



Careful, But Natural Delivery Is Key to Speaking Success

By [Rachel C Cartwright-Vanzant](#) | Submitted On July 01, 2012



Create a positive first impression.

This is the perception members of your audience will make before they hear one word of what you should anticipate that each audience member will watch you everywhere you go, so you must start best from the clothes you wear to the smile on your face. If members of your audience find you are on your way to success! People want to listen to someone they can connect with, and being approachable. You may have heard others say after a seminar that the speaker was approachable. That is a huge success. You want your audience to feel that you are approachable. They will listen to what you have to say and will have initiated a trust relationship with them. Now you have to nurture that and live up to their expectations.

Establish a trust relationship.

A speaker has the duty to provide relevant and accurate tips or strategies to the audience for personal experiences regarding the subject matter at hand. The audience expects to receive reliable information that they can use in their personal experiences.

A trust relationship is established before you even speak. It can happen during the registration process, the seminar or topic presentation. It can happen during break-out sessions during a conference where you can meet those who have attended. It can happen in the lady's room or men's room. You begin to build a relationship with your audience as soon as you are in their presence and will remain connected until the last person leaves. It is the duty every successful speaker has to their audience every time they take the platform.

Validate your authority.

1. Usually the initial recognition of authority on the topic is through your formal credentials. You can also be an authority by your training and accomplishments in the field.

2. Your credibility will be judged as your topic presentation unfolds and will be cross-referenced with each and every attendee's personal experiences. I'm certain you have heard that you cannot lead someone where you have never been yourself. Your personal experiences will radiate, or not, when you begin engaging your audience. You cannot hide lack of experience or knowledge for very long from others and this will be devastating to your speaking success. Know your topic!

3. Provide examples that draw from your personal experiences. You will strengthen your connection with your audience immediately by carefully executing this strategy because they will know you have been where they are and they can relate to you not only as being an authority but also as being "real" in their eyes. When you are candid with your audience you represent yourself as someone who has the ability to be a person in authority as well as a person who has not forgotten his or her roots. You will also be able to add the funny side of your experiences and laugh about yourself. You will find others will laugh along with you because they can relate. A speaker who can be him/herself on the platform is a speaker of success.

4. Make references, as appropriate, to other authority figures, organizations, or publications that support your views or counter your views with personal comments. This will assure you are utilizing the authorities within the industry to support your position on the topic and show your ability to be open-minded to consider and include other opinions.

Charge your battery.

The energy you portray as a speaker will have an effect on how engaged your audience will be. If you have low energy, your audience will just sit there. When you have energy, you portray a passion for your topic in a relaxed environment so your audience is free to engage. This is what you want. You have succeeded!

Demonstrating energy does not mean running all over the stage, although you may if your speech requires it to make your point. Energy can be demonstrated in the following ways:

1. Inflection in the tone of your voice.
2. Address equally to all members of your audience as you would when you address both sides of the room by covering the stage on both sides. A wireless microphone is very helpful to accomplish this with ease.
3. A tasteful bit of humor interjected just to see if the audience is still with you. You will know. This may not necessarily be a "joke" but rather your perspective as related to your field of expertise. The insider's view of things can be quite funny for those who can relate.
4. Role playing a scenario instead of just explaining it is a great way to take your audience to another place for a brief time. This is a great way to connect with your audience. They are right there with you in the moment!
5. Tell a story with emotions that will captivate your audience when they learn of the outcome. You will hear the gasps. You will have once again succeeded delivering your message with care that had an impact on those who heard it.

Personal reflection.

Successful speakers

- always develop a presentation that is prepared with the audience in mind.
- always know the content of their speech cold.
- are not afraid to share from their heart and laugh with their audience.
- always take care of their audience by providing presentation experiences offering tips or strategies that can make a difference in an audience member's personal life.

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I have been speaking to healthcare organizations and at national conferences for over 15 years. I have published resource books for legal nurse consultants and articles in peer-reviewed journals. I specialize in the legal aspects of healthcare related issues.

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Plan your next event today! I will customize a program to meet the specific needs of your facility or community event.

View my profile and schedule at the National Speakers Association at <http://www.nsaspeaker.org> or the Global

Speakers Federation at <http://www.globalspeakers.net>.

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