



Communication **SUCCESS**

BEGINNINGS

VIDEO 10: DELIVER YOUR TALK

KENNEDY:

Welcome back. This is the final video before you deliver your talk. Are you excited? A little nervous?

What I do know is that you've put in the work, and I'm confident that you are ready!

You should be feeling confident, too. Why? It's a concept I call Confidence Through Control.

Think about your speaking opportunity. You're in control of what you say, how you say it, when you say it, and what you're doing when you say it. In short, you are in control of everything except how your audience reacts to your talk.

But you are in control of how you react to their reaction.

So, I'll say it again. You are ready. And it's time to shine.

A few years ago, I wrote a blog post with several reminders of what to do in the moment before your speaking opportunity. It was titled Before You Speak. The

full article is in the Tool for this section, but let me do a quick review.

The first reminder is to remember your Purpose... The value you're delivering to your audience. By this point, this should go without saying, right?

Next is visualize your success... Whether it's a standing ovation, recognition from your manager, or closing a sale.

Then comes Embrace Your Audience. Remember that you can't do this without them.

The fourth reminder is to review your motivating conclusions. Remember the exercise about your primary messages? What are the key take-aways for your audience?

Fifth, know what you will say first. Get off to a strong start.

Sixth, is balance your stance. Think of using an athletic stance, with feet hips-width apart, slight bend of the knees and weight on the balls of your feet. This helps you lean into your audience. And if you're a pacer, this will help with that, too. It's the same concept if you're seated while you present... Sit up straight. Head over shoulders and shoulders over hips. Both feet on the floor.

And finally, be thankful. Be thankful for the opportunity to engage with your audience and share your ideas.

Check out the Delivery Tool for some final preparation tips.

And, one more reminder: whether you're presenting to an in person audience or virtually, you should record your performance. This will help you and others evaluate how well you did.

The Native American tribe, the Hopi, has a proverb, "Those who tell the stories, rule the world."

So go rule the world and speak well. I'm looking forward to our next session where we'll evaluate how you did and work on your Advancement.

Thank you.