



## AS YOU SPEAK

- Treat each member of the audience as an individual, as if you were talking specifically to them.
- Hold good eye contact. Look to a different person with each new thought. Try not to *sweep the room* with your eyes.
- Keep your body language open and relaxed. If you feel nervous, hold your hands together in front of your *emotional centre*.
- End well, with your main point. Audiences will remember the first and last thing you say.
- After your last sentence, wait two seconds. Then say the four magic words, *Thank you very much*.
- And finally, remember that your audience is on your side. They're looking forward to being informed, challenged, or entertained.

I wish you the very best of luck.  
And do let me know how you get on.

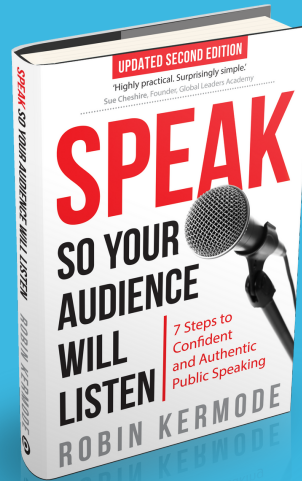
robin  
kermode



hello@robinkermode.com



robinkermode.com



robin  
kermode | the art of  
communication



## TOP TIPS FOR SPEAKERS

Communication requires three essential qualities:



**Energy.** When speaking to an audience, consciously lift your energy an extra 10% at the start, as if you are literally lighting up the room.



**Clarity.** That's both the clarity of your message and the clarity of your delivery, so your audience will understand and remember what you've said.



**Humanity.** Your audience wants to feel engaged and valued. If you allow them to see your humanity, you will connect with them on a deeper, emotional level.



# CONSTRUCTING YOUR MESSAGE

---

- Before you start, ask yourself three questions:
  - Why are you giving this speech?
  - What do you want the audience to do?
  - Why should they care?
- Use the *Headline Sandwich*. Start with your main point. Make sure that it's short and clear.
- Try using one of the classic openings:
  - *The Benefit* (what they'll get from it)
  - *The Question* (to make them curious)
  - *The Shock* (their call to action)
  - *The Story* (to engage them)
  - *The Statement* (to make them think)
- Make sure that your section changes are clear. This will keep you and your audience on track.
- If using PowerPoint, summarize each slide and then link to the next one. This will keep your story moving forward and sounding conversational.
- Avoid using too many buzzwords, or words that are too formal. Everyday words will make you feel and sound more natural.
- Use humour with care. Funny stories which emphasize or explain your argument work best.
- End with the *Headline Sandwich*, by repeating (or referring to) your main point.
- Once you are ready, time yourself by reading your speech out loud. Aim for around 150 words a minute.



# BEFORE YOU SPEAK

---

- Wear something appropriate and comfortable.
- Go and see the room beforehand. Walk up the steps to the podium and get a feel for the space.
- Ask to do a microphone test so you get used to hearing yourself back through the speakers.
- If you are using slides, test them to make sure they are set up properly in their system.
- Make sure you have a paper copy of your slides, in case of any technical mishaps.
- If you are going to use cards, notes or a script, make sure that you have them with you.
- Avoid drinking too much coffee as it dries your throat and speeds you up. Water is best.
- Here are three last minute exercises:
  - *To relax your body:* Lean forward to stretch the back of your knees, roll your shoulders, shake your hands and pull a wide and small face to wake it up.
  - *To open your throat:* Stick your tongue out and try to say the whole of Humpty Dumpty, or count out loud from 1 to 10. This will bring your voice forward.
  - *To calm down:* Breathe slowly into your lower stomach: in for three seconds and out for three seconds. Do this three times.
- Finally, check yourself in a mirror, turn off your phone, and smile!



# AS YOU SPEAK

---

- Wait two seconds before you speak - whilst squeezing your buttocks or your thighs! This will help to centre you and add gravitas.
- Know the first thing you are going to say. Start well, so that you feel confident.
- Use your natural voice, speaking from your *emotional centre*, so you sound calm and relaxed.
- Make sure that you are in *Zone Two*, then try to encourage the audience to join you in *Zone Two*.
- If you have a microphone, let it do the work for you. You don't have to project with a mic.
- Slow down as you speak. This will give you time to think about what to say next, and give the audience time to process your thoughts.
- Lift keywords and phrases. Try pausing slightly before important words to add emphasis.
- Use active words to lift the energy, like *interesting*, *challenging*, *unusual*, etc.
- Speak clearly. Remember, clarity is more about articulation than volume.
- Remember your *Inner Twinkle* and speak with passion. Your interest and enthusiasm will be infectious.
- Speak to the audience with equal status. Try not to either 'Talk Up' or 'Talk Down' to them.