



Super Insights for Creating Executive Speaking Success

Success is the achievement of and **intent**. In speaking, your intentions will lead you to become a speaking success. Here are 10 Tips from The Speech Wiz to help you create your Executive Speaking Success.

1. Tailor the Message

Learn ahead of time what your audience may or may not know about your topic. Speak slightly above their knowledge level and gently lead them to greater understanding. Don't assume they already know what it is that you are talking about to them.



2. Words Matter

Organize your message based on key words and phrases to help you remind you of the things you already know and are comfortable talking about to others. Don't try to remember too many statistics, numbers, or dates. If you really must have them assure their accuracy to your audience by reading them with vocal variety and be sure to cite your sources.

3. Know your talking points.



Be true to your main purpose for communicating and don't deviate too far. If you are being pushed beyond the boundary of the material you have prepared don't try "winging it". It's a recipe for disaster. The audience's curiosity or desire for further information beyond what you have prepared is a good indication that you may have another speaking opportunity in hand.

4. Use Your Voice

Warm it up before you speak. It's a muscle and it works best if it is in shape and ready. Be mid-range in tone and volume so you have some place to go to create excitement and engagement. Project to be heard. Your voice is an instrument, not a tool. So, play it like the "rock star" you are.

5. Stand Like a Champ

Take the stage like a champion and stand proud – feet planted solidly one foot slightly in front of the other about a shoulder's width apart. Don't rock back and forth. Take a moment to make solid eye contact. And, above all, SMILE!





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6. Develop Your Power Persona

Be upright. Speak with conviction. Be quick witted. You know what you know. Be a speaker-leader and help your audience follow you with authority, clarity and charm.

7. Cultivate On-Camera Savvy



The camera represents the eye of your audience. Look in to the lens the same way you would look a person in the eye when speaking to them. SMILE! Control your hands. Practice whenever you get the opportunity. Record, watch and be self-critical. Learn and improve.

8. Practice Podium Presence

A Lectern's purpose is to hold materials for the speaker. Not to hold the speaker up. Don't "white knuckle" or slobber all over the lectern. If you must stay behind lectern because of microphone limitations don't abuse it. If possible, get out from behind the lectern. The less barriers there are between you and your audience the faster you will make a connection. Avoid pacing or nervous movement. Move with purpose to emphasize your story and help create separation for the points you wish to make. Have plan for doing this.



9. Prepare for Everything

A speaker must take responsibility for everything – the good, the bad, and the unplanned. So, it is best to cover every base you can. Do a mic check. Get to the location ahead of time and check everything out. Make sure the tech stuff is working. It is okay to have a little of planned spontaneity in your speech, but not in the presentation. Assume nothing!

10. Own the Room



Nothing exudes confidence more than the sense that a speaker "owns the room". This means your appearance is "together", you speak with a controlled, purposeful pace, and your ideas and supporting points have been developed through a deliberate thought process. In a word, you're CHARISMATIC.

If you are interested in mastering these tips for creating Executive Speaking Success contact Don E. Smith, The Speech Wiz, at don@thespeechwiz.com or visit www.TheSpeechWiz.com to find out more.