



FIVE STEPS TOWARDS MORE SUCCESSFUL PUBLIC SPEAKING

STEP 1: COMBAT FEAR BY BUILDING CONFIDENCE

- **Know yourself and how you come across**
- **Know *why* you're talking—have a clear point of view**
- **Know your material cold**

STEP 2: USE YOUR NATURAL PHYSICAL ENERGY

- **Use the same gestures you use in normal conversation**
- **Relax your posture and move around when you talk**
- **Look steadily at various individuals in your audience**
- **Yawn before you speak to relax your voice**
- **Use your usual sense of humor—nothing forced**
- **Find ways to be spontaneous and to *show your enthusiasm***

STEP 3: FOCUS AND SIMPLIFY

- **Emphasize why you think your subject is important**
- **Relate your information to the specific needs of your audience; *show them you care***
- **Keep it short: *never* go over your time limit**
- **Simplify your visual aids**
- **Repeat your key points**
- **Show where you've been and where you're going**

STEP 4: PREPARE AND PRACTICE

- **Research your audience**
- **Use note concepts—the fewest number of words or pictures that will trigger an idea you can talk about for 1 to 5 minutes**
- **Volunteer to speak at every opportunity**
- **Rehearse in front of friends**
- **Always add 25% to the time you *think* it will take**

STEP 5: THINK VISUALLY

- **Remember that 85% of what we know and retain comes through our eyes**
- ***Turn your ideas into pictures:* scenarios, concrete examples, metaphors, memories, charts, and graphs**
- **Make your body a visual aid: your face, arms, hands, and fingers**
- **Use words that stimulate pictures: actions verbs, color words, taste, sound, touch, and feeling words**
- ***Always* test your visuals first to see if they work for all parts of the room**