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.
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
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.

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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

2019  20 Secs
         3-5 Secs

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“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

1. Aspirational Open
2. Me Today
3. My Journey
4. Why Share
5. Our Journey
6. My Key Messages
7. Regroup
8. Challenge Them
9. Aspirational Close

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

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.

No mission story = Narrative vacuum = Culture stress
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:

1. How to manage your nerves
2. How to structure your presentation
3. How to share the right stories

A great presentation
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.
Available for Pre-order now from:
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??
Let me know how you go 😊.