

Three keys to successful presentations or speeches

by Bob 'Idea Man' Hooey, Accredited Speaker

In public speaking the cardinal rule to being truly effective is “**NEVER BE BORING!**” How do we do this when we are nervous and under stress to perform?

For the last 10 plus years, I've been teaching my clients and students that the “**three keys to presentation success**” are based on acquiring the knowledge you need to successfully capture their attention, connect with your audience, and achieve your shared or desired objectives.

Those three keys are simply:

- **KNOW your subject or topic**
- **KNOW your audience**
- **KNOW yourself**

If you **know your subject**, and are thoroughly prepared, you will be much more relaxed than if you are 'winging' it. Taking time to organize and delve into your topic will give you a sense of the depth you bring to the platform. It will also give you much more information than you will be able to deliver, which gives you back-up information for additional presentations and questions. This confidence based on acquired knowledge, works wonders in helping to keep the “butterflies flying in formation.”

If you **know your audience**, you will be better prepared to effectively analyze their needs and select from the body of knowledge you've acquired on your topic to serve or solve those needs. The better you know their backgrounds, connections, education, gender, and their ages, the better you will be able to construct and deliver your presentation in a way that is interesting and informative to them.

If you **know yourself**, you can draw on your own experiences, and build on your own strengths in developing your own speaking style. You can also share your own unique stories in a way that allows you to be your most effective. Self-knowledge is a tool of effective communication.

Continually ask yourself, “**If I was in the audience, why would I be interested in this point or topic?**” Then simply make sure you have a good answer for that question. Your audiences are people, just like you. The better you know yourself, the better equipped you are to effectively reach them.

By combining your knowledge of self, your subject, and your audience, you will effectively increase your impact. You will also expand your impact as a presenter, interviewee, or speaker.

Be sure to apply the **3 P's of professional public speaking – PREPARE, PRACTICE or POLISH, and finally PERFORM!** There is no substitute for being prepared, by practicing until you are confident you are ready to present your material in a confident manner.

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Bob “Idea Man” Hooey is an award winning accredited professional speaker, MC, corporate trainer, facilitator and business coach. His articles have appeared in local and North American trade journals and consumer publications. He is the author of 10 books, 4 success systems, 8 mini-books, 6 e-books and business resource guides. Sign up for his free Ideas@Work e-zine: Visit <http://www.ideaman.net>