

10 Best Speaking Practices

WINNING
— Words —

10 Best Practices

From Richard Kuskin

1. Fear inhibits execution. By controlling fear we are able to execute on multiple levels
2. Successful presentation is story telling
3. Stories have a beginning, a middle and an end and often have a single main meaning or moral



4. Stories are always, in part, about the storyteller or people that other people want to hear about

5. Stories are not just told - they are performed

6. The basic formula is Introduction, Body, Conclusion and there are three parts within each section



Introduction: Greetings, agenda and the one compelling point

Body: 3 sections with a topic, data, stories, studies in each

Conclusion: Summary, discussion and thank you



7. The secret ingredient is creativity.
But creativity is not magic. Creativity is simply pushing the formula to just the point where it is about to break

In other words – don't worry about following the formula exactly

8. Your talk only has one compelling point and all information in the presentation supports this



9. A passionate identity is created through diligent rehearsal

10. Great speakers create their brand and their field of play

Remember: You have the ability to speak to the world without fear. You need only to let your ability emerge. Successful presentation is a public performance of a private self.



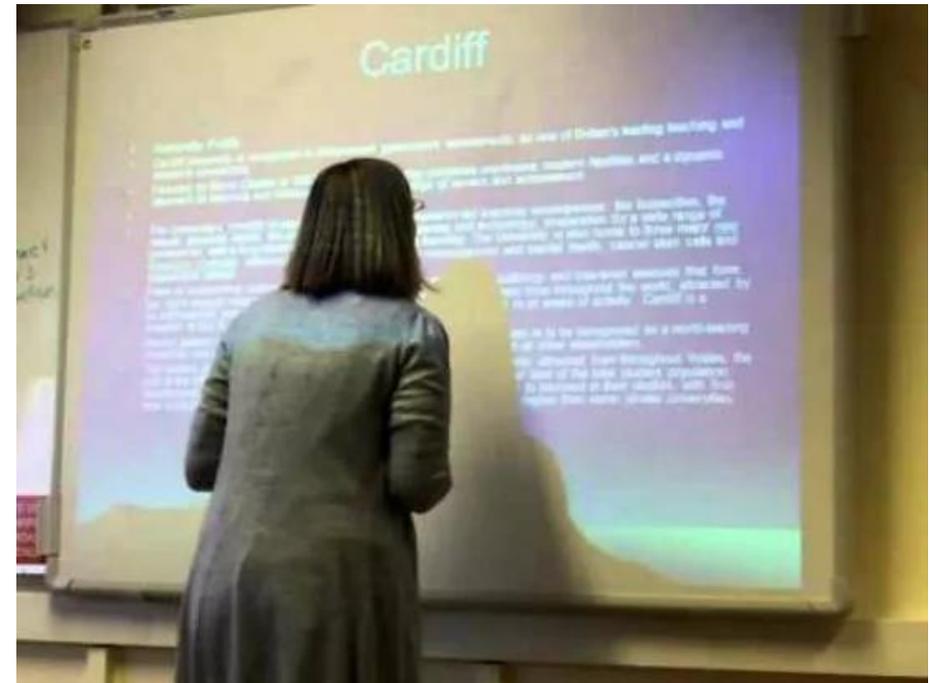
Further Tips

- Never start with an apology (even if you are late) – start on an upbeat note
- Try to work your lateness and a quick apology into your presentation
- If you fall behind – don't rush through your slides. Adapt the presentation and focus on the key points
- Less bullet points per screen – more images



Tips

- People pay attention for about 10 minutes
- Break up your talk into 10 minutes block and engage the audience in between
- Don't talk to fast – this is where practice helps so you know the right pace and timing
- Don't turn your back to the audience to read your slides – stand sideways



Tips

- Don't put your head down to read your notes – just glance down and look back up
- Make eye contact with the audience – it helps keep the audience engaged
- A successful presentation is all about preparation – so practice
- It gets easier the more presentations you do

