

How to have more impact

 By James Hurford

22 Nov 2014

The more prepared your speech, the more impact it will have. If you're ill-prepared and disorganised, it will show. You'll lose the attention of your audience, they'll get very little information and they won't accept your ideas.



"I hated every minute of training, but I said, 'Don't quit. Suffer now and live the rest of your life as a champion' - Muhammad Ali. The lesson: The more you practise, the better you become. (Image supplied by writer)

A well-practised, orderly speech will keep your audience interested. They'll be much more receptive to your ideas if you've taken the time to put your thoughts in clear, logical order.

20 tips to being the greatest

1. Do your research - good speakers stick to what they know. Great speakers research what they need to convey their message.
2. Focus on a theme - it helps your audience grasp your message. Decide on what you want to talk about and eliminate everything else.
3. Keep it simple - have a clear beginning, middle and end.
4. Prepare early - making a good speech starts weeks before with thorough preparation. If you are well prepared, will show.

5. Think about your audience - everything you write should be with the audience in mind.
6. Write for the ear, not the eye - don't write your speech to be read. Write it so be heard.
7. Keep it short - the shorter your talk, the more likely you will be able to keep people's audience's attention to the end.
8. Connect with your audience - a speech is not a logical argument. Nor is it a list of accomplishments, facts or events. Speak to people's emotions and touch their hearts.
9. Use imagery - create a picture in people's minds through your words.
10. Revise, revise, revise - cut all unnecessary words, develop the central idea, make sentences flow smoothly and develop powerful imagery.
11. Write notes not scripts - use phrases with no more than 4 or 5 words. They'll help you keep on track.
12. Speak with passion - the best speeches come straight from the heart. Pull stories from your own life and use the language you use every day.
13. Come out from behind the podium - the elimination of a physical structure between you and an audience brings you closer together.
14. Get rid of the script - easier said than done for some, but incredibly liberating. No one wants to hear you read, they want to hear you talk to them.
15. Tell stories - they're easy to remember. They'll also help you get rid of your script.
16. Rehearse often - there's no substitute for it. The better you know your speech, the more comfortable you'll be and the better you'll deliver it.
17. Work the room - arrive early and talk to people before you make your speech. Then when you are at the podium, you'll see friendly faces. Your confidence will soar and you'll relax.
18. Be yourself - people want to see and hear the real you. Don't try to be someone you're not. Stay true to your character.
19. Talk to your audience - don't give a speech. Try to be relaxed and conversational. Make them feel as though they were the only ones in the room.
20. Enjoy it - if you're enjoying it, then it's likely that your audience will be enjoying it too.

ABOUT JAMES HURFORD

• Keynote talks • Consulting • Mentoring • Group training • One-to-One Coaching +44 79 3088 3695 jameshurford@icloud.com www.theconfidencedoctor.co.za
• The confidence killers - 14 Mar 2016
• Nobody cares about you - they care about themselves, their problems and their dreams - 25 Jun 2015

- How to write persuasive messages - 13 Mar 2015
- Tips to being a better speaker - 18 Feb 2015
- 'The Golden Thread' - 14 Feb 2015

View my profile and articles...

For more, visit: <https://www.bizcommunity.com>