Great DELIVERY and lousy CONTENT can still have some value!

DELIVERY is half VERBAL and half PHYSICAL.

NOTES ON CONTENT:

CONTENT = RELEVANCY

To be relevant fulfill AT LEAST ONE of these:

- Validate stuff they already know.
- Remind them of stuff they forgot.
- Teach them some new stuff.

Unless you've made a break-through discovery accept that they may – or may not – have heard it before.

Talk about something you know a lot about.

Be a subject matter expert.

It's easy to spot a phony baloney.

Accept that 1 person might know more.

Pepper in supporting (& interesting) stuff:

Personal stories & experiences [anecdotes]

Quotes from books and vids

Relevant news stories

Facts [numbers]

Don't OVERSTUFF!

Keep it SIMPLE and FOCUSED

DON'T MEMORIZE

Keep it STRUCTURED & SIMPLE.

Write it out word-for-word.

Convert to BULLET POINTS to TRIGGER.

Craft CUE CARDS.

NOTES ON PROPS:

PROP not a CRUTCH!

Lectern/Podium?

Hand-held mic?

Objects?

Stool?

Cheat Sheets.

NOTES ON SLIDES:

Use ONLY if comfortable & fluid.
Use to HIGHLIGHT not script.
Cannot distract/Must support.

NOTES ON DRESS:

Be the BEST dressed
Maximize comfort
Minimize distractions
Show off new threads

NOTES ON PREP:

Know your audience [do your homework].
Practice .Practice. Practice.
Rehearse on walks or runs.
Practice your ice-breaker.
Have your first words cemented.

Walk the room while it's empty.
Pick your spot(s).
Talk into the mic.
Bring a countdown clock.
Meet the people beforehand.
Have a printed copy of your slides.

THE OPEN

MINDSET MATTERS

It's easy to talk yourself into failure.
Truly believe your message is welcomed.
Truly believe your message is needed.
Truly believe your message will make a difference in their lives.

“The size of your success is determined by the size of your belief.”

David J. Schwartz, PH.D., *The Magic Of Thinking Big*

They are giving you control.

TAKE IT.

If your heart is beating fast that's a good thing!

Being nervous is normal.

Use *fight* or *flight* to boost performance.

Choice: Let it distract you or hyper focus you.

Embrace the butterflies.

TAKE A DEEP BREATH!

Start with GRATITUDE.

Start with a FACT.

Start with a QUOTE.

Don't begin with a demand.

Don't make excuses.

Confirm your AGENDA.

Confirm how they will leave different then when they came.

THE DELIVERY

Establish relatability early.

Be humble not egotistical.

Confirm your credentials.

See them as equals.

Thank friends in the audience [touchstones].

Use positive words & images.

It is helpful to reframe public speaking as STORYTELLING.

Don't volunteer somebody.

Don't throw things.

Don't keep looking at your watch.

Don't go off the rails [BLATHER].

Don't force humor.

Don't let complicated questions derail you.

Talk to everybody [see their faces].

Use pauses & repeats to annunciate.

Stand tall.

Smile.

Read them [LISTEN to body language].

ENGAGE!

Ask questions:

- Show of hands
- Share out loud
- Write something down

“Does that make sense to you?”

“That’s what we all want, right?”

Bring them along for a ride.

Deliver a structured story:

A Beginning, Middle and End

THE CLOSE

Warn them when the end is near.

Tie it all up [review].

End where you started.

Give a BONUS.

Confirm you have delivered what was promised.

Be easy to follow-up with.

Boldly state NEXT STEPS.

Express sincere gratitude.

Take Q&A, pass the mic or sit down.

BONUS TIPS

Be VULNERABLE [authentic]

“People simply want to know what you’re all about. I don’t think people enjoy hearing speeches. You need to tell people about your mistakes and talk about all the successes that came from that painful period.”

Judy George, CEO of Domain

Have FUN!

“Genius Is One Percent Inspiration, Ninety-Nine Percent Perspiration.”

Thomas Edison

“There are always three speeches, for every one you actually gave. The one you practiced, the one you gave, and the one you wish you gave.”

Dale Carnegie

“Be sincere, be brief, be seated.”

Franklin D. Roosevelt

Wishing you the very BEST of SUCCESS!
Let's stay connected - I'd love to hear YOUR story

**GET YOUR ADDITIONAL SUPPORT MATERIALS, FACEBOOK, YOUTUBE AND
WEB SITE LINKS HERE:**

<http://stuartlloydcohen.com/EDGE/>

O: (901) 209-4111 C: (631) 877-9080

Come see my impossible Group Sales Success Summits 1 & 2

If You Can Think Big, I Will Help You Do Big!

Stuart Lloyd Cohen
CHIEF MOTIVATION OFFICER