

17 Deadly Mistakes in Public Speaking

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1. Speaker not mastering the essences of Public Speaking – Storytelling is the essence of Public Speaking – tell a story and make a point
 2. Speaker does not sell - sell people to what comes next. Always sell
 3. Speaker builds himself up
 4. Speaker does not have a **clear** next step for audience
 5. Speaker gives a loose message
 6. Speaker presents with words, words, words and more words. Don't paint pictures/images
 7. Speaker starts off with a whimper.
 8. Speaker force fits – too much information into too little time
 9. Speaker doesn't build speech around benefits
 10. Speaker has an I focus rather than a YOU focus
 11. Speaker does not have a dynamic delivery
 12. Speaker lip syncs – speech and slides are identical
 13. Speaker uses “ditch digging introductions”
 14. Speaker does not get the audience involved enough
 15. Speaker forgets the floor – using the stage
 16. Speaker does not connect
 17. Speaker speaks for standing ovations
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- Foundational Phrase – “take away phrase”; the reason you told the story.
 - Foundation phrase should be short – less than 10 words; more memorable; ensures speaker is crystal clear on the message
 - Every speech is a sales presentation
 - Never sell a product/service/idea – **ALWAYS sell a result**
 - Determine what is in it for the listener
 - Take listeners over the EDGE – Get the EDGE
E-Esteem; D – Do more; G – Gain (Profit); E – Enjoy more/Enjoyment
 - If speaker builds himself up, he lets his listeners down. When you talk about success listeners will see you are not like them, that you are unique, different, special; you are not like your listeners. You build yourself up you let your listeners down.
 - Lift up the process (on how to be successful) not on you being successful
 - Find ways to share the 4Fs – Failures, Flaws, Frustrations, Firsts – this shows your listeners that you are like them
 - Most speeches end with applause and apathy. There is no call to action, no next step.
 - Craig Valentine's Website: 52_Speaking_Tips.com
 - One next step per speech. Don't have a series of steps

- What's loose is lost. Message is not tied to an anchor. Anchor can be story, activity, analogy, acronym, etc.. Have an anchor for every point you make.
- What you say is not always what they hear
- People won't remember what you say as much as what they see when you say it. Make your stories visual. Make your points visual. (People won't remember what you say, but they will remember how you made them feel)
- Instead of strategy use the word tool, key, step. Strategy is not visual. Tool, key, step are visual.
- Within the first 7 seconds the audience will decide if they like you or not. Within in 30 seconds they will decide if they want to hear more.
- Start off with a BANG. Jump right into a story. When I was in prison...visiting. Start off with a powerful question. What is the #1 thing that stands between people and their dreams? Find out what audience's pain is and turn their pain into your promise.
- "If you squeeze your information in, you squeeze your audience out." Don't allow time to play with your audience
- 10 to 1 Rule of Thumb: For every 10 minutes of speech, make only 1 point.
- Benefits need to be interwoven throughout the presentation not just sprinkled in at the end.
- BOB – Build On Benefits
- 80-20 ratio – 80% You, 20% I – focus on audience not yourself
- Always "dynamic" is sameness and not dynamic.
- Speaking is a series of scenes – like a movie
- Resource – The Presentation Secrets of Steve Jobs – by Galo
- Presentation slides and you must not say the same things. Use visuals – charts, graphs, images, etc.
- Slides need to clarify your message not repeat it
- Make you speech introduction about the audience; not about you. Speech introduction should focus on the benefits to the audience, and very little about you the speaker. Introduction should make the audience they are glad they are here
- Get the audience involved in you speech so that they feel they are a part of the presentation. Audience becomes engaged.
- Discuss and De-brief Formula: After every point made encourage audience to turn to their neighbor and tell them what you got out of the past few minutes. This "oils" the audience, looses them up; underscores the learning for everyone.
- After every point, review all the previous points
- If I say, audience can doubt me, but if they say it, it is true.
- Make the speech visual by appropriately using the stage. Use the stage to create the scene – speech is a series of scenes.
- If you don't connect you can't affect
- Try to match the level of the audience – energy wise – connect there and then take them where you want to go. First meet the audience where they are and then lift them up
- Speak for standing invitations – speak to be invited back to speak
- It's not about winning – it's about "touching lives" –
- "What are you reaching for?" Are you reaching for trophies or hearts?