



Does Confidence come from Competence?

9 Cs that will improve every Speech or Presentation

1. **Clarity.** You have to make it easy for the audience to understand. Decide on your objective and then your **key points** and keep reiterating these.
2. **Content.** Make sure your content is **relevant** to the audience. It may be of interest to you but the question is "is it of interest to your audience"?
3. **Common sense.** Keep it **simple**. Too many speakers try to be profound. It is hard to explain the meaning of life in 10 minutes.
4. **Controversial.** Audiences love to hear **strong opinions**. If you have a different view then don't be scared to express it, it will be more likely to be remembered.
5. **Connect.** In **SpeakersBank** we say that you connect physically with your eye contact and emotionally with your stories.
6. **Conversational.** The great communicators always seem to have the ability to "chat" with their audience. So if preaching, haranguing or pleading isn't working then try "**chatting**".
7. **Control.** Stay in control. **Control your delivery** - if you speak quickly, no problem, just add the occasional pause and you will appear in control and enthusiastic. **Control your environment** - if you are nervous get there early and check out anything that could go wrong. **Control your content** - try out your stories on a small group before you test them on the audience.
8. **Confidence.** Always remember "**the audience never know you are nervous unless you notify them**". Project confidence, fake it if you have to. Stride to the stage and take control of the platform. Never apologise, never complain.
9. **Competence.** Get out there and speak more. **The more you speak the better you get**, it's that simple. One student Alan Mc Mahon, recently summed it up well "*When it comes to getting better, it is about quantity rather than quality*".

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