

Your Great Reference to Confident & Effective Speaking in Front of Any Size of Audience!

HOW TO SPEAK CONFIDENTLY & EFFECTIVELY IN FRONT OF AUDIENCE

MASTER THE TECHNIQUES & SECRETS TO SPEAKING CONFIDENTLY & EFFECTIVELY IN FRONT OF ANY SIZE & TYPE OF AUDIENCE!



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First Published, 2006
Sixth Edition, 2013
Seventh Edition, 2015
Eight Edition, 2017

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MASTER THE 4 PS & 7 STEPS TO EFFECTIVE PUBLIC SPEAKING

Public speaking is one of the most important skills you will ever develop in your life.

This "*How To Speak Confidently & Effectively in Front of Audience*" book outlines and explains the 4 Parts or the 4 Ps and the 7 Steps to Effective & Successful Public Speaking and Presentation so that you will be able to speak confidently in front of any size and type of audience without fear without getting nervous and turn yourself into a confident, effective and great speaker!

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Books that Taidin has authored include:

1. *Awakening The GIANT In You!*
2. *Membangunkan GERGASI Dalam Diri Anda*
3. *101 Great Ways To Succeed Every Day!*
4. *How To Speak Confidently & Effectively In Front of Audience*
5. *Motivasi, Teknik Belajar & Strategi Cemerlang Menghadapi Peperiksaan*
6. *Petua-Petua Kesehatan, Kecantikan Diri, Masakan & Rumah Tangga*

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HOW TO SPEAK CONFIDENTLY & EFFECTIVELY IN FRONT OF AUDIENCE



INTRODUCTION

It is a well-known fact that public speaking is a common source of stress for everyone - even to seasoned speakers! Whether you work on your own or with large number of people, like it or not, sooner or later you will have to speak in public to get certain tasks done and to be successful.

This "*How To Speak Confidently & Effectively in Front of Audience*" book outlines and explains the 4 Parts or the 4 Ps and the 7 Steps to Effective & Successful Public Speaking and Presentation so that you will be able to speak confidently in front of any size and type of audience without fear without getting nervous and turn yourself into a confident, effective and great speaker!

WHAT IS PUBLIC SPEAKING?

Public speaking is a communication process between a person and an audience. It can take several forms such as lectures, speeches, debates, briefing or presentations.

A lecture, speech, debate, briefing or presentation requires both a presenter and an audience. It is generally used to inform others of your ideas, to persuade people toward your point of view, to entertain them as in after-dinner speeches or celebrations or to accomplish a special purpose.

The basic principles of a good presentation have nothing to do with the size of the audience or with formality or the lack of it. Strictly speaking, a single person can constitute an audience. In fact, almost any discussion can be a presentation.

WHAT EXCELLENT PUBLIC SPEAKING SKILLS CAN HELP YOU ACCOMPLISH?

- *Get ahead professionally.*
- *Sell your ideas to management, subordinates, and peers.*
- *Promote your organization or group.*
- *Obtain budget approval.*
- *Stand out from the crowd.*
- *Build your self-confidence.*
- *Show leadership ability.*

TYPES OF SPEECHES

WRITTEN SPEECH

The most formal kind of business speaking is a written speech. With this way of delivering a speech, what the audience hears is, basically, what the speaker is reading, word for word, from the manuscript. There are few, if any, deviations of the spoken word from the printed manuscript. Additions, deletions or changes from the manuscript are seldom made.

There are occasions when reading the manuscript is an important way to present a speech. Here are some of them:

- *When the speech involves important and sensitive issues that require exact wording.*
- *When exact details of events, dates or policies are essential.*
- *When copies of the speech have been released in advance.*
- *When the speaker must stick on to a tight time schedule.*

This may seem a safe way to present a speech. But, often the dangers in our life are where they are least expected.

There are some things that can go wrong.

- *You might present such excessive detail that you lose the audience. This commonly happens when professional papers or technical reports are involved.*
- *You may unconsciously begin to read in a monotone voice – no voice inflection rhythm. The audience will fall asleep.*
- *The audience may immediately sense the presence of the manuscript. If they do, a barrier will go up!*

If you do decide to read your speech, here are some suggestions for doing it effectively.

- *Prepare the manuscript in double-spaced, large-type print. Underline key sentences. Make it easy to read.*
- *Read the final manuscript over and over again. Have it almost memorized.*
- *Look at the audience while you speak. Glance at the manuscript only occasionally to directly read significant but brief details.*
- *Avoid the sleep inducing “reader’s voice.” Speak in a natural manner. If you do it right, the audience will hardly know you are reading the speech.*

EXTEMPORANEOUS SPEECH

“The best speakers learn to write their speeches down, but they neither memorize nor read them. The best audience connections come from somewhere in between.”

- Terence P Ward

Often, the term “extemporaneous” is confused with the term “impromptu.” An extemporaneous speech is delivered using notes and according to a carefully predetermined plan. However, the speaker is so familiar with the plan that little, if any, visible reference is made to it during the presentation. Consequently, the audience becomes more attentive and receptive. Tests have shown that an audience retains about 35 percent more from an extemporaneous speech than from any other.

A key characteristic of extemporaneous speaking is its naturalness. It conveys the personality of the speaker to the audience.

The extemporaneous speech is suitable for all occasions. With the exception of short, memorized portions from the main body, your material can usually be most effectively presented in the extemporaneous manner.

Even seasoned speakers often read word for word from a cue card to give the illusion of an extemporaneous speech.

Whether it is a sales presentation, an acceptance, or simply the introduction of another speaker, an extemporaneous speech is the best way to keep an audience's interest.

However, because of fear, many speakers avoid extemporaneous speaking in favor of reading the speech. The mere mention of speaking from only notes causes terror and trembling.

Here are some suggestions for speaking extemporaneously.

- *Prepare a written manuscript.*
- *Read it over many times. Become thoroughly familiar with it.*
- *Prepare a speaking outline consisting of the main speech topics, including brief material you want to quote directly. There are two ways to do this.*
- *Use standard eight-and-a-half by eleven inch paper or. For convenience at the lectern, use five-by-eight-inch cards; or make a chronological list of the main topics on small, palm-held cards. You will greatly appreciate this method at those unexpected times when a speaker's lectern is unavailable.*
- *Memorize the main topics of the outline and then practice delivering the speech using the outline only as a prompter. Check to make sure you stay close to your manuscript.*

Engaging the audience is easier when speaking extemporaneously as you can exercise better eye contact. Eye contact is a powerful way to connect with an audience.

This speaking style allows for flexibility. Important questions can be answered without throwing the speaker off – a quick check of the notes will put the speech back on track. The audience will feel more connected to a speaker that can adapt to its needs.

MEMORIZED SPEECH

“Great orators of a century ago would memorize speeches of an hour or more as a matter of course. These speakers were more showmen than anything else, and they crafted their performances as carefully as any actor on stage today. In addition to the words they spoke, they also learned the intonation, facial expressions, and gestures that made their long litanies interesting to their audiences.”

- Terence P Ward

One way to deliver your speech is to memorize it, word for word. Some speeches are suited to memorization, others are not.

HERE ARE SOME SPEECHES THAT ARE APPROPRIATE FOR MEMORIZATION:

- *A short speech. A speech that lasts from four to six minutes is the easiest to memorize. It's possible, of course, to memorize longer speeches. However, it's best for you to stick to the short ones.*
- *An especially dramatic or humorous speech where you desire an unusually close relationship with the audience.*

- *A speech that will be repeated at other places to different audiences.*

Keep in mind that some very bad things can happen to you while presenting a memorized speech. Your mind might go blank, or you might sing-song your way through the entire speech; no tonal variety, no voice inflection, and no speech rhythm, not very impressive.

Memorizing a speech makes it difficult to stop for questions. The speaker can easily lose his train of thought, and not remember his place in the text. If you decide to memorize, be aware of them.

So how do you avoid these pitfalls? Knowing the possible problems is a step toward the solution.

HERE ARE SOME SUGGESTIONS WHEN MEMORIZING A SHORT SPEECH:

- *Divide your speech into 10 to 15 small, logical parts. Each topic or set must be closely related.*
- *Slightly reword the end of each part so it has a key word or phrase that is closely related to the general idea of the next part. These key words will automatically get you started on the next part.*
- *Start memorizing early. At first, concentrate on only recalling the words. A few days before the speech, begin practicing with proper inflection, pauses, etc.*
- *Prepare a small slip of paper, listing in chronological order of the key words to successive parts of the speech. It is your hand-held "promoter" just in case you need it. You'll feel better having the insurance. No one will even know that you have it.*

IMPROMPTU SPEECH

An impromptu speech is delivered with no predetermined detailed plan or outline. The speaking occasion arises unannounced and probably unexpectedly. So, the ability to speak in the impromptu manner is a great asset.

This does not mean that the capable impromptu speaker is either unprepared or uninformed. She or he is equipped with the tools of prior experience; listening, reading and thinking about the subject.

Whenever the “unexpected” occasion does arrive, do some thinking at your seat. Don’t leave it all to thinking on your feet. Mentally form a short plan based on the following outline:

- *State the main idea*
- *Develop the argument*
- *State the conclusion*

Stand and concisely present the impromptu speech from your mental outline.

If you have nothing to say, don’t stand up. Avoid unprepared speaking at all costs – it leaves a strong impression of a lack of professionalism.

Very few people can present a speech in an organized fashion without some type of notes to guide them.

A COMBINATION OF WAYS

Often there are occasions when memorization and reading can be effectively combined with the extemporaneous method.

Memorization of brief passages requiring the exact, predetermined wording can achieve the extemporaneous effect, yet, retains the preciseness of thought.

Also, purposefully reading short, important passages can lend emphasis and dramatic effect to the extemporaneous speech.

PURPOSES OF SPEECHES / PRESENTATIONS

Before beginning any formal communications, you must determine the objectives of your speeches or presentations.

- *Is it to persuade?*
- *Is it to inform?*
- *Is it to entertain?*
- *Or, is it a combination of some or all of these?*

Your decision will have a major influence on how you develop your materials for presentation and on the presentation itself. Persuasion is always the general objective of a presentation, but in addition, there is a requirement for a presentation to have a distinct objective, which you make known to your listeners in your presentation opening.

PERSUASIVE (SALES) PRESENTATIONS

The main purpose of a persuasive presentation is to convince your audience to accept your proposal or to get them to take action or *to* change people's minds or behavior about something.

While all communication acts can be said to have some persuasive intent, the goal of a persuasive speech is focused on a specific agenda of attitude change and action.

During sales and other persuasive presentations for example, you're trying to convey a specific opinion, conclusion, recommendation, or a point of view.

In many cases, you're trying to convince your audience to take a specific action - to buy a product, sign off on a project, or perhaps even hire you to work in a certain slot in their organization.

The important parameters for these presentations include:

- *Your level of belief, commitment and enthusiasm for the "product" you're pitching.*
- *Your expertise on the topic of your presentation.*

It's almost impossible to give a convincing sales or persuasive presentation for a product you don't believe in.

INFORMATIVE PRESENTATION

Informative presentations focus on helping the audience to understand a topic, issue, or technique more clearly.

This might involve providing information about a person, and animal or an object. It might centre around information regarding a process, a 'How to' speech e.g. How to Surf the Internet.

The main purpose of informative speaking is to provide information without promoting a specific viewpoint or advocating specific actions from the audience. The informative presentation attempts to present facts in such a way that the audience can grasp and remember them.

The main elements to writing a successful and effective Informative speech are:

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