

# Contents

<b>About this book</b>	9
<b>Introduction:</b> <i>If it is so easy, why is it so hard?</i>	13
Key public speaking terms: <i>The basics</i>	16
Self-assessment: <i>Know your now</i>	18

## PART 1. PREPARATION

<i>Embrace the challenge and enjoy it!</i>	23
General Purpose: <i>First things first</i>	24
An important ingredient: <i>Make a gift worth giving</i>	25
Consider the audience: <i>Horses for courses</i>	29
Structure: <i>Follow me...</i>	34
Opening and ending: <i>Start and finish with a bang</i>	37
Wording: <i>Use your words right and use the right words</i>	41
Simplicity: <i>Throw your audience a KISS</i>	42
Visuals: <i>Show them what you mean</i>	44
Practice: <i>Don't just think about it</i>	49
Checklist	52

## PART 2. DELIVERY

<i>Action!</i>	53
<b>I. Opening the Presentation:</b> <i>Let the show begin</i>	55
Opening techniques: <i>Get your audience on board</i>	56
Welcoming your audience: <i>Set the right atmosphere</i>	62
Introducing yourself and your topic: <i>What's it all about?</i>	63
Stating the purpose: <i>What's your "why"</i>	65
Relevance to the audience: <i>What's in it for me?</i>	67
Timing: <i>How long until you lose them</i>	68
Providing an outline: <i>Here's the plan</i>	69
<b>II. Transition Words:</b> <i>The glue that holds it all together</i>	71
Introducing a main point: <i>The crux of the matter</i>	71
Closing a section: <i>Interim conclusions</i>	72
Checking understanding: <i>Still with me?</i>	73
Moving on to a new point or section: <i>Your next stop</i>	74
Listing and Sequencing: <i>Your ABC</i>	76
Going into details: <i>A closer look</i>	77
Introducing an example: <i>The power of example</i>	78
Introducing and refuting counter-arguments: <i>Conflicting ideas</i>	79
Comparing and contrasting: <i>Spotting the difference</i>	80
Referring to previous points: <i>Going backwards</i>	81
Highlighting information: <i>Shedding light</i>	82
Paraphrasing and clarifying: <i>In other words</i>	83
Referring to sources: <i>Your backup</i>	84
Referring to visuals: <i>Illustrate your points</i>	88
Handling technical problems: <i>When technology fails</i>	90
Introducing stories, anecdotes and interesting facts: <i>Tell me a story</i>	92
<b>III. Closing:</b> <i>Ending on a good note</i>	95
Signalling the end and final summary: <i>Let's wrap it up</i>	95
Summarizing and Concluding: <i>Key takeaways</i>	96

## CONTENTS

Repeating the focal message: <i>The few words that say it all</i>	97
Handling questions: <i>Nail the Q&amp;A</i>	98
Inviting questions: <i>Engage your audience</i>	99
Reacting to questions: <i>Keep your cool</i>	101
Dealing with difficult questions: <i>How not to dodge, but satisfy the question</i>	102
Closing acknowledgements: <i>Show some appreciation</i>	109
Handing over: <i>The floor is yours</i>	110
Checklist	111

## PART 3. IMPACT

### *Make a difference* 113

<b>I. Verbal Impact:</b> <i>It is what you say and how you say it</i>	115
<b>Persuasion:</b> <i>Create a "wow" experience</i>	115
Deploying a rational appeal: <i>Entertain the mind</i>	116
Cognitive vs. emotive meanings: <i>Mind vs. Heart</i>	117
Euphemisms: <i>Soften the blow</i>	118
Jargon: <i>Tricky lingo</i>	119
<b>Rhetorical devices:</b> <i>Add power to your words</i>	120
Repetition: <i>I have a dream</i>	120
Contrast: <i>To be or not to be</i>	126
Questions: <i>So where do we go from here?</i>	131
Lists of three: <i>Veni, vidi, vici</i>	136
Metaphor: <i>Non-literal meanings</i>	138
Simile: <i>Works like magic</i>	141
Wordplay: <i>Play-on-words</i>	141
Emphatic structures: <i>Ask not...</i>	143
<b>The Voice:</b> <i>A powerful toolbox</i>	148
Monotony: <i>Death by boredom</i>	149
Volume: <i>Time to crank it up</i>	150
Pace: <i>Watch the speed limit</i>	151
Pitch: <i>Is that a question?</i>	152
Pausing: <i>Let your words sink in</i>	153

Articulation: <i>The gift of gab</i>	154
<b>Speaking habits:</b> <i>The no-nos</i>	155
Filler words and filler sounds: <i>Hmm...er...you know what I mean...</i>	155
Rising intonation: <i>Up-talking</i>	156
Hedging: <i>You know, sort of, well, you see...</i>	157
Overused words & phrases: <i>Too much of a good thing</i>	157
 <b>II. Credibility:</b> <i>Be believable</i>	163
Perceived competence: <i>Let your expertise shine</i>	163
Clear communication: <i>Speak up and be heard</i>	165
Character and integrity: <i>Build your personal brand</i>	166
Empathy: <i>Walk in their shoes</i>	166
 <b>III. Connection:</b> <i>The human touch</i>	169
Storytelling: <i>Story time!</i>	170
Story plots: <i>Explore archetypal stories</i>	172
Tension: <i>Build anticipation</i>	174
 <b>IV. Visual Impact:</b> <i>Words alone are not enough</i>	177
Body Language: <i>Strike a pose</i>	177
Facial expressions: <i>Your smile matters</i>	178
Eye contact: <i>Look them in the eye</i>	178
Posture: <i>Stand tall</i>	179
Gestures: <i>See what I mean?</i>	180
Movement: <i>Move with purpose</i>	181
Checklist	182
 <b>BONUS</b>	183
 <b>I. Presenting online:</b> <i>Command the virtual room</i>	185
<b>II. Saying numbers:</b> <i>Crunch those numbers</i>	189
<b>III. Small talk:</b> <i>Level up your chit-chat</i>	193
<b>Glossary</b>	199
<b>References</b>	211
<b>Internet Resources</b>	213