

## Keynote

### Speeches that Persuade, Inspire and Motivate

The occasion for making a speech can be anything from being a guest speaker at a global conference through to a monthly staff presentation.

The biggest problem encountered with these types of speeches is that the audience gets bored. High expectations of what looks to be an interesting presentation are quickly eroded as the audience becomes easily distracted resorting to Twitter or their favourite blog to condemn the presenter.

Why does this happen, when the presenter is usually an intelligent person with a topic that is of interest to the audience? Here are seven reasons:

- 1. There is a lack of preparation.** Dragging out the last speech and PowerPoint deck is too often the case. Every speech requires a fresh approach and is an opportunity to get your audience to act and think differently.
- 2. The speaker doesn't know their audience.** If you don't tailor your message to your audience, create relevance for them and if you can't help them in some way why should they listen to you? Being an expert in a field or the CEO doesn't guarantee that an audience will give you their undivided attention – you have to work for it.
- 3. Skewed content.** We all have a bias when we present. We can either put in too many numbers or too many stories. We need the right amount of quantitative data and anecdotes to stimulate both sides of the audiences' brain.
- 4. Poor sequencing.** Presentations are often put together in an order that makes sense to the speaker but doesn't appeal to the audience. All speakers need to sequence their presentations like a story that absorbs and holds their audiences' attention.
- 5. Text heavy visual aids.** Visuals projecting too much information or irrelevant images only serve to further distract and confuse the audience. We need to understand the principles of good slide design so that our visuals engage our audience and reinforce our message.
- 6. Poor delivery.** We need to be authentic in our delivery – the audience can tell very quickly if we believe in what we are saying. We need to be true to our own style of presenting and not to be someone we are not. This isn't an excuse to hide behind our shortcomings; we all need to work hard at improving those areas that will help us to connect better with our audience.
- 7. No formal measurement.** When the presentation is finished we end up finding someone who will tell us what we want to hear or we tell ourselves we have done a terrible job. Either way we need a solid indicator to measure our performance so we can improve for next time.

We adopt a rigorous approach to assist you in developing and delivering keynote speeches that prevent these seven issues and persuade, inspire and motivate your audience. Keynote coaching is conducted one on one over a period of time that is convenient to the coachee.

In addition to the Keynote Speech coaching, we also conduct Pitch Consulting and workshops in Advanced Presentation Strategy and Design.