

How to Become an Inspiring Speaker



Presented by Fran Connelley

THANK YOU FOR TUNING IN TODAY.



So why do we present?

To influence thinking and inspire action.



Image: <https://dylanalcottfoundation.com.au>

“A great speech should challenge the audience,
not just tell them what they're used to hearing.
Every great speech should encourage the
audience to think anew.”

Don Watson

So what makes an inspiring speaker ?

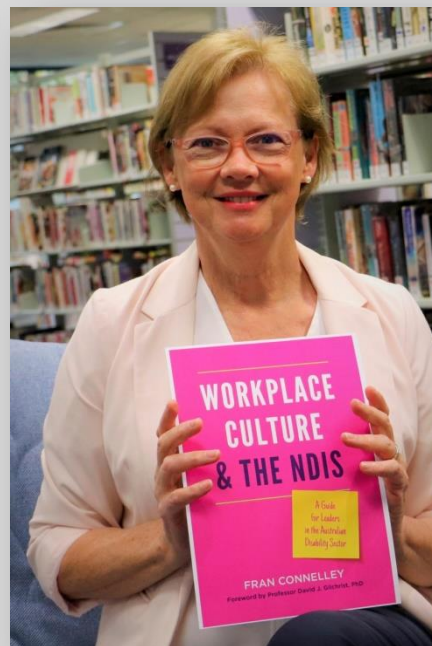
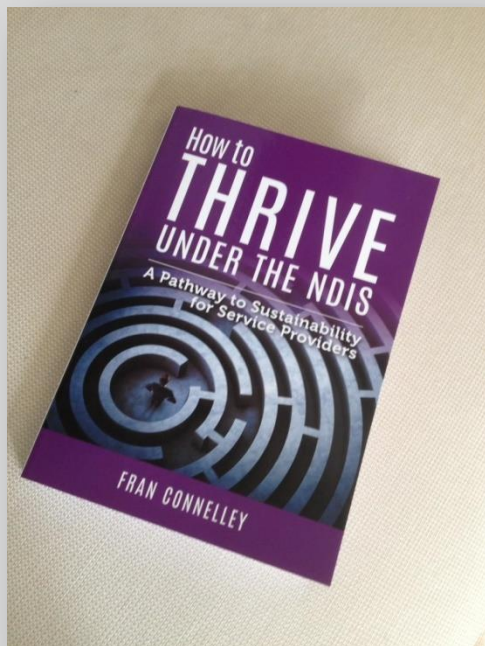
Belief, passion and concrete language.



**So be authentic, share stories and
challenge your audience.**









My first big speaking gig....I tanked.

Me



Why are speaking skills so critical right now?

Because organisational culture must
be the key business driver.

It requires leaders to engage, motivate and inspire.

If I don't believe in you

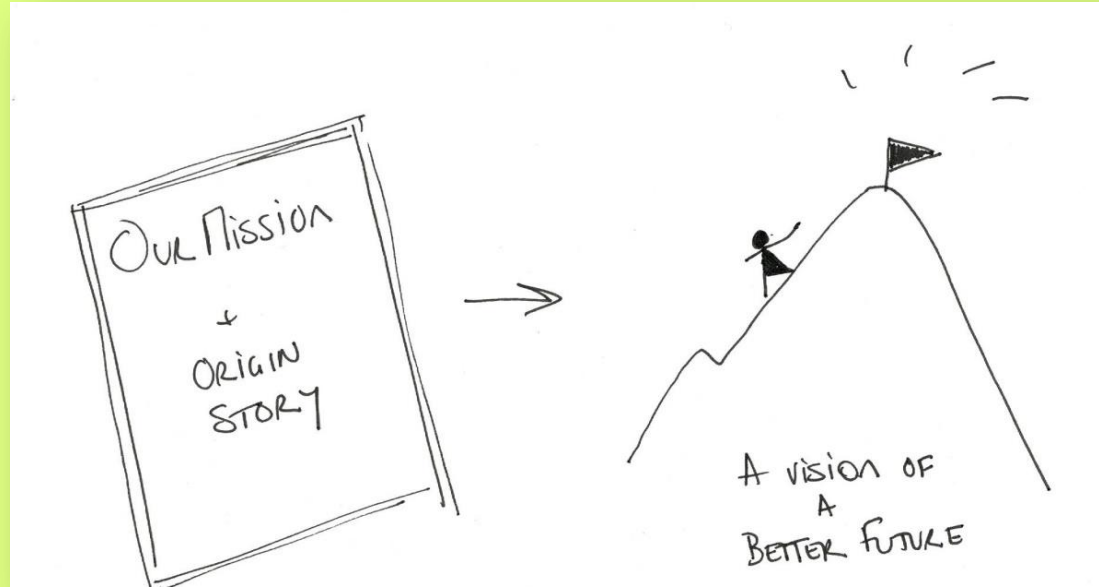
I won't believe in your leadership, your message or your organisation.

Because this sector needs to hang onto
it's great CEOs and managers
...and build more.

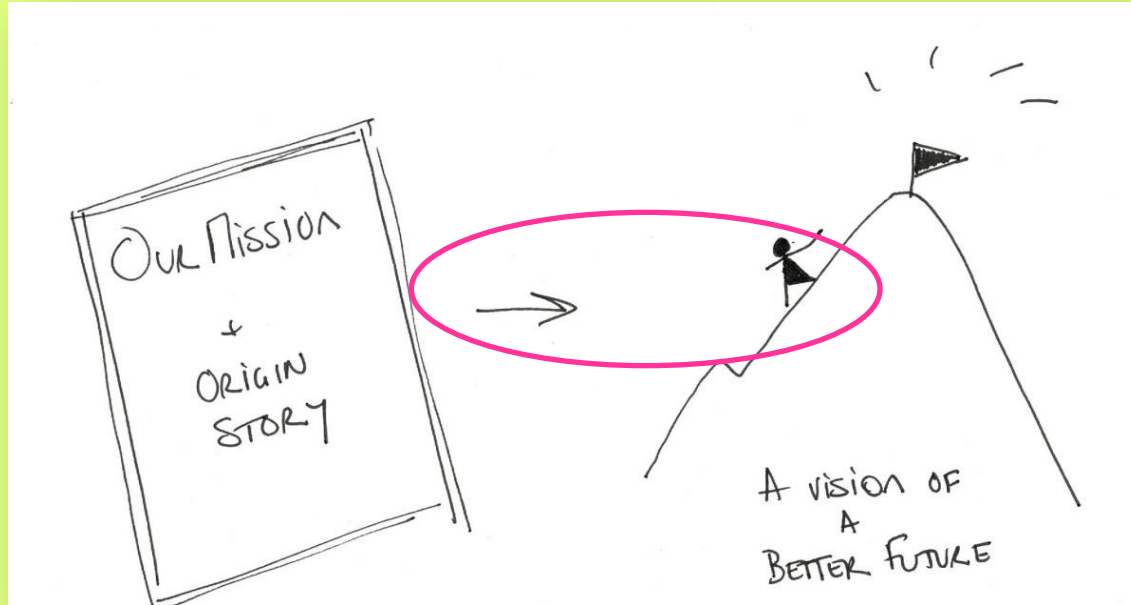
In times of massive change, great leaders
do 2 things really well.

Both require speaking skills....

1. They know how to share great stories that inspire trust.



2. They know how to connect the mission to the change process.



Today's webinar:

1. Manage your nerves
2. Use the right framework
3. Share great stories

Questions??



1. Manage your nerves

75%



of people suffer from speech anxiety.
Fear of public speaking (glossophobia)
is more common than fear of spiders.
(Arachnophobia)

NERVES ARE NOT THE ENEMY

They show you care.

SO HOW DO YOU MANAGE NERVES?

Be organised.

Rituals

1. Spend time with your audience before and after. Know their issues.
2. Ensure your content is relevant to your audience and up to date.
3. Know your content. Know your timing. Practice
4. Arrive early. Check out the venue.
5. Find a friend in the crowd, mention their name.
6. Never rely on technology. Have a fall back plan and doubles of everything.
7. Find quiet time alone to 'get into state' before hand. Drink water.
8. Get on stage, PAUSE. Smile.

SO HOW DO YOU MANAGE NERVES?

Be clear on your intent.

Tips

1. Phone Off. Nothing else matters.
2. THIS IS NOT ABOUT YOU. YOU ARE THERE TO SERVE THEM. YOU HAVE TO CARE.
3. Aim to inspire, not to impress. Talk to them not at them.
4. Remember that you are a living breathing representative of your brand. If you believe in your organisation's values then live them – speak YOUR truth.



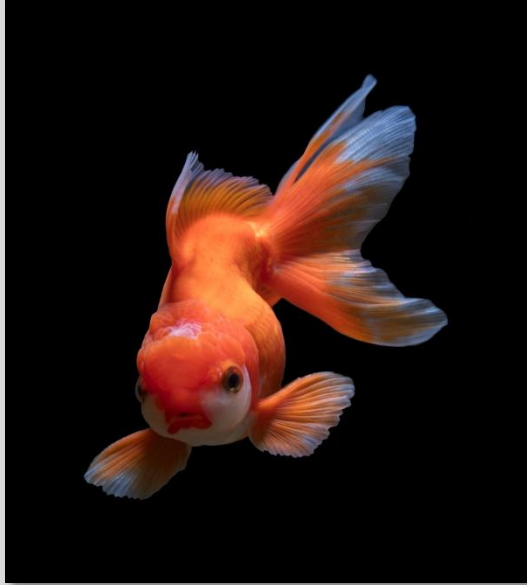
2. Use the right framework

Reading overloaded slides creates zero engagement and serves nobody.

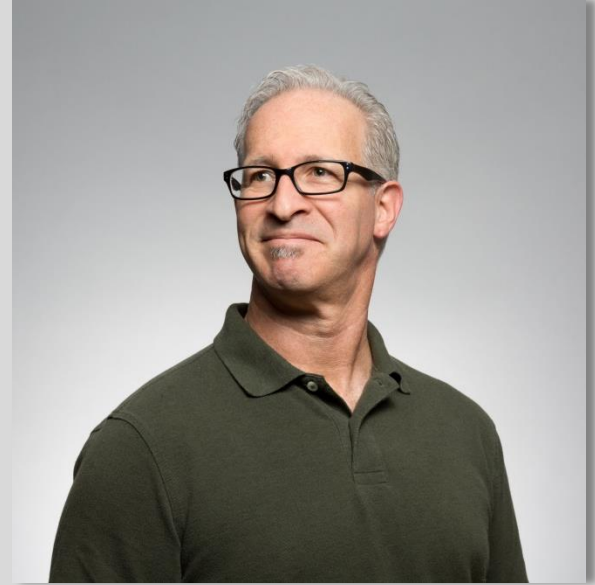


AVERAGE ATTENTION SPANS

Source: Google



2000 9 Secs
2019 9 Secs



20 Secs

3-5 Secs

“Our brains are constantly scanning the environment for information that is going to help meet their need to survive. If we blast a bunch of noise at them - they ignore us.”

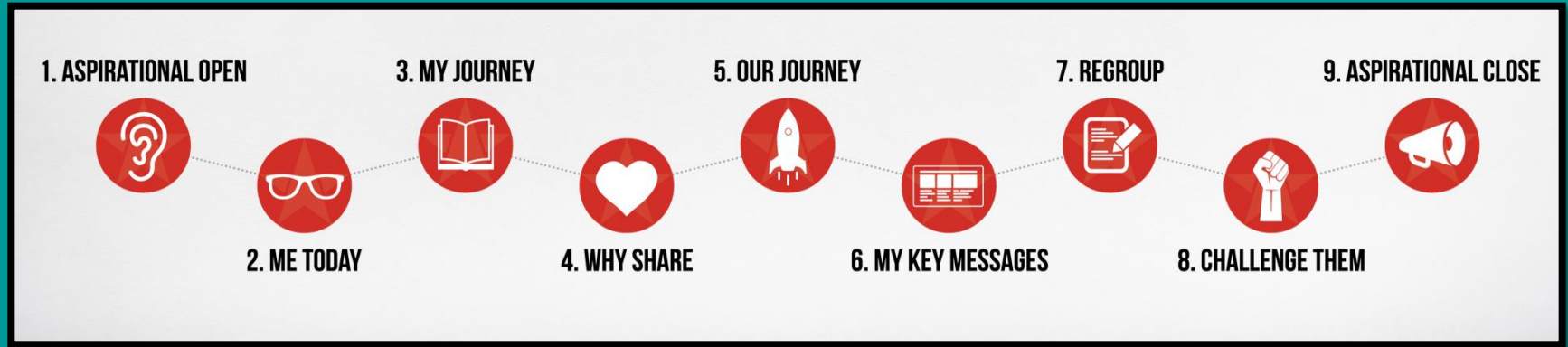
- Donald Miller



FRAMEWORKS HELP THE BRAIN ABSORB
INFORMATION.

So that means
less content, more structure.

A powerful framework for any presentation



Source: Andrew Griffiths Enterprises

SO WHY DOES THIS WORK?

Because you took them on a journey.
You were authentic, engaging and you
made it EASY for them absorb your
content.



"This makes sense!"

SO WHY DOES THIS WORK?

Because the brain loves it!

1. You meet your audience at **their** level and establish **TRUST**
2. You shared **why the topic matters** and **why they should trust you** BEFORE you shared your key messages.
3. Then you explained how the journey would unfold.
4. You distilled the content to **3 key messages** (not 6 or 12).
5. You **regrouped** to ensure that the messages sunk in (and the ducks aligned)
6. You issued a challenge so that they are **clear about the action** needed
7. You tied the close to the opening, you **closed the loop cleanly**.

Questions??

3. Share your stories



Stories make your message memorable and the framework scalable.



THE 3 RULES OF GREAT STORYTELLING



Image: Collingwood Football Club <https://www.collingwoodfc.com.au/>

1. Ensure relevance → 2. Follow a structure → 3. Add visuals



“ The origin story IS our culture. Storytelling, and the origin story in particular, is the most important tool in our armoury. We also empower others to tell their origin story. For example, why did they say ‘yes’ to working with Fighting Chance?

–Laura O’Reilly, CEO Fighting Chance

22 people: 20 managers 'had a mission statement', 2 managers were on a mission.



STORIES: The ultimate 'sense-making mechanism'.

The stories you need to tell:

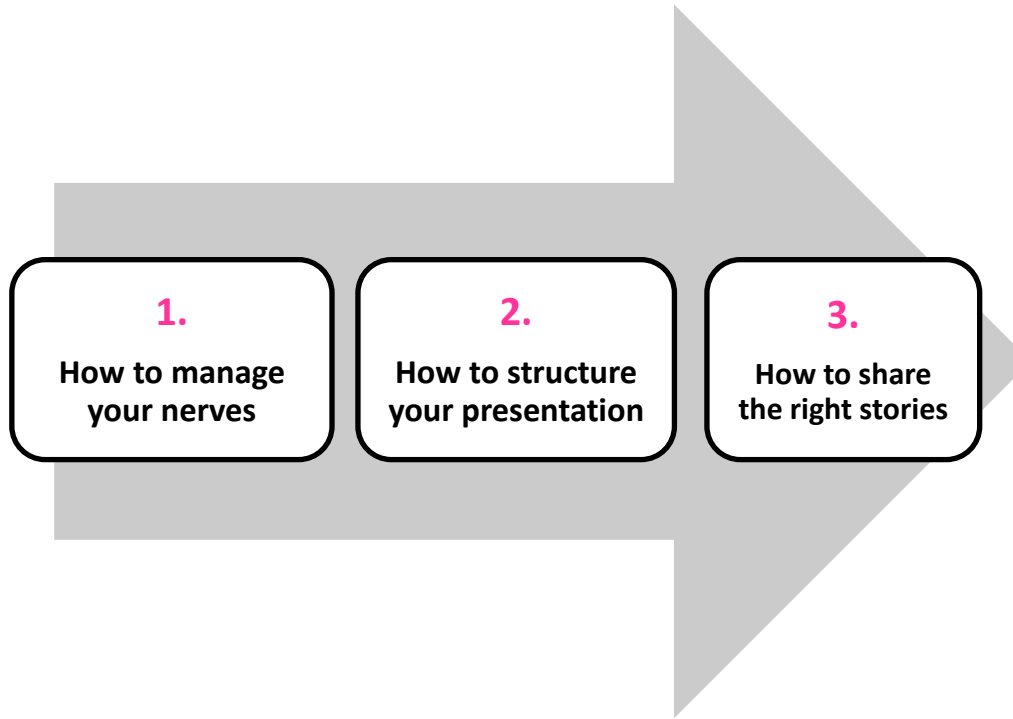
1. The organisation's origin story (or 'Mission story')

2. The CEO's story: Why I do what I do.

3. The 'values-in-action' stories (or 'Brand stories')

- Client: *Why I chose x, What my goals are now*
- Employee: *Why I love my job.*
- Carer / family member: *Why we chose x, The difference x has made to my life.*
- Donor: *Why I give to x, What x means to me.*

What we've covered today:



A hand is shown placing a white cube on top of a pyramid of white cubes. The pyramid is built on a reflective surface, and the background is a soft, out-of-focus light. The hand is wearing a red sleeve.

The Challenge

Try ANY of these tips
in the next 30 days
and see the difference it
makes to your speaking
outcomes.

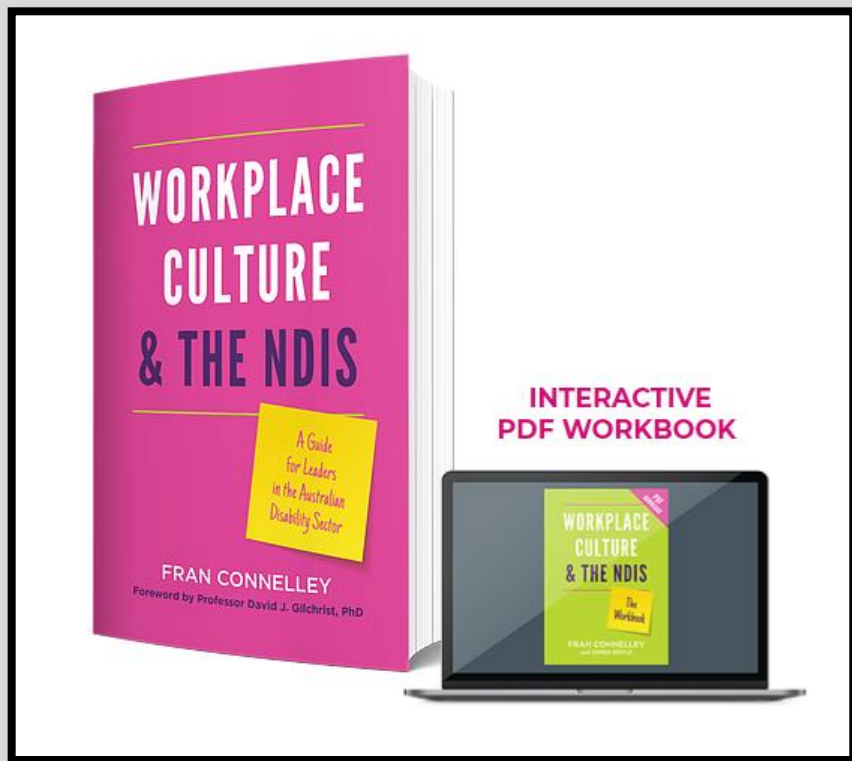


A Final Request

When you tune out today,
I'd like to ask you to
share more stories
of your organisation's actual
impact.

Because when you commit to
becoming an inspiring speaker you
are also committing to being a
champion for your mission.

Image: Courtesy The Housing Connection



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www.fcmarketing.com.au

"Insightful and practical. An important book."
Prof. David J Gilchrist

"Thoroughly enjoyed
it. I will take a lot
back to the
workplace."



"Fran's Culture Masterclass was one of the best workshops I've ever attended. 10/10."

The Culture Masterclass

One day workshop. Bookings available now from Feb 2020.

We come to you and travel Australia wide.

Questions??

THANK YOU!



Let me know how you go 😊.

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