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**BECOMING AN ENTERPRENEURAL**

**SPEAKER**

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# Overcoming the Twin Challenges of Status and Visibility.

My journey into teaching and facilitating public speaking came out of a desire to increase my streams of income. I realised I had dreams that could not be financed by my sole income stream. I knew I had to do something else. This had to be something that came so natural to me without much effort. In my personal assessment sessions, I realised that I could speak and people were always thrilled by my presentations. This led me to the Covenant University's Centre for Entrepreneurial Development Studies to register as a facilitator for the Public Speaking course. I became the founder and curator of this course in the University in 2009. I have the awesome privilege of training a combined total of over 2000 undergraduate and postgraduate students in the science, art and business of public speaking.

**I had dreams that could not be financed by my sole income stream**



Speakers are great influencers. In the Old Roman Empire, the orators were considered as civic activists whose words modify the conduct of communal activity. Today, private firms, political parties and institutions of learning seek speakers to as agents of advocacy and instruments of motivation and enlightenment.

## Speakers are great influencers.

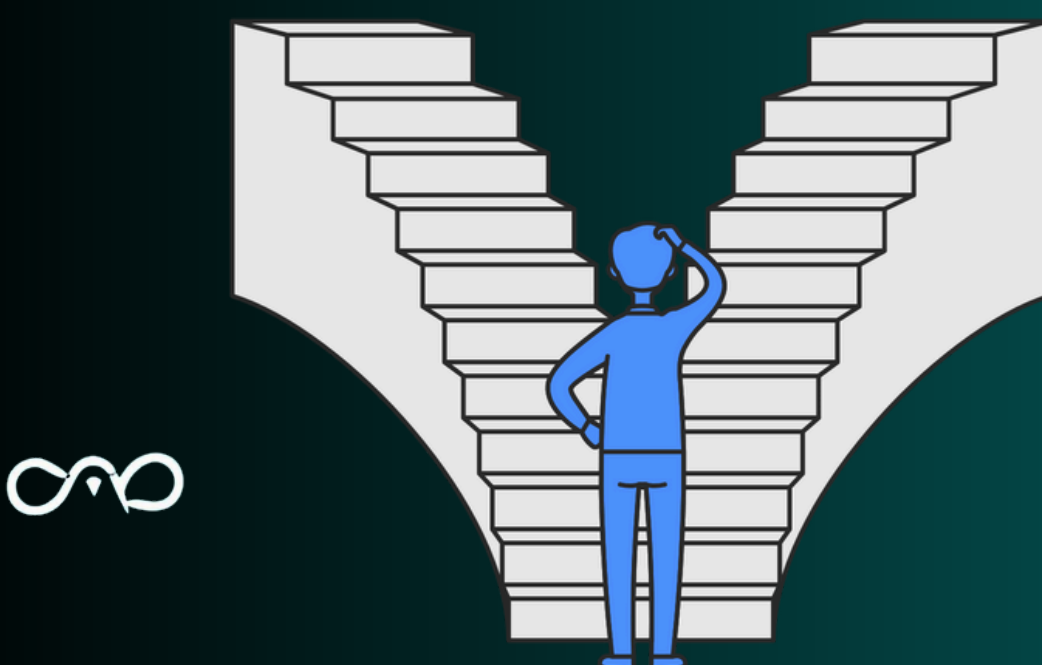
In the Ancient Rome, their speakers weren't financially rewarded as todays speakers are. Now, the emergence of speakers bureaus and associations have made it possible for individuals to earn money for their speaking efforts.

In a report by Nathaniel Cahners Hindman published in Huffington Post in 2010, he cited Times of London saying that former British Prime Minister Tony Blair costs about \$8,600 per minute in speaking fees. Report by Ian Johnston seemed to have affirmed this earlier in 2009. Many more individuals have been said to have earned huge sums of money in speaking fees as indicated in these two reports. The Clinton couple were said to have earned about \$31million dollars in speaking fees between 2001 and 2005. These reports are strong indicators that individuals can build an enterprise by engaging in Public speaking. This article has studied the trends and drawn conclusions on how this enterprise dimension to speaking can be realised by individuals who can hone their education, skills and experience as vital tolls for engagement.

In *Becoming an Entrepreneurial Speaker*, one must successfully cross the hurdle of two distinct challenges: The Status Challenge and the Visibility Challenge.

**Status Challenge**

**Visibility Challenge**





# THE STATUS CHALLENGE

In 2015, an [article from DailyMail reported](#) that Tony Blair had been dropped from a speaking engagement due to high speaking fees. He had demanded a little more than Bill Clinton who was engaged by the same organization prior to his consideration. However, the article reported that one of the many other reasons he was dropped was because of a fading reputation, it said

**"Blair is just not Clinton, and even his star power is fast diminishing. So for his talent reps to think Eat was going to pay massive bucks for him shows they overestimated his worth. My impression of the asking price is it was way beyond what he was worth for Eat. Blair is also controversial. His background and history as prime minister is controversial because of the role he played in Iraq."**

**Try not to become a man of success, but rather try to become a man of value. - Albert Einsten**

The Entrepreneurial Speaker is not a common place person. He is one who knows how to lean on his strengths to yield an engagement worthy of high commercial power. He must clearly enhance his worth by his current engagements and affiliations. He must know that every task he handles is a reference point for people that he might become platform speakers for in the future. His performance determines his worth. The man who will excel as an Entrepreneurial Speaker must deliberately and consciously cultivate the increase of his value. Albert Einstein said, "Try not to become a man of success, but rather try to become a man of value."





# How to Overcome the Status Challenge

1. **Focus on your personal development:** You must develop yourself holistically. You must ensure you increase the value of your competences daily and consistently. Increase your education, add more skills to what you currently have, express knowledge that is specialised in nature, gain experience by being involved in high priority engagements and utilise your natural endowments freely.

## Increase the value of your competencies

2. **Utilise your Capacity:** Don't just accumulate skills and knowledge for the mere purpose of doing so. Ensure you utilise them. Higher engagements belong to those by reason of use have had their competences exercised. Jim Rohn said, "Don't bring your needs to the market place, bring your skills."

3. **Project yourself as been actively engaged:** No one will ever engage an idle person. It is believed that when one is not in active service, he is not able to offer current thinking to challenges that confront humanity. You must let the world know you are busy at something. You must do this honestly and sincerely because once it is realised that you are faking it, it reduces the value of your person. It is only an active person that can attract current market prices for his skills.

**"Don't bring your needs to the market place, bring your skills." - Jim Rohn**

4. **Give Up Status Symbols:** I have championed the cause of dropping the social status symbol of V.I.P. (Very Important Personality) and replacing it with V.A.P. (Value Adding Personality). The reason is not far fetched. It adjusts the perception of the audience and the recipient of such status. The word value has more power in expressing relevance than the word important. The fact that it means you are adding something significant raises the bar on your influence. It is often difficult to let an employee see this as a way to enhance his status in the organization. Don't look for rewards when you can lean on adding values to increase your worth.

**When one is not active in service and engagements, he is not able to offer current thinking to challenges that confront humanity.**

**5. Be a Solution Centre:** [Biblical History](#) points to a man named Jephthah. He was a victim of poor parenting and internal family crisis. However he had great competences as a man of war. When the nation of Israel was in crisis over external attacks, he was sought after as the solution to their problems. To increase your status in the society, position yourself as the go-to person. Let people know what you can get done. Let them know how you have achieved success in times past. Leaders are needed in today's world, people who will show the way, lead the way and win the war.

**Drop the symbol of a V.I.P. (Very Important Personality) and replace it with V.A.P. (Value Adding Personality)**

**6. Review your Network:** The richest man in the world is not really the man that has the most monies stored in his bank vaults. The richest man in the world is the one who can get anything he wants without costing him so much because he has a rich resource of people of value. If it takes you too long to get what you want for life, your network is poor. Your network suggests your association and relationships. We are admonished by King Solomon of Ancient Israel that ["he that walks with the wise shall be wise."](#) In overcoming the status challenge, you must deliberately choose whom to relate with. One bad association can ruin your legacy and diminish the worth of your personality. On the other hand, one great affiliation can give you a quantum leap in your career and significance. Be conscious and intentional about it. "Friendship is not by force" says, David Oyedepo, Chancellor of Covenant University, "it is by choice"

**If it takes you too long to get what you want for life, your network is poor.- OAO**

**7. See yourself as a Product:** Products go from conception to design to testing before finally being launched. Every phase of the process sees an upgrade in different facets of the product. You must learn to deliberately build your personal brand. You must know what your assets and liabilities are. You must be able to identify the things that will work to your advantage and those that will threaten your success. Every manufacturer seeks the success of his product in spite of competitors.







### Personal Development

Focus on enhancing skills and knowledge through education and experience.



### Utilize Capacity

Apply acquired skills and knowledge effectively in practical situations.



### Project Engagement

Actively showcase skills and involvement to attract opportunities.



### Value Over Status

Emphasize adding value over seeking status symbols.



### Be a Solution Center

Position oneself as a reliable problem solver.



### Review Network

Cultivate meaningful relationships to enhance opportunities.



### See Yourself as Product

Develop a personal brand to stand out in the market.



# THE VISIBILITY CHALLENGE

Getting ahead in the Speaking industry is not just dependent on your competence. If key people aren't aware of what you are capable of doing, you will likely be left out in the pecking order for great engagements despite your diligence, competence and status. It's not only what you know that counts - it's who knows you, too.

The Entrepreneurial Speaker must be positioned to be sought after. People must not just know about you and the things that you can do, people must know where to find you. Carlton Sedgeley, who has represented paid public speakers for almost five decades at his New York-based Royce Carlton Inc. said "It's all about visibility," Sedgeley says. "The higher the visibility, the higher the fees." This suggests that the visible speakers are the ones that will cash in more than anyone else in this industry.

## How to Overcome the Visibility Challenge

**1. Publish Your Work:** Dr. Robert Anthony, author of **How to Make a Fortune from Public Speaking: Put Your Money Where Your Mouth Is** suggests that the fastest way build your name and become famous is to get published. Publish articles, books, videos etc. Ensure you put a message out there that can be credited to your person. This will add up over a period of time and become a veritable reference point for the things you are capable of doing. You can build a website, contribute to blogs, become a columnist for a publishing house. By all means ensure you are taking advantage of the media to build a reputation for yourself. Twitter has given her subscribers 280 characters per tweet to share their thoughts, LinkedIn provides an opportunity for you to enhance your profile by allowing you to publishing posts. Once you share ideas and resources often, you will soon become a force to be reckoned with.

**Take advantage of the media to build a reputation for yourself.**



**2. Develop Your Style:** You must have a unique way of getting your job done. You must know how to become different from the crowd. You must know how to separate yourself from the crowd. You must find a way to develop your style. A popular preacher in Nigeria, Pastor E. A. Adeboye is known for an opening phrase in all of his presentations. He will always say "Let somebody shout Halleluyah." This has become his style and now it is imitable by speakers who speak around the same subject he addresses. However, everyone attributes that phrase to him. Speakers who become well known are those who are different. You must learn to be different, novel and innovative in the things that you do. Strive to be consistent in the style you have chosen. Let your mannerisms be exemplary. Let your voice be soothing to the listening audience.

## **Learn to be different, novel and innovative in the things that you do.**

**3. Maximise Human Contact:** Entrepreneurial speakers know that getting visible requires that they pay attention to every personal contact that they have. Speak freely with people in public places, pass out your business cards. Seek to respond to questions when asked. Offer a helping hand. Lend your voice to an issue of importance and relevance to majority of the people. It has been proven that **word of mouth advertising has more impact than structured means of promotion**. Ensure that you establish relationship with people intentionally.

## **Be a part of worthy causes by contributing your time and resources.**

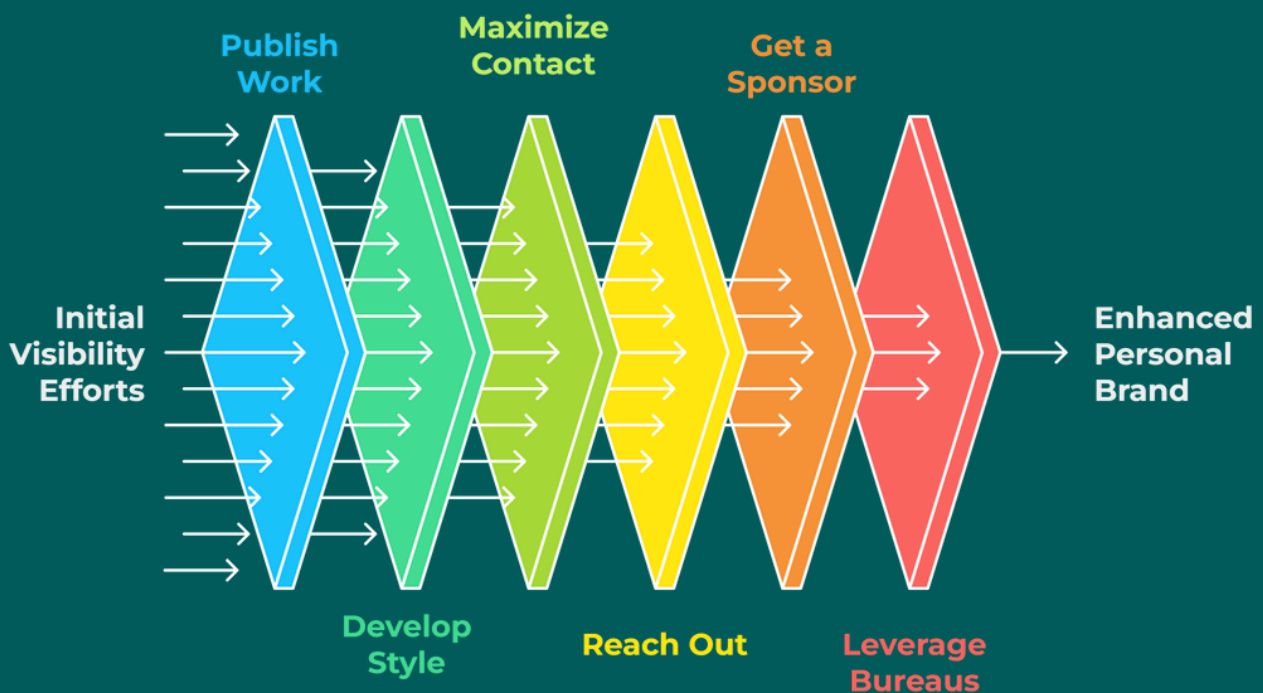
**4. Reach Out:** Ensure you ask how you can be part of great activities that will give visibility to your personality. Grant interviews, agree to appear on talk shows as much as possible. This will help you promote yourself as much as possible. As each day goes by on your journey to fame and fortune, you will find out that you have to reach out less and less as people will be coming to you more and more. Be a part of worthy causes by contributing your time and resources. Be part of professional associations, be part of worthy groups that seek to promote the ideals you stand for. Use this opportunity to highlight other peoples successes. As you do so, you give visibility not just to the successful but to yourself.



**5. Get a Sponsor.** There are 5 classes of influencers referred to as indispensable influencers. One of which is a sponsor. The Sponsor is positioned to be your advocate, one who is willing to commit his resources to promote your ideals and efforts. He believes in you and with his great influence within and outside your industry, he can make recommendations and referrals for you.

**6. Leverage on Speakers Bureaus:** Where possible, you can sign up with Speakers Bureaus. They ensure you get speaking gigs regularly. It is their responsibility to help you find paid engagements often. They put you in front of the right audience for a reasonable charge. Taking advantage of them gives you the spotlight that is needed to boost your visibility.

### Building Personal Brand Visibility



# The Character of the Entrepreneurial Speaker.

In the first part of this article, I identified the 2 key challenges that an Entrepreneurial Speaker will face in becoming enterprising in his speaking engagements. I discussed the challenges of status and visibility and proffered a total of 12 ways to overcome these challenges. In this second part, I will present the personality of the Entrepreneurial Speaker. I refer to them as the 21 virtues of an effective communicator.

These 21 virtues are a combination of intellectual, physical, ethical and moral attributes of the speaker. Any person seeking to become enterprising in his speaking engagements must be able to express these virtues during his presentations and off-the-platform engagements. These traits distinguish the speaker even the midst of many other professionals in this field of endeavour. It is important to note that as often as these traits are expressed consistently in the process of growth and development, the speakers difference and distinguishing factors becomes more obvious.

These virtues were first taught to my students in 2012 during one of my public speaking classes. We went on to host an event and publish our thoughts under a title called "Behind the Mic." I have extracted these virtues and shared them here simply for those desiring to be Entrepreneurial Speakers.



# 21 VIRTUES OF AN EFFECTIVE COMMUNICATOR

**1. AUTHENTIC...being real is the stroke of originality:** Authenticity in communication is the ability of a speaker to exhibit genuineness and aim at addressing the public based on verified facts. Authenticity embodies the truthfulness in every statement. It was Shakespeare that wrote in Hamlet This above all: To thine own self be true, And it must follow, as the night the day, Thou canst not then be false to any man. The effective speaker must be characterized with truthfulness of origins, attributions, devotions and intentions. His speeches must be entitled to acceptance because of congruence with verifiable facts or experience. He is reliable and trustworthy. Every speaker knows that it is a privilege of a lifetime to be asked to address an audience. This opportunity can be mismanaged if one tries to be who he is not. Psychologist Carl Jung said, 'The privilege of a lifetime is to become who you truly are.' The founder of Apple, Steve Jobs states so succinctly that we make progress by eliminating things, by removing the superfluous. We must give what is required in every speech. It was inspirational writer John L. Mason that said "Imitation is Limitation". When you copy others, you limit yourself. Start from where you are, grow to the point you desire and be true in assessing your successes. Do not promote yourself to a level of incompetence by accruing success and stories that are not true to your journeys. Dare to be REAL! Authenticity is all about being real. Be Genuine, not an imitation.

**The privilege of a lifetime is to become who you truly are.' - Carl Jung**

**2. CAPTIVATE ...in human relations, like poles attract:** The approach a speaker assumes when addressing his audience must be with a pleasing personality. This would attract them to the speech all through the time of the presentation. The subject matter may not seemingly be appealing to the audience but the way the speaker conveys his message with an enchanting composition and a fascinating disposition will definitely secure more attention. Sam Veda writes about the power of words to capture the attention of your audience: "Beautifully crafted words have the power to captivate the mind of anybody. A sweet-tongued man is loved by one and all. Audience is always attracted towards those who can speak efficiently and effectively." No one else other than the speaker has this kind of opportunity to enchant an audience through his choice of words, enthusiasm, comportment and display of interest.





**“Beautifully crafted words have the power to captivate the mind of anybody. - Sam Veda**

**3. INSPIRE...leading others to a higher realm of thinking:** A speaker's impact on an audience is justified in his ability to stir up their curiosity and determination. To inspire means to incite people to act. The speaker serves as an inciting cause of an action. He stirs the mind of his listener(s). An inspiring speaker should be able to guide and arouse his audience. It is his responsibility to fill the room with enlivening or an exalting emotion. The virtue of inspiration in speaking finds expression when the speaker is able to stimulate his listeners to action. His speech must affect and touch the mind of his listener. The inspiring speaker must be able to elicit ideas from his audience as he connects with them during his presentation. He should have the reputation of being able to cause something to occur. He must have a speech that brings many things to being. To inspire your listeners, don't just present facts, use references to challenge their thinking. Let them know as succinctly as Adlin Sinclair puts it, "You are the embodiment of the information you choose to accept and act upon. To change your circumstances you need to change your thinking and subsequent actions."

**You are the embodiment of the information you choose to accept and act upon. Adlin Sinclair**



Becoming an Entrepreneurial Speaker

**4. VISION...with foresight, you can attain any height:** A visionary speaker is one who has developed the capacity to transfer in real time the pictures in his mind to as many other minds as possible. He possesses a vivid, imaginative conception of a desire. He speaks with a great depth of anticipation. A visionary speaker is always looking forward to something happening. He is always expectant because he has the ability to conceive. In his book "Becoming a Coaching Leader", Daniel Harkavy observes that visionary speakers are able to convey their purpose, convictions and directions in such a way that others are drawn into being a part of their vision. Speakers who have a continuous streak of impact have that central message and in that message is their vision. According to John Maxwell in "Everyone Communicates, Few Connect", he recognizes that effective speakers move with a sense of purpose and this sense of purpose can only stem from a vision that is embedded deep within.

**"There is no personal charm so great as the charm of a cheerful temperament." - Henry Van Dyke**

**5. CHARISMA...influence is expressed on the page of interestingness:** Your personal charisma as a speaker is that gripping attractiveness that inspires affection in people that come in contact with you. Charismatic speakers are able to connect with their audience on an emotional level and thus communicate effectively. In his book "Everyone Communicates, Few Connect" John Maxwell notes that charisma is much more a function of attitude than a function of personality. Charismatic individuals possess an attitude that is people focused whereas uncharismatic individuals are much more 'me' focused. American author, educator, and clergyman, Henry Van Dyke asserted that "There is no personal charm so great as the charm of a cheerful temperament."

**Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away. - Antoine de Saint-Exupery**



**6. CONFIDENCE...belief is the foundation for success:** Confidence is a crucial virtue that every public speaker must possess; confidence in yourself as a speaker and as an individual, alongside confidence in your message. Confidence is one of the hallmarks of the effective speaker. Possessing confidence helps you to keep relaxed in any speaking situation and thus pass across your message in the best manner possible. Confidence is important as it is reflected in the speaker's carriage, speech and disposition. A lack of confidence is so easily spotted by the audience. It portrays lack of self-belief. If you don't believe in yourself enough or in your message enough to be confident in it; then your audience wouldn't believe either.

**I can think of nothing more agreeable to the brain and the ear than a speech adorned and embellished with wise thoughts and fine language. - Cicero**

**7. SIMPLICITY...clarity is an essential key for triumph:** A simple speaker does not conjure words and meanings together in his presentations. He strives to be as uncomplicated as possible. The presentation of a speaker can be understood by any one, be it an elite or illiterate. A simple speaker is a perfect speaker. In the words of Antoine de Saint-Exupery, "perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away." A speaker who has demonstrated mastery of the need for simplicity in public speaking is someone who really understands a complicated idea and can explain it simply. On the flip side is that he who doesn't, will tend to make it even more complicated.

**Determination gives you the resolve to keep going in spite of the roadblocks that lay before you. - Denis Waitley**



**8. CREATIVE...limitations are no obstacles to initiations:** Creative speakers command the attention of their audience because they do the common things of speaking in an uncommon way. They are pattern breakers, trend setters, and trail blazers. They are convinced that no matter how tough a message or an audience can be, there will be a way to reach out. Perspective is vital for creativity in public speaking. The effective speaker must seek a vantage point in order to design approaches for engagement. The creative speaker embellishes his presentations. His style is original and admirable. The great Cicero in the book *On the Orator* retorted once saying, "I can think of nothing more agreeable to the brain and the ear than a speech adorned and embellished with wise thoughts and fine language."

**The audience only pays attention as long as you know where you are going. - Phil Crosby**

**9. DETERMINED...with a firm purpose, all things are achievable:** A determined speaker is resolute in his presentation. He is not swayed by situations and circumstances. He defies all odds to achieve his purpose. He is characterized with firmness of purpose, will and intention. Author, Denis Waitley said, "Determination gives you the resolve to keep going in spite of the roadblocks that lay before you." The determined speaker does not consider the strength of any opposition in his quest to reach his goal. He possesses great strength of the mind, amazing willpower and strength of character.



Becoming an Entrepreneurial Speaker

**Zig Ziglar says, “Lack of direction, not lack of time, is the problem (of speakers).”**

**10. FOCUS...concentrated energy is an unparalleled synergy with providence.** It takes discipline to remain on a subject matter during an open discourse. A speaker must learn to stay on his tracks lest he loses his audience while trying to justify his depth of intellectual prowess. Phil Crosby explains that, “the audience only pays attention as long as you know where you are going.” A focused speaker will design a structure that aids his alignment with the presentation. This structure helps in utilizing time allotted for the presentation. Many a time, some speakers complain of insufficient time for a presentation. Zig Ziglar says, “Lack of direction, not lack of time, is the problem.” One way of ensuring focus is to share your structured speech with your audience. The knowledge of the flow of your presentation by the audience compels you to stick to your subject matter.

**King Solomon of ancient Israel says, “A word fitly spoken is like apples of gold in pictures of silver.”**



**11. DISCIPLINE...in all circumstances that demand conduct, behave wisely:** A speaker can impact his audience without being coercive or harsh on them. He should direct his message to what amuses their mind in order to get the best out of them. Speakers are carvers of words. Every one of them must carefully craft his intentions with words that are true. The disciplined speaker must not be careless with words. He must refrain to use derogatory words whether to his audience or when making an illustration. King Solomon of ancient Israel says, "A word fitly spoken is like apples of gold in pictures of silver."

**"If you would be loved, love, and be loveable." - Benjamin Franklin**

**12. EMPATHY...you may not be wearing their shoes, but you feel the pinch:** An empathetic speaker is able to negotiate and gain more than another speaker who denies the existence of the experience of others. He acknowledges the pains and joys of his audience and strives to terminate the pain. An audience knows the speaker that shows empathy. They give him permission to influence them. They allow him to execute his desires that will result in benefits for them. Any speaker who desires his audience to show empathy must first be empathetic. Elder Statesman, Benjamin Franklin said, "If you would be loved, love, and be loveable."

**"If you have to make an unpopular speech, give it all the sincerity you can muster; that's the only way to sweeten it." - Cardinal de Retz**

**13. SINCERE...you must not do anything against the truth but for the truth:** A speaker must demonstrate mastery over his message. He must show to the audience that he is genuine and authentic in his delivery. The best way to sound like you know what you're talking about is to know what you're talking about. When delivering an out of favor speech to an audience that is belligerent, the speaker should mollify the message for acceptance. Cardinal de Retz said, "If you have to make an unpopular speech, give it all the sincerity you can muster; that's the only way to sweeten it."

**"You can have anything you want if you want it desperately enough" - Sheila Graham**





**14. PASSION...where there are obstacles to success overcome them with an intense desire:** It was Marcus T. Cicero that said, "A good orator is pointed and impassioned." Passion is expressed by intense emotions. It is a display of a strong feeling about a cause of action. A passionate speaker has something that he desires intensely. He has goals he wishes to realize. He is not given to beating about the bush. He is pointed! Sheila Graham points out that "You can have anything you want if you want it desperately enough. You must want it with an exuberance that erupts through the skin and joins the energy that created the world." A passionate speaker can inadvertently achieve any goal he sets for himself.

### **"Complement the audience" - Dr. Robert Schuller**

**15. RELATIONAL...when you communicate ensure there is a connection:** One way to create a strong bond with the audience is to acknowledge them for their presence. They could have chosen to be elsewhere and no one will be in the room to listen to your deliveries. Dr. Robert Schuller of the Crystal Cathedral says, "Complement the audience". Every invitation to speak is a compliment and an honor to you, so you better recognize that starting off the audience needs to be recognized as vital to the success of any speaking event. Do not ignore their importance. They are necessary to the action that your message will inspire. A relational speaker does not just convey a message; he touches the feelings of his audience. Even when the message or the content of a presentation is forgotten, the feelings that were sparked will never be forgotten. They may forget what you said, but they will never forget how you made them feel.

### **"Character is a diamond that scratches every other stone" - Cyrus A. Bartol**

**16. CHARACTER...securing a good reputation guarantees a successful elevation:** The goal of a speaker often time, is to persuade, inform and inspire to action. His character is pivotal to achieving that goal. Inasmuch as a message is the central attraction to a speaker, his character is also an important factor that cannot be ignored. His character has great effects on his presentations and the subsequent actions and reactions that follow. "The essential thing is not knowledge, but character" says Joseph Le Conte. "Character is a diamond that scratches every other stone" (Cyrus A. Bartol). The character of a speaker is what determines whether he will be sought again. Zig Ziglar states this so clearly when he said, "If people like you they'll listen to you, but if they trust you they'll do business with you." Character breeds trust.



**“People will pay more to be entertained than educated.” - Johnny Carson**

**17. DISCERNING...an appropriate description of a situation depends upon the quality of your sensitivity:** A speaker should never be stranded. He should always know what to do when the situation during his presentation changes from what is expected. He can sense when the room is heated and can find a way to douse the tension. One time leader of Israel Moses writes about the sons of Issachar as reported in 1 Chronicles 12:32, “And of the children of Issachar, which were men that had understanding of the times, to know what Israel ought to do; the heads of them were two hundred; and all their brethren were at their commandment.”

**“If people like you they'll listen to you, but if they trust you they'll do business with you.” - Zig Ziglar**



**18. ENTERTAINING...with a pleasing personality, your audience you will amuse:** Speakers must know that every audience appreciates entertainment. They love to be amused. Johnny Carson said, "People will pay more to be entertained than educated." The effective speaker must learn to weave entertainment into his deliveries. Entertainment helps in taking away tension and stress from the audience. It makes an audience access solutions to their bugging questions. The assertion of Doug Hall validates this claim. He said, "You can increase your brain power three to fivefold simply by laughing and having fun before working on a problem." Entertaining your audience would involve humour which helps to ease the crowd and yourself.

**"The right word may be effective, but no word was ever as effective as a rightly timed pause." - Mark Twain**

**19. TIMING...regulate your pace because controllable speed and steadiness in every speech wins the race:** When a speaker cannot control the speed of his speech, there is the likelihood that he would stumble during presentations. To avoid stumbling during your presentation, endeavour to tidy up your speech by eliminating superfluous words and any trite terms. Mark Twain writes, "The right word may be effective, but no word was ever as effective as a rightly timed pause." Learn to be comfortable with silence in front of an audience. It may feel odd but "dramatic pauses" such as is characteristic of Dr. David Oyedepo after key points add memorable emphasis to the message. Ralph Richardson says, "The most precious things in speech are the pauses."

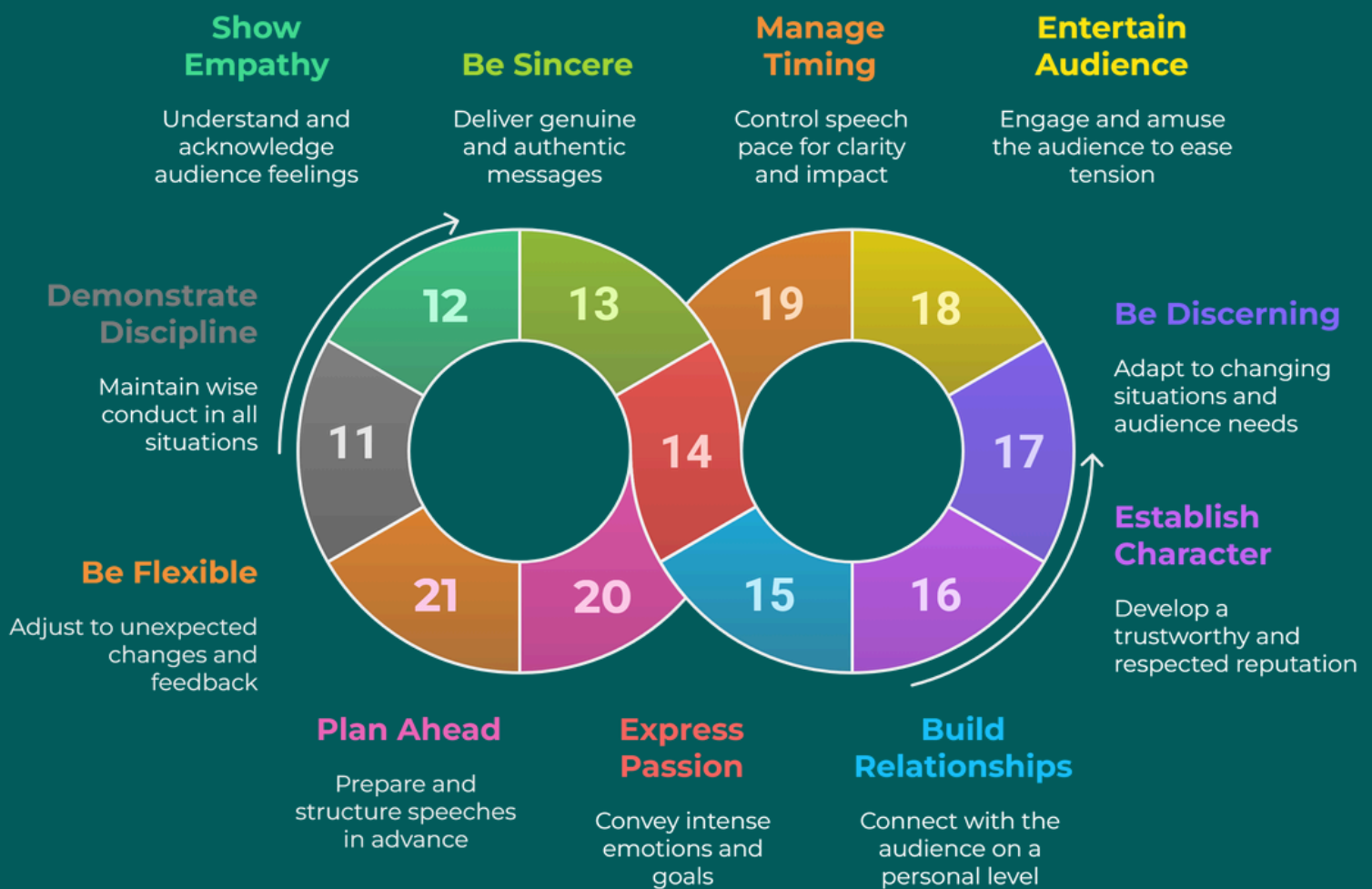
**20. PLANNING...work out, speak out only from your layout:** However simple this may sound, you must determine the topic of your presentation in advance. The topic is a summary of the entire message captured in a statement. It is not the responsibility of the audience to decipher your topic. Planning is essential says Dwight Eisenhower. Establish the purpose of your speech before the presentation. You must be able to tell whether you are speaking to inform, educate, entertain, persuade or inspire. It was Myles Munroe that said, "When the purpose of a thing is not known, abuse is inevitable."

**"The measure of intelligence is the ability to change." - Albert Einstein**





**21. FLEXIBLE...stretch your capacity to be elastic, avoid rigidity:** Conditions have not and will not always be perfect for speakers. Plans may have been put into place but they may go wrong and awry. A flexible speaker must be able to adjust readily to different conditions. An effective speaker must be able to switch moods to fit the circumstance that would permit goal attainment. An audience that thinks event organizers have not managed time effectively can be compensated by a shorter speech. The flexible speaker will be willing to make concessions. The audience, often time will not make an open request for the speaker to change his approach. Their feedback will say it all. The flexible speaker must be intelligent enough to pick this and adjust. Albert Einstein said, “The measure of intelligence is the ability to change.”



The man who will be enterprisingly successful in his speaking engagements must learn how to hone all these skills. In the third and concluding part of this piece on Becoming an Entrepreneurial Speaker, I will share the critical forces that an Entrepreneurial Speaker must engage to excel in his quest to take advantage of the commercial value of his ability to speak.





# The Forces of Success

In this third and concluding part on Becoming an Entrepreneurial Speaker, I will be sharing certain steps that I consider critical success factors to the pursuit of enterprise success of a speaker. In the previous posts, I have shared on the challenges of the entrepreneurial speaker and the virtues of an entrepreneurial speaker. The critical success factors discussed in this article are viewed as keys for succeeding as an Entrepreneurial Speaker.

## KEYS TO SUCCEEDING AS AN ENTREPRENEURIAL SPEAKER

These keys are enablers of speaking engagements and appointments that will position the speaker as a professional as well as an astute entrepreneur. These keys are the critical energy points that the professional speaker needs to exhibit in order to successfully launch himself as an enterprise-minded speaker.

**1. SPECIALISED KNOWLEDGE.** It is important that speakers exhibit expertise. You need to define your S.C.O.P.E. (Significant Circles Of Professional Engagement). Which subjects are you a master of? You cant afford to spread yourself thin. The prolific speaker and author, John Maxwell conducts his communication engagements around his S.C.O.P.E. which are: Relationships, Equipping, Attitude, Leadership, Mentoring and Success. All his engagements are centred around these topics. Brian Tracy has carved a niche for himself in Personal and Professional Development, Leadership, Selling, Self Esteem, Goals, Strategy, Creativity and Success Psychology. An Entrepreneurial Speaker should also leverage on his multiple competences and speak around his **C.A.S.K.E.T** (Credentials, Attributes, Skills, Knowledge, Experience and Talent). Thriving entrepreneurs develop themselves daily by engaging the principle of lifelong learning. They read relevant material, join professional associations, and attend relevant seminars and conferences around the subject they are gaining mastery in. They do this because they appreciate that education is an ongoing process. It is essential for speakers to appreciate the world live in today. It is a world where solutions to problems are sought from experts. People naturally seek an expert to help with their challenges..



A plumber is called in when there are challenges with water heater, you get the services of a real estate agent when you deal in property, you call on a dentist to attend to toothaches. It only stands to reason therefore that the more you become known for your expertise on a subject matter, the more engagements you will be able to secure. Brian Tracy has been quoted to have said that the reason successful people are successful in speaking is because they have a burning message that they want to share, that people can really benefit from.

**2. NEGOTIATION:** Your ability to interact, communicate, and persuade others to a large extent determines your income more than any other factor. It is important to be versatile in this area. The ability to negotiate effectively is a skill that every aspiring entrepreneurial speaker must master. Your ability to engage this skill is sealing speaking contracts means you can make a win-win situation happen. A successful negotiator must create an environment where all the parties in a talk for engagement walk away delighted. This has been proven to be the basis for long lasting business relationships. Do not decline from asking questions because you will be helping yourself and your prospects too. Dr. Robert Anthony shared a list of key inquiries to make before accepting a speaking proposition:

- How many people will be attending? ( The size of the audience has a lot to do with how you will price your services)
- What is the purpose of the event? (Let it be within your specialty)
- How long is the presentation going to be? (This will determine the rate to charge)
- Is there going to be publicity for the event? (Be willing to be a part of it)
- Is there going to be a special session after the general session? (This must secure a fee)
- In what way would you like to use my materials? (Offer them at a price to the audience)
- Do you have a budget? (This will guide your fees)
- Have you had this event before and who were your previous speakers? (Valuing the event)

**3. SOCIAL CAPITAL:** An Evangelical speaker, Dr. Mike Murdock has said that money is the reward for solving problems. While I accept this assertion, I recognise that problems are people dependent and people defined, hence, money is not just the reward for solving problems, it is the reward for solving peoples problems. This suggests therefore that the closer you are to people, the easier it is to identify their problems and the greater the chances you have to solve them particularly if it is within your area of expertise. Your social capital is the network of relationships that you nurture within living and work environments. The speaker that will increase his commercial power must know how to identify, build and develop worthy relationships that have the potential to improve his speaking profession. The Entrepreneurial Speaker should be keen on joining associations that are value driven, bodies that have people with a desire to seek your expertise. The sociologists see social capital as an expected economic benefit derived from the cooperation between individuals and groups. This perspective should help the enterprise-driven speaker, because it generally acceptable in social sciences that social networks have value. Your social capital is the collective value of all your networks. This doesn't end with the value from your direct relationships it includes the inclinations that arise from the relationship to do things for one another. Social capital draws from relationships of trust, reciprocity, information sharing and cooperation amongst the people within the network. Your social capital is your influence. You must consciously cultivate its strength and growth. The enterprise-driven speaker should pay attention to links that connect him with people based on a sense of shared identity (family and friends), links that go beyond shared identity to cover colleagues and associates; and links to people or groups further up or lower down the social ladder.

**4. OPPORTUNITIES.** There is a season for preparation and there is a season for manifestation. Enterprise-driven speakers must know how make the most of opportunities that call. They should be able to discern and sniff out potential speaking engagements from their daily interactions with people. A speaking opportunity presents itself within a set of circumstances that makes it possible to get something done. Enterprise-driven speakers must know how to turn around every situation and circumstance they find to close a speaking deal and contract. The Entrepreneurial Speaker should be able to produce lemonades if presented with lemons. He should be able transform a test into a testimony. He must be able tackle an obstruction and bring forth a miracle. When there are national and natural events, it is an opportunity to step up to the plate and be responsible. Opportunities are really never lost, it just goes on to someone else since you have missed that opportunity.



**5. DERIVATIVES:** Your message is your primary product. It is the main source of your relevance in the speaking profession. However, from an enterprise perspective, it holds greater value particularly from things that can be created from it. A derivative for you as an enterprise-driven speaker are products that can be created from your message or presentation. These products gain their value and are completely dependent on the value of your presentation. Speaker fees or honorarium is only one of the streams of income. You can even deliver a pro bono speech yet walk away with huge sums of money in sales of products that you have created. These products could be books, audio recordings, and coaching sessions amongst many others. You can record yourself while speaking, publish it and charge a token for it. You can write and publish a book around your S.C.O.P.E. Using derivatives enables you to create product ability where the value of the derivative is linked to your previous engagements. It can be used to mitigate risk in a poor negotiation. It can be used to make profit if the value of your engagement fee goes southward.





**6. BRANDING:** Your brand is your commitment to your audience or client. It speaks clearly to introduce your unique proposition different from others with similar potentials. Your brand is a derivative of your personality and a compass to the person you want to be. Your brand message refers to the underlying proposition conveyed in your deliveries and presentations. It is the force of inspiration, persuasion and motivation for engaging your services. Your brand is the key to reputation management. Your reputation is one your most tangible and marketable assets. It can't be procured. It is earned by keeping to your promises. Your brand draws strengths from your consistency. You must be consistent in your deliveries of great and useful content, audience engagement and time management. If you cannot be found holding up to a consistent pattern of excellent engagement, trust will breakdown and ultimately damage your reputation. You must go out of your way to project the most professional business image possible. You must deliberately get on with good credibility design. You must be on top of your game when it comes to impression management. You must work hard in seeking to influence the perceptions of other people and institutions about your person and the service you provide. One way to get this done is by controlling and coordinating information shared in social interactions. Have a strategy for projecting yourself to the world. Where you advertise is important. Your channels of engagement are vital to the strategy you put in place to increase your commercial value. Be definite about your pursuits of business engagements. Don't assume people know you. Present yourself as a brand new person of value all the time. You are an advancing personality. Let every aspect of your representation speak quality and excellence. Give attention to minutest details on how you answer your phone calls, your physical appearances at events. Let your tagline be meaningful, memorable and motivating. Create brand widgets and icons that reflect professionalism. Be consistent with the placement of your logo on documents. For your brand to attract attention and engagement, don't treat it like a run-off-the-mill factor for your enterprise-driven career.



**7. MODELS.** Enterprise-driven speakers excel because they have seen people that have prospered in the things that seek to excel in. It is important for enterprise-driven speakers to find a path in the footprints of those who have gone ahead of them in this professional career. A careful observation of their ways, patterns, style, strategies just gives you a quantum leap into professionalism. These individuals represent the things that you want to express in your next engagement. You can learn how to negotiate from them. You can learn how to close deals from them. You can draw lessons on platform behaviour. You can observe how they increased their streams of income by creating more products derivable from a single speech. You can monitor their performance rating and influence over a period of time and use that to chart a course for your greatness. John Maxwell said, anyone can stir the ship but it takes the leader to chart the course" Models are course determiners and they enable those coming from behind to excel just as they have excelled. You can also learn from their mistakes and flaws. An Entrepreneurial Speaker must have a reference point, a benchmark, a minimum standard to follow in becoming commercially viable while seeking to impact his audience with value adding speeches.

**8. MARKETING.** The Entrepreneurial Speaker must be certain of the action steps to take in promoting and selling himself as a product and offering his services for a fee. These steps must be based on research and conveyed through diverse media of advertising. People trade the myth that certainly in the long run your personal business will become successful due to the fact that you will be discovered "somehow" by those who need what you can offer. The chances of this happening without you arousing the interest in people is slim. Self promotion is one of the most rewarding and the most under engaged marketing instrument that enterprise-driven speakers use today. No one can tell your story, product and service better than you. You can also yield to brand evangelists. Those who have the responsibility of "showing and telling" the world what you are not just capable of doing but what you have done and are currently doing. An effective marketer will be a good networker. Ensure you connect with anyone that is within your S.C.O.P.E., they are your sphere of influence. You should also be a producer of good material that can be referenced. Publish your works as often and as widely as you can. You must also know that todays contemporary society seeks the social media for direction, therefore let the social media platform have your address so they can guide anyone looking for you or your kind of service.



**9. LEVERAGING.** "Two are better than one" says King Solomon of Ancient Israel. He asserts further that they are only better "because they have a reward (or good return) for their efforts." The enterprise-driven speaker must possess the competence to influence a system in such ways and manners that the result of his efforts within it will yield greater than the resources he committed. Entrepreneurial Speakers work hard at keeping their costs low, yet getting significantly high levels of return. Leveraging simply means the power engaged to achieve a desired outcome. It is a known fact that people try to do business with persons they know. It therefore becomes important to get involved in activities that will project you as the go-to person. Every successful entrepreneurial speaker knows that their successful career were not built all by themselves. The task of building a successful speaking career requires a team that is committed as the owner of the brand to the business and its success. Your business team will include people that you have official and social ties with - family members, friends, colleagues, business associates, associations, and your local community even places of worship. Engage other peoples resources to get your job. Embrace the principle of OPM - Other Peoples Money - to reduce your costs and multiply your results.







**Specialised Knowledge**



**Negotiation**



**Social Capital**



**Opportunities**



**Derivatives**



**Branding**



**Models**



**Marketing**



**Leveraging**





# CONCLUSION

This concludes my 3 part series on the Entrepreneurial Speaker. I have shared how the Entrepreneurial Speaker is one that has overcome the challenges of status and visibility. I have outlined 21 virtues of an effective communicator. I have now discussed the 9 critical success forces for an Entrepreneurial Speaker to consider in building his enterprise-driven speaking career. Enterprise is key in every engagement. Your multiple competences can be traded with. You don't have to use them solely for the task at hand. You can share them by Speaking.



## Profile for Dr. Olumuyiwa Akinrole Oludayo

Dr. Olumuyiwa Akinrole Oludayo is a transformative leader and consultant with a distinguished career across higher education, human resource management, and organisational development. His professional journey reflects an enduring commitment to influencing impactful change and advancing practices that drive growth and excellence at both individual and organisational levels.

With a strong foundation in academia, Dr. Oludayo has contributed extensively to higher education as a Member of Faculty for Human Resource Management, guiding the next generation of professionals and leaders. His roles as Dean of Students, Registrar, and Director of the African Leadership Development Centre have enabled him to influence institutional leadership and capacity-building across Africa, crafting learning environments that are centred on holistic development and resilience.

As a Research Fellow with the Chartered Institute of Personnel Management of Nigeria, Dr. Oludayo has made notable contributions to HR practice in Nigeria. His publications and development of frameworks have significantly shaped best practices within the industry, equipping HR professionals with contextually relevant strategies that address both contemporary and emerging challenges.

Organisations that engage Dr. Oludayo's consulting expertise benefit from a wealth of experience and a bespoke approach to people management. Through his work, he has supported a diverse range of organisations in optimising their talent strategies, enhancing leadership capacity, and creating resilient teams. His consulting work is marked by a commitment to solutions that are analytically robust and deeply aligned with an organisation's unique culture and objectives.

By partnering with Dr. Oludayo, organisations gain access to innovative approaches to talent development and organisational effectiveness. His strategic guidance encourages a culture of resilience, adaptability, and continuous improvement. His proven ability to integrate strategic insight with a people-centred approach makes him an invaluable asset for organisations striving for sustainable growth and a competitive edge.

In bridging the realms of academia, research, and practical consulting, Dr. Oludayo offers a holistic perspective that is both visionary and results-driven. His contributions go beyond enhancing performance; they cultivate lasting organisational value, enabling businesses to thrive through a stronger, more cohesive approach to human capital management.

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