



Module Five

Influencing And Making Impact With Confidence

How to master your public influence
skills with confidence



5.1 Proper Planning Prevents Poor Performance

5.1.1 Content planning

- How many days/weeks do you need to plan ahead your speech?
- Prepare 1 minute, 5 minutes or 10 minutes scripts to introduce yourself

Create a structure.

It's important to prepare a framework for your talk or presentation so that you can plan out what you're going to say and how you're going to deliver it - but don't write yourself a script and try to learn it off by heart.

5.1.2 We recommend a six-point structure

- Open with something personal to grab their attention.
- Tell them what the talk is going to be about.
- Name three main points.
- Elaborate on the main three points.
- Summarize the three main points.

- Find an entertaining or emotionally powerful way to end the talk.
- Even better, if it references how you started the talk, as this is emotionally satisfying

5.1.3 Planning for an audience

It's important to understand your audience's demographic information including age, gender, cultural background, educational level, what is their intention of listening to you, audience goals and values, their pain and pleasure points.

5.1.4 Write your own checklist for your presentation

Example: Clothes you are going to wear for your presentation, a bottle of room temperature water, white board, marker pen, your PowerPoint, the equipment or pen/paper for the audience, background music, ...

5.1.5 Write down the logistic parts of your talk

- Do you need to travel to certain places to speak or present online?
- If you need to be in a certain place, how do you get there? By car, train or aeroplane?
- If you need to present online, what are all the equipment you might need and the links to check through?
- Who do you need to coordinate with for your talk/speech?
- What food or drink do you need to prepare before or after it?

How to Prepare

Being prepared to speak in public can also be important if you have social anxiety disorder. Feeling confident and prepared to give your speech may help lessen your feelings of anxiety.

Visit the room:

If you have access to the classroom where you will be speaking outside of class hours, take the time to visit in advance and get used to standing at the front of the room. Make arrangements for any audio-visual equipment and practice standing in the exact spot where you will deliver your speech.

Rack up experience:

Volunteer to speak in front of your class as often as possible. Be the first one to raise your hand when a question is asked. Your confidence will grow with every public speaking experience.

Observe other speakers:

Take the time to watch other speakers who are good at what they do. Practice imitating their style and confidence.

Organize your talk:

Every speech should have an introduction, a body, and a conclusion. Structure your talk so that the other students know what to expect.

5.2 Making connection with the audience

5.2.1 Acknowledge the three audience truths.

Example: Prior to speaking, tell yourself:

Audiences love to learn and be entertained. "This audience believes I am the expert." The audience perceives you as a recognized authority simply because you're the one speaking, she explains. "Plus, you know more than they do about the topic."

"They want me to succeed." Audiences are rooting for you. They want and expect you to add value; to be interesting, engaging and informative; otherwise the presentation is a waste of their time.

"They don't know what I'm going to say." If you make an error, don't announce it or apologize, just keep going. "The audience will never know."

Write the top truth you believe about your audience.

Truth No.1:

Truth No.2:

Truth No. 3:

5.2.2 Write your top three strategies to connect with your audience

Example: Meeting and greeting with audience before you start speaking

Strategy 1:

Strategy 2:

Strategy 3:

5.3 Ten things to transform your speech right before you speak

1. Focus on giving values to your audience, less attention on yourself.
2. Prepare a room temperature bottle of water.
3. Go to the bath room or a private room to warm up your vocals.
4. Deep breathing x7 times and jumping high as much as you can in the same place.
5. Avoid eating too much food right before your speech.
6. Walk around your speaking room 3 times and believe this is your area.
7. Check your teeth, face, hair and clothes in the mirror.
8. Check that all the visuals equipment are working right before you start speaking.
9. Visualize that your audience is smiling and clapping hands for your speech.
10. Go to the toilet and empty your bladder

5.4 Ten biggest confidence killers to avoid during your speech

1. Don't apologise.
2. Don't use filler words.
3. Don't use a light voice.
4. Don't fidget.
5. Don't put your hands in your pockets.
6. Don't sit down while you speak, own your field.
7. Don't speak too fast.
8. Don't speak with a flat tone.
9. Don't pause, and use boring language.
10. Don't do data dumping and emotionally starving the audience