

PUBLIC SPEAKING

Goal: Adding value to the lives of the people listening to you

Public speaking is an important skill to develop, as you will need it in many different situations and it can create opportunities for you. If you manage to engage your audience and add value with the information you provide them, there is no need to overtly try to convince them your product or service is best.

Be sure to structure your speech. Ask yourself why what you are telling to your audience is important to them. For longer speeches, give an outline of what you are going to say. Anecdotes and stories can help engage the audience in a more personal way and analogies can make points more clear. It is normal that people do not pay full attention all the time, so repeat important information if it is relevant later in your talk. At the same time, don't overwhelm your audience with unnecessary details they will be sure to forget.



Communication

How can I use it?

- 1** **Choose** the method that best suits you. You can memorize the speech, talk from your memory with help of notes or bring cue cards.
- 2** **Practice** your speech! Check whether you stay within the given timeframe.
- 3** **Make eye contact** with individuals in the audience during your speech. Rather than locking eyes with one individual, look across the entire room.
- 4** **Stand upright** comfortably, don't slump. If you tend to be nervous in front of an audience, practice grounding yourself by placing your feet shoulder width apart and focusing on your connection to the floor. Breathe calmly and stretch a bit before your speech.
- 5** **Have fun!** If you are speaking about something you are passionate about, it will be easier for you to add value for the audience.