

Six rules of EFFECTIVE PUBLIC SPEAKING

Make the audience the centre of your universe.

You're not the focus of the speaking engagement! No matter how many times you'll try to remember it. Every good speaker needs to focus more on the audience than themselves. This can be a tough prescription to fill if you have speech anxiety and self-consciousness. But focusing fully on the audience lifts a significant burden from the shoulders in terms of worrying about the performance.

Focus on relationship.

Fixed the first point, you've clear the second step: establish a relationship and maintain it throughout your talk. Three relationships exists: your to the audience, your to the content, the audience's to the content. In the first, you engage, interest and activate your listeners; in the second you interpret your content for those listeners, in the third the audience related to your content because you've pointed out why it matters to them.

Give your purpose most of your attention.

Too many speakers confuse topic and purpose. Your information is what you're there to talk about. But it definitely isn't what you're there to make happen: audience hope to be better for the experience of listening to you. Being clear to your propose will help you to gather exactly the right information to make it so.

Use your body.

The body is a natural tool of communication, and a very powerful one (see. Effective Non-Verbal Communication). Audience need you to give physical expression to the things you're saying. Some suggestions:

- Always stand rather than sit if you have a choice (and so avoid eliminating 50% of your communication instrument);
- If you're using a lectern, come out from behind it from time to time;
- Make your gesture spare, few in number and strong enough to emphasize the point you're making;

- Use the space effectively, taking different position for each main point, for instance, and reducing the distance between you and your audience (whatever it possible).

Color your vocal delivery.

Your voice is the most flexible communication tool you own (See Effective Non-Verbal Communication). It's capable of a wide range of coloration and effects. To speak without vocal variation means using a "mono" or single tone: so you'll become *monotonous*!

Get good at Question & Answer.

Virtually anyone can give a reasonable presentation if they prepare and practice enough. We all understand that a presenter can't know what's coming his or her way once Q&A begins: the speaker who can handle the situation with style, expertise, a level head, patience, and a bit of self-deprecating humor, is the person who will embody a solid credibility and authority on the topic.