



The Exact Expertise to
Ignite and Sustain Performance™

LSA Global | White Paper



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4 Presentation/Public Speaking Tools & Tips

1. Openings:

To engage your audience right from the start, eliminate “wind-ups to the pitch”. These include “I’m going to tell you a (funny) story”, “Over the next few minutes I will cover”, and “Thank you for having me”. Dive right into your topic without prelude or explanation. If you have to thank your host or introduce yourself, place these remarks after your unique opening. And please, leave jokes for the professional. Self-effacing charm or humor works much better.

2. Warm up your speaking voice:

Your voice is a delicate instrument, and should be properly tuned. Start drinking room temp water about an hour before your presentation and eat grapes or apples for natural lubrication. Avoid dairy products and bananas, which leave your mouth “sticky”, as well as alcohol, coffee or black tea, which are drying agents. For a warm-up, do a pre-yawn to open your vocal folds. To vibrate your resonators, hum “m’s” or “z’s”, reaching for your highest and lowest notes in your register.

3. Speaker anxiety:

Contrary to popular belief, stage fright is actually beneficial-- the heightened sense of awareness, total focus, and being in the moment, all help a speaker be their best. Trying to achieve a Buddha-like calm can result in a boring presentation. But anxiety needs to be managed. Put your full attention on engaging your audience, rather than focusing on yourself, or your perceived shortcomings. Also, think about the task at hand, be fully prepared, and visualize yourself as a success.

4. Intention:

When preparing your talk, decide on the one thing you would like to achieve, more than anything else. Then consider your content, and include only what supports your objective. This will eliminate the tendency to ramble, or include too many facts and figures. Most speakers either don’t have an intention or have too many. Others believe their goal is to educate or inform an audience. If this rings true, ask yourself, “why do I want to educate?” The answer is your true intention.

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SOLUTION
DETAILS



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About LSA Global

Since 1995, LSA has helped leading organizations create and maintain competitive advantages through people. We work with a select group of clients to help them “move the needle” - from simple awareness of best practices through actual adoption of new skills on-the-job to measurable performance that truly impacts the business.

Over 85% of our business comes from repeat clients and our customer satisfaction rating is 97.5%. Our clients tell us that we are different. Our clients tell us that we save them both time and money. Our clients tell us that they appreciate access to certified best-in-class experts across many areas.

How Far Do You Want



To Move the Needle?

- Our **Sales** clients confirm that they have grown sales by 40%, increased units sold by 42%, increased average pricing by 12%, and closed over 50% of their pipeline.
- Our **Customer Loyalty** clients confirm that their customer revenue per household increased by 18%, repeat calls decreased by 48.4%, single contact resolution increased by 6.1% and their overall customer satisfaction increased by 10%.
- Our **Leadership and Management** clients report that we decrease their costs by up to 50%, while helping increase speed-to-productivity by 60% and decrease unwanted attrition by up to 40%.
- Our **Project Management** clients inform us that, by regularly completing projects that meet or exceed expectations, they have become an anomaly in the world where most projects disappoint or fail.

Our clients succeed in the marketplace through increased revenue, decreased costs, and higher productivity. They maintain that our rigorous assessment, implementation, and measurement capabilities bring them tangible results. As an organization, we are fiercely devoted to supporting their success.

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