



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.

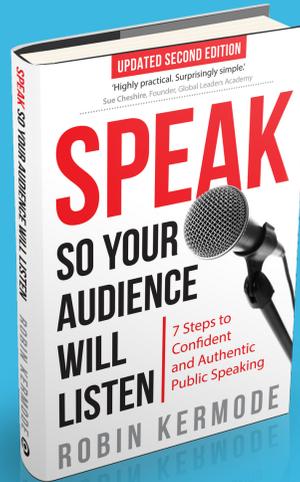
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TOP TIPS FOR SPEAKERS

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.