



How to Overcome Five Major Challenges to Influential Public Speaking

“The ability to stand in front of an audience, or a camera, and give a memorable and meaningful speech is one of the most important business skills you can develop.”

~ Michael Davis, Speaking CPR

Here are five of the most common mistakes that hurt speaker’s effectiveness:

WINGING IT

- Influential speakers appear to be speaking ‘from the top of their heads.’ They speak in a conversational style that connects them to their audience
- Lack of preparation is the Number One source of anxiety for speakers
- **Practice your presentation until it flows out of you without thinking about it.**

OVERSTUFFING YOUR AUDIENCE

- Giving your audience too much information is like eating several appetizers, a huge meal and a couple of desserts. It’s unsatisfying and audiences feel stuffed.
- Audience members aren’t clear about what to do next
- **Share one Foundational idea, and one supporting point for every 10 minutes of speaking time.**

NOT KNOWING THE OUTCOME FOR YOUR AUDIENCE

- Influential speakers have a clear objective for their audiences
- The speakers job isn’t to make people feel comfortable, it’s to push them out of their comfort zones so they’re open to new ideas
- **Determine what you want your audience to Think, Feel, or Do when your speech is finished**

NOT EFFECTIVELY USING STORIES

- People don’t need more information; they want your perspective and experience
- Data and research don’t create emotion, which is necessary to compel action
- **Tell relevant stories which highlight the benefits of your Foundational idea**

POOR DELIVERY THAT DOESN’T ENGAGE YOUR AUDIENCE

- Audiences today demand authenticity; ‘speaker mode’ doesn’t work
- Most presenters speak in ‘reporter’ mode which focuses only on presenting facts
- **Use dialogue to add life and emotion to your stories to create an experience for your audience**