

How You Can Deliver a Memorable Public Speech

By Bea Fields

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Bea Fields

bea@stepforwardcoaching.com

<http://www.nonmanipulativeseducation.com> <http://www.nonmanipulativeseducation.com>

"A speech is poetry: cadence, rhythm, imagery, sweep!" -Peggy Noonan

These ten attributes will support you in creating an empowering public speech that is motivating, captivating, and memorable.

1. Savoir-faire

The ability to act appropriately in any given situation will provide you with the flexibility to connect with any listening audience.

2. Relevance

Your audience wants to be able to exit the building with some knowledge or idea that can be useful in their lives today!

3. Empathy

For decades, advertising has taught us that people buy based on emotion. In an empowering public speech, you will gain the trust of your audience by touching both the head and the heart.

4. Authenticity

Authenticity is a magnet that will make you memorable and attractive.

5. Creativity

By using audiovisual aids, objects, and media forms, your audience will retain the message more easily.

6. Elegance

By being immaculately groomed and appropriately dressed, you will create a lasting impression.

7. Timing

A keen sense of timing is crucial to the effectiveness of a public speaker. Avoid rambling, lengthy storytelling, and frequent interruptions. Get to the point as smoothly and as quickly as possible.

8. Eloquence

Keep your audience focused by changing voice tone and pitch without "charging up or charging down." Work with a voice coach if necessary.

9. Preparedness

Know your topic inside and out. This will allow you the freedom to speak without notes, bend and flex with the audience, and make a connection through eye contact.

10. Originality

The ability to be new, different, and depart from tradition will set you apart from the crowd.

This article was written and submitted by Bea Fields. Bea is a Business Coach, Consultant, Trainer, and Public Speaker. Her area of expertise is that of Environmental Design and Leadership Development for Executives, Managers, Small Business Owners, and Political Leaders. She may be contacted at bea@nonmanipulativeseduction.com or visited on the web at www.nonmanipulativeseduction.com

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