

# Communications

October 2013

## ***SPEAKING*** **in** ***PUBLIC***



Speaking in public is most people's least favorite thing. The reason is we are all afraid of making fools of ourselves. Stop biting your fingernails. Public speaking can be easy. It is just plain talking, and you talk all the time. The next time you are asked to speak to a large or small group keep these lessons to keep in mind.

### ***KEEP IT SIMPLE.***

Your audience is going to come away with one or two of your main ideas. If you cannot express in a sentence or two what you intend to get across, then your speech is not focused well enough.

### ***GET ORGANIZED.***



No matter how long or short your speech, you have to get your ducks in a row – how you are going to open, what major points you want to make and how you are going to close.

### ***KEEP IT SHORT.***

There is an old rule – tell them what you are going to tell them, tell them, and then tell them what you have just told them – makes a lot of sense.

### ***BE REAL.***

You are talking because you have experienced something the audience needs to hear. Share it. Make the audience feel as you did – frightened or sad, annoyed or baffled or spirit-led.

Your personal story is a powerful tool.



### ***TALK, DON'T READ.***

Reading to the audience is not as good as talking directly and from the heart. It is smart to use notes. They will remind you what you want to say and where you are in your speech.

### ***RELAX.***

Imagine yourself making a successful speech.

Realize your audience is with you. They want you to do well. Be enthusiastic. If you are, then your

audience will be too.



***GET EXPERIENCE.*** Welcome the chance to make short speeches to small groups. The more you do it, the better you will be.