

Connecting with the Audience.

- Identify the needs, the interests, and the point of view of audience.
 - Put yourself in their shoes.
 - Be yourself, be real, and allow them to connect with you.
 - Love them and let them know you want them to “get it.”
- Opening...
 - Smile.
 - Ask a question.
 - Use an illustration (story or video).
- How are you dressed?
- Building a good talk
 - Preparation
 - Illustration – a point for the head, story for the heart
 - Application
 - Presentation

How to keep on track.

- Think through the talk. Do the transitions make sense?
- In your introduction give an overview and use markers throughout.
 - Example: “Three things we are going to see tonight...first...second...in closing...”
- Use an illustration to turn the corner for the next point.
- When they are drifting...
 - Change the place of illustration.
 - Move to a different place on the stage.
 - Make eye contact with the drifter.
 - Tell a story or elaborate on an illustration.
 - Stop speaking.

If you are nervous remember.

- If you are nervous: speak to a group of individuals.
- Take charge. Command and expect their attention.
- Realize that at least 10% of every crowd will dramatically not listen.
- Attention worsens the younger the crowd and the longer the talk.
- Stand in the place that you will speak beforehand.