



Behind the MIC

...espousing the virtues of an
effective communicator.

"We cannot become what we need by remaining what we are."

- John C. Maxwell

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Behind the Mic

Espousing the virtues of an effective communicator

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Dedication

This book is dedicated to God – the omnipotent, omniscient and omnipresent

This book is also dedicated to the Leadership of Covenant University, Ota, Nigeria from the Chancellor, Dr. David Oyedepo, the entire management team led by the Vice-Chancellor, Professor Aize Obayan and all the men and women committed to raising a new generation of global leaders.

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Introduction

One great gift we have in this world is relationship. We interact on many platforms because we have been created for communion with one another. The benefits that accrue from a sincere relationship are oftentimes beyond one's comprehension.

The key to living a fulfilled life is to put smiles on other people's faces. It is the pleasure of being an inspiration to some other person as he/she lives through life.

Behind the MIC is a reflection of the key virtues of great communicators, men and women that have achieved great feats having being able to master the opportunity of influence. It is an exposition into the required attributes of an influencer.

Influence inspires action without which goals cannot be achieved. Examine your lifestyle as you communicate, speak and relate with people on a daily basis using these virtues as signposts.

The virtues have been carefully discussed and individuals whose lives express the virtues have also been explored for a better understanding of the demands and benefits of it.

It is our desire to see you excel as a speaker. Maximize the opportunity you have to interact with people. Do not leave them where you have met them. Ensure you engage your pleasing personality to inspire them to greater works.

Cheers.

O. A. Fadugba

Chapter 1

AUTHENTIC...being real is the stroke of originality

Case in Point

Why authenticity? Perhaps because it is the virtue of all virtues in a speech. It is the factor that gives the personality to your speech. How genuine or true your words are to a large extent determines the waves you command in the sea that is your audience. Remember that every speech you cast is an ambassador of your person and has been given the authority to represent you before an audience. A speech's effectiveness is generally found in its genuineness. Words are like concrete, and once set, would only harden into the walls of time. Speeches with the right personality mix can have a lasting effect that surpass and outlive even the speakers themselves. Therefore, give your words life through the truths you convey in them. Let your speech have the form of originality that can only be ascribed to you. A speech should always come from the heart of one who is passionate about the subject at hand. Originality can only come from a heart that is saturated with the subject. No one else can lay claim to the 'I have a dream' speech except Martin Luther King Jnr. Be real whenever you speak, don't be a copy, be original. Martin Luther King was no duplicate of anyone, he was simply true to his passion and he expressed it in his speech. No one demonstrates authenticity in

communication better than this freedom fighter. The cause he chose to fight for was as genuine as the breath of air and he never minced his words in championing his desires. Great were the words of Bhagavad Gita, "Far better to live your own path imperfectly than to live another's perfectly." Martin Luther King Jnr had a life lived along his own path and vividly void of imperfection in its eternal achievements.

Every speaker must never embrace a cause that is not genuine to them. It is the genuineness of a cause that brings the excellence in communication. You can be a communication hero when you chose to speak originally. It was Jack Welch, the turnaround CEO that said 'the hero is the person with a new idea'. Make sure the thoughts expressed in your words are ideal.

Exposé

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.'

Man has great desire for exactness. This has led to the invention of technological devices which has contributed answers to his curious mind. It therefore behooves on the speaker to address a subject matter with sufficient resources to validate claims made during presentation. Mark Twain said, 'If you tell the truth you don't have to remember anything'. A speaker must never assume his words will not be verified by any curious member in the audience.

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.

Growth Patterns

How do you develop an authentic virtue as an effective speaker? Try doing the following:

1. Verify facts before you share them
2. Be willing to learn from your audience where you lack true information.
3. Check the sources of the information you use in your speeches
4. Share personal experiences
5. Use few words to express a truth.
6. Learn from people but do not copy them.
7. Be proud of yourself
8. Acknowledge sources of information shared if not from you
9. Learn from your mistakes
10. Share your expectations

Discussion Questions

- a. Which sources should I depend on most for my speeches?

- b. When my beliefs conflict with my audience, what do I do not to lose them?

c. How do I achieve authenticity if I admire the pattern of a role model?

Chapter 2

CAPTIVATE ...in human relations, like poles attract

Case in Point

To be captivating as an effective communicator, one must of necessity need to be interesting, innovative, and sensitive to the needs of the audience. From time immemorial, we have had speakers perfectly suited with the virtue of captivation. One that readily comes to mind is Californian born Steven Paul Jobs, CEO and co-founder of Apple who was named one of Time Magazine's top 25 most influential people on the web (2008). Abbas Alidina in an ode to Jobs writes that 'with his exceptional speaking style and signature black turtle neck, Steve owned the stage anytime he presented. In a world where most professional business speeches are formal, packed with data, and just plain boring, Steve's informal, conversational style was a breath of fresh air. He used simple yet elegant slides that were flawlessly synced with his delivery. He didn't get overly wordy and kept it simple.' (<http://www.abbasalidina.com/ode-to-steve-jobs-5-things-that-we-will-miss/>).

The case of Jobs is an embodiment of sales presentation. Little wonder his products have always captured the market after their initial introduction to the market. Jobs never let his declining health get in his way of reaching out to his audience. His pitches, tone, and platform behaviour were excellent weaved to attract the attention of his audience. If you have ever watched or listened to Jobs speak, you will realize the engagement of the

audience during the presentation. He never loses his audience. They are with him from the beginning to the end. Every speaker should strive to get his audience to follow through with him on all speeches.

Exposé

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.

A speaker that captivates his audience will have an excellent stage presence. He demonstrates an ability to connect with his audience by keeping a close eye contact with them. He is not given to monotony because he possesses vocal variety. He has the ability to influence them by a special trait of his. Oftentimes he possesses an irresistible appeal. His vocal power is a charm to behold.

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.

An appealing disposition ranges from the passion he conveys by his gesticulations, facial expressions and the way he positions his thoughts. It is observed that the delivery of ideas which are useful to the recipients help in the procurement of positive responses (a content glance, a shift of body pose to a more relaxed mode and a gentle nod in agreement). These are traits, exhibited by recipients who are engulfed in the speaker's delivery methods and their non-verbal view on the subject matter. Scottish philosopher, historian, economist, and essayist, David Hume reflecting on the power of a communicator to captivate his audience asserts that "eloquence, at its highest pitch, leaves little room for reason or reflection, but addresses itself entirely to the desires and affections, captivating the willing hearers, and subduing their understanding."

Growth Patterns

What you feed on determines who you are. There are steps that can be taken to grow this virtue of captivation. They are by no means an exhaustive list but a valid line of action to be taken as you advance in capturing your audience's attention.

1. Let your opening statements be relevant to the subject of discourse.
2. Start your presentation with an interesting story that fits into the object of the speech.
3. Spice your speech with colourful visual aids
4. Use profound quotes from individuals that the audience will respect

5. Use bold claims and startling facts that stuns the audience
6. Get the audience to actively participate as the message is been delivered
7. Use relevant and funny jokes to douse tension
8. Call out participants by their names
9. Be warm in your presentation.
10. Present your ideas one at a time without giving too much information at a time.

Discussion Questions

- a. How do I start my speech when I am an unknown speaker?

- b. How do I weave quotes and stories effectively without seeming to be away from the subject matter of presentation?

c. How do I end a presentation that the audience wants to keep on?

Chapter 3

INSPIRE...leading others to a higher realm of thinking

Case in Point

Communication becomes much more effective when the objective of the speaker is to get his audience to take certain actions or decisions. Inspiration is simply the ability to heighten or intensify the desire for acquiring something.

Sir Winston Churchill displayed the ability to inspire. He had the British people as his audience and his ability to connect with them enabled him to stir them to action. The era of post World War 1 was his privilege opportunity even as he wielded the office of Prime Minister. The tough task of defending Britain in the face of an onslaught by Hitler was compelling enough for him to step up as an inspirational speaker. Churchill said to the British people,

“The Battle of France is over. I expect that the Battle of Britain is about to begin. Upon this battle depends the survival of Christian civilisation. Upon it depends our own British life, and the long continuity of our institutions and our Empire. The whole fury and might of the enemy must very soon be turned on us. Hitler knows that he will have to break us in this island or lose the war. If we can stand up to him, all Europe may be freed and the life of the world may move forward into broad, sunlit uplands.”

Sir Churchill, painted pictures of hope, peace, and prosperity to get his audience to move to action. His deep affection for his people inspired their faith in his leadership. He did not wait for the time they were ready to fight; he got them ready to fight. He incited them to take action. Anytime he spoke to them, he spoke to their spirits; he lifted their minds and quickened their feeble bodies. He acted wholly on the saying of William Sprague, "Do not wait to strike till the iron is hot; but make it hot by striking"

When Churchill inspired his people to war, he did it with a great sense of invocation. His speech 'we shall fight them on the beaches' is one of the defining speeches during the second world war. Some of the compelling statements of that speech include:

"I have, myself, full confidence that if all do their duty, if nothing is neglected, and if the best arrangements are made, as they are being made, we shall prove ourselves once again able to defend our Island home, to ride out the storm of war, and to outlive the menace of tyranny, if necessary for years, if necessary alone... we shall go on to the end, we shall fight in France, we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we shall defend our Island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills; we shall never surrender,

and even if, which I do not for a moment believe, this Island or a large part of it were subjugated and starving, then our Empire beyond the seas, armed and guarded by the British Fleet, would carry on the struggle, until, in God's good time, the New World, with all its power and might, steps forth to the rescue and the liberation of the old."

What that speech did was to cause men to defy fear, incompetence and frailties to pursue their desire. That's INSPIRATION!

Exposé

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.

What the speaker does when he inspires his audience is to alter their mental attitude. It was Ziege that said, 'Nothing can stop the man with the right mental attitude from achieving his goal; nothing on earth can help the man with the wrong mental attitude.' The goals of your audience can be achieved if you care to spur them on to action.

Give them possibilities; remove mental obstacles from their path by sharing stories of great achievements that came from setbacks. Abraham Lincoln said, 'That some achieve great success, is proof to all that others can achieve it as well'

Probe the thoughts of your audience by asking those questions that reveal their abilities and potentials. One of such questions comes from Robert Schuler of the Crystal Cathedral, 'What would you attempt to do if you knew you would not fail?'

The effect of inspiration is initiated during a speech delivery. Its resonating effects stay with the listener after the speech has been delivered; oftentimes retaining the compelling force to act.

Help your audience to find a path towards achieving their goal. 'We will either find a way, or make one' was the way Hannibal put his resolution to inspire his followers to keep moving and refuse to quit.

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.”

Growth Patterns

Your success as a speaker, demands that you keep growing. The following suggestions will help you inspire your audience whenever you get to speak.

1. Make suggestions of revolutionary ideas to your audience
2. Encourage your audience to act on their intuitions
3. Spur your audience on by painting pictures of their desire in their mind
4. Share stories that can change the attitude of your listeners.
5. Ask questions that seek to help discover their potentials
6. Engage your audience in class activity that gets them to design a plan.
7. Use quotes to aid the facts in your presentation
8. Attach passion to every statement you make
9. Express emotion to your presentation
10. Question every assumption and myths

Discussion Questions

- a. List different kinds of stories that can inspire varied audiences like students, retirees, widows etc

- b. When an audience is charged to take action, does it mean that the speaker must guide them through the actions? Where does he stop?

- c. How do you get to sustain the subject of discussion when the audience seems to be excited about creative ideas they are getting from the speech?

Chapter 4

VISION...with foresight, you can attain any height

Case in Point

Great ambition, imagination and foresight are elements that speak of a compelling VISION. To influence your audience, you must be able to make them see the picture you are seeing, the vision you planned for them and foresight of what they want to achieve. One of the most experienced speakers who could portray this well is none other than Abraham Lincoln, the 16th American President. He made several speeches in his lifetime especially concerning the abolishment and freedom for slaves, a very popular one is “the monstrous injustice of slavery”. This was one speech that got people thinking and imagining. With his words, he got the people of America seeing pictures, visions that he himself had planted in their minds, and singlehandedly kick- started the move that finally ended in the blacks being free from slavery. Many reasons can be given as to why the slavery of the blacks was abolished but this visionary started it and he did all of it with a microphone addressing a not so patient audience who had no choice but to become attentive after they were entranced by the words of “a speaker with a vision”.

An excerpt of that speech reads, “Our republican robe is soiled, and trailed in the dust. Let us repurify it. Let us turn and wash it white, in the spirit if not the blood of the Revolution. Let us turn slavery from its claims of 'moral right,' back upon its

existing legal rights, and its arguments of 'necessity.' Let us return it to the position our fathers gave it; and there let it rest in peace. Let us readopt the Declaration of Independence and with it the practices and policy which harmonize with it. Let North and South—let all Americans—let all lovers of liberty everywhere—join in the great and good work. If we do this, we shall not only have saved the Union; but we shall have so saved it as to make, and to keep it, forever worthy of the saving. We shall have so saved it that the succeeding millions of free happy people, the world over, shall rise up and call us blessed, to the latest generations.”

He cast the vision. He inspired an action. He guaranteed a fusion. He showed the audience at this debate what the world would look like when there is equality. His message was visionary. He ignited hope in people. He made them see an end to what had been a burden.

Clearly, this speech by Lincoln was a clarion call to improve on the quality of the human condition and is in sync with the statement attributed to Harvard Professor, Rosabeth Moss Kanter, “A vision is not just a picture of what could be; it is an appeal to our better selves, a call to become something more.”

Exposé

Vision is the ability to see into the future with your eyes and your head. It is an articulated expression of a desired tomorrow in the now; in the end what you see is what you ultimately become. Vision is so

much like imagination, the only major difference being that a vision carries so much more power.

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.

A visionary speaker has an end in mind and more importantly understands what needs to be done in order to arrive at the envisioned destination. Speakers are channels not reservoirs; they are channels of knowledge, insight, experiences and also channels of a personal vision or a group vision; a visionary speaker gives his listeners the opportunity to be part of something special and

bigger and in the end creates a memorable experience for everyone. Vision is everything for a speaker because the vision propels (fuels) the message.

Visionary speakers help their audience to articulate a future for themselves. Creating a vision is about developing a mental picture of a desire, and holding this image until it becomes tangible and you can see intricate details.

Visionary speakers help their listeners to churn out the fear of the future which is largely known. They express very vividly in their presentation the words of Marianne Williamson, "Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, Who am I to be brilliant, gorgeous, talented, fabulous? Actually, who are you not to be? You are a child of God. Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you. We are all meant to shine, as children do. We were born to make manifest the glory of God that is within us. It's not just in some of us; it's in everyone. And as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others."

Your speech must prepare people to see the future. You must take your audience on a journey to the future right there in your presentation room. You

must get them to be willing to go the long haul. Visionary speakers, endeavour to prepare their audience to see what the future has in store for their lives as it may be expressed in family, health, career and the likes. American essayist, lecturer, and poet, who led the Transcendentalist movement of the mid-19th century, Ralph Waldo Emerson, said that “people only see what they are prepared to see.”

Growth Patterns

How then do you become a visionary speaker? What do you need to do in order to become one who speaks purposefully? The following suggestions have been advanced to assist you in developing this virtue.

1. Encourage your audience to embrace creative imaginations
2. Share problem solving ideas with your audience
3. Use facts of challenging human issues to arouse them
4. Engage clarity in expressing suggestions
5. Ask for class participation in vision casting: writing and speaking
6. Be passionate in your deliveries
7. Talk about yourself
8. Use biographies to aid your presentation
9. Engage in contemplative thinking.
10. Use fiction to spark inspiration in them

Discussion Questions

- a. What do you want from life in terms of your family, health, career, finances?

- b. What areas do you see yourself making the utmost contribution to life and what steps can you take to realizing it?

- c. What are the values that you cherish the most in life and how do you transfer them to your audience?

Chapter 5

CHARISMA...influence is expressed on the page of interestingness

Case in Point

Charisma is that ability to attract people towards you. Many orators have built reputation for themselves which has given them a huge effect and influence over their audience.

Most charismatic speakers make use of features ranging from positive ideological views, physical features, accent, congeniality, diction amongst many styles. The desire to hear a listener speak often goes beyond the message to be conveyed. Respect for the speaker and personal attractiveness aid the speakers influence on his audience.

It is difficult and almost impossible to talk about charisma in communication and not mention one of the most famous charismatic speakers in the 21st century, Barack Obama. The one time Illinois and United State Senator has wowed the United States and the world at large with his great oratory skill charm and influence. His ideology on change unity of America and hope paved way for him to be elected as the 44th President of United States of America.

Obama has used his speeches to epitomize the true essence of charisma. A charismatic speaker will empower his audience. His words are very pungent in giving power to the people. He said, "I'm asking you to believe. Not just in my ability to bring about

real change in Washington... I'm asking you to believe in yours."

Another striking feature which coincided with his ideology of change was his skin colour. The United States had not in its history had any Afro American as President. Barack said "Change will not come if we wait for some other person or some other time. We are the ones we've been waiting for. We are the change we seek." This natural appearance of his made most voters to be drawn affectionately to him and not necessarily his vision for America.

As a charismatic speaker, Obama inspires confidence in his listeners and that alone endears them to him. He said, "There's not a liberal America and a conservative America – there's the United States of America." A charismatic speaker not only exudes calmness and confidence, he impacts his listeners with it. Industrialist, Charles Schwab once said, "I have yet to find the man, however exalted his station, who did not do better work and put forth greater effort under a spirit of approval than under a spirit of criticism." The role of the charismatic speaker is to endear others to himself by encouraging them to forge ahead on a course that holds great benefits.

Obama is an engager of people. When you mention someone's name while taking a question after a speech, they are drawn to you. A charismatic speaker knows how to use people's names to attract them to him and his message. American writer and theologian, Carl Buechner said, "They may forget

what you said but they can never forget how you made them feel.”

Exposé

Ever met someone who captured your attention from the very beginning? Then you have come in contact with someone who is charismatic. Charisma is a personal attractiveness that enables you to influence others; charisma stems more from your personality than from anything else. As a charismatic speaker your speech may not be all that but still you endear people to yourself.

Adolf Hitler was a charismatic leader; his vision was hideous but his presence and carriage ultimately commanded a significant following. Charisma is not arrogance, it is not being a fake; it is just “that thing” that makes you stand out.

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.”

A charismatic speaker will let his audience feel empowered during his presentations. He must enable them see greatness. If the presentation is to change a product, he must inspire confidence to attain greatness in them.

A charismatic speaker is characterized by likeability. He is very affectionate. He channels his ability to other people. He possesses a strong personal appeal and magnetism.

Growth Patterns

Charisma is that ability to inspire enthusiasm in others. You can develop this trait by doing the following:

1. Be relaxed
2. Look confident at all times.
3. Wear a smile before, during and after your presentation.
4. Develop a warm, approachable personality that others can walk up to.
5. Match your body language with your presentation
6. Speak with conviction
7. Maintain very good eye contact
8. Treat people fairly and how they want to be treated
9. Give thinking a place before you speak.
10. Manage your attitude and constant relation with others daily.

Discussion Questions

- a. What special attributes do I possess that others desire in themselves?

- b. What are the things people would like to be acknowledged for?

- c. What role does charisma play in achieving audience alertness and concentration?

Chapter 6

CONFIDENCE...belief is the foundation for success

Case in Point

Self-confidence is derived from a fusion of self-belief and genuine enthusiasm for your message. A confident person behaves naturally and is never in doubt of a positive outcome after his presentation. A confident speaker is able to keep eye contacts strong, he projects his voice. He appears calm and situated during his presentation. The audience perceives him as being in control of the platform.

Chancellor of Covenant University, Dr. David Oyedepo is a confident speaker. His posturing during presentations is exemplary. His hand gestures reflect the direction and passion behind his message. He speaks like he is in a conversation. His movements on the platform are purposeful and well intended. In the midst of negative media reports about his personal wealth, he is undeterred.

It was Ralph Waldo Emerson that said “The eloquent man is he who is no beautiful speaker, but who is inwardly and desperately drunk with a certain belief.” Oyedepo declared upon the commencement of Covenant University in 2002, “in 10years, Covenant University will be ranked among the world class Universities.” He spoke with a genuine self-assurance that convinced his audience about his quest. He has been able to attract over

150,000 regular weekly worshippers to the World's largest church auditorium situated in Ota, Nigeria.

In his weekly messages to the audience where he leads as a Senior Pastor, he demonstrates command of his platform establishing a strong presence behind his message. He maximizes the space around him. Often times he gets into his audience when delivering his speeches to show that he is not perturbed.

Author of *The Power of Positive Thinking*, Norman Vincent Peale said, "Believe in yourself! Have faith in your abilities! Without a humble but reasonable confidence in your own powers you cannot be successful or happy." The successes Oyedepo has commanded in his speeches are simply derivatives of a developed self-belief.

Exposé

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.

Competence without confidence is a catastrophe. Certain leaders have possessed an unshakeable confidence in their vision, and message that they were prepared to give their lives for it. No one would do this if they weren't entirely sold out and extremely confident in their cause. Leaders like Martin Luther King Jr. and Dr. David Oyedepo intimately understood this and consequently developed a consistent message and a admirable followership. Effective speakers are not only confident; they have also developed the ability to inspire confidence in the hearts of their listeners. It is the responsibility of the speaker to grow this virtue.

Eleanor Roosevelt said convincingly that, "You gain strength, courage and confidence by every experience in which you really stop to look fear in the face. You are able to say to yourself, 'I lived through this horror. I can take the next thing that comes along.' You must do the thing you think you cannot do". Confidence is indispensable *Behind the Mic* and must be consistently and systematically developed.

A confident speaker knows his subject. Roman statesman, Cato, the Elder said, 'Grasp the subject, the words will follow.'

Growth Patterns

1. Appraise yourself constantly.
2. Let your dressing be pleasant
3. Prepare and practice your speech

4. Believe in yourself
5. Lighten up yourself
6. Share success stories
7. Be passionate about your message
8. Always complete your sentences
9. Get your audience to participate in answering questions
10. Know your subject matter very well

Discussion Questions

- a. What are the parameters for measuring self-belief?

- b. What do I do if the presentation room is too small for movement?

- c. What can my audience do to put me off and how do I manage it?

Chapter 7

SIMPLICITY...clarity is an essential key for triumph

Case in Point

Apple co-founder Steve Jobs is of the opinion that we make progress (in communication) by eliminating things, by removing the superfluous.

Why would you need to be verbose in your delivery when you can engage brevity? The first president of the USA, George Washington said, “Let your discourse with men of business be short and comprehensive.”

Simplicity in public speaking means that your message is unambiguous, logical and straight to the point. One would expect that a speaker like Enoch Adeboye with a Ph.D in Hydrodynamics will be complex in explaining simple truths about life but the contrary is the experience of his listeners.

Adeboye is the General Overseer of the largest congregation in Nigeria. He has organized the world's largest gathering in December 1998. He is said to be keen about using ‘original English’ versions of the bible and not Greek or Hebrew versions. Adeboye is known for using very simple words that his audience will understand. He has a presentation style that engages the use of stories to explain his strong points. Adeboye projects a simple personality, one that suggests humility and piety.

Simplicity seems to be a never-ending challenge. It is therefore the responsibility of the speaker to clarify his intentions, and meanings, so that he can actually say what he wants to say and avoid misinterpretation.

Senior Pastor of Kingsway International Christian Center, Pastor Matthew Ashimolowo urged Adeboye on his 60th birthday to always speak out on matters that concern the nation since he is deemed to hear from the supernatural. Adeboye was said to have responded that “silence cannot be misquoted.”

Exposé

Simplicity suggests lack of complexity. It is not the same thing as being ‘simplistic’. It means that your message must be understandable.

It has been said that when one is trying to make a sale, you are to embrace the KISS principle – Keep It Simple Sam. Simplicity is the intelligent use of all forces of expression in sincere, direct and spontaneous effort.

An effective speaker makes the most complex subjects simple to understand. An anonymous¹ online writer and public speaking trainer says, “A good speech will relate a thought or an idea clearly and efficiently in a manner that inspires the listener to see things from the speaker’s point of view. A great speech will do the same thing for the bum on

¹ <http://www.ultimatepublicspeaking.info/thevoice/positiveattributes.htm>

the street that didn't have a clue what the speaker was talking about five minutes before"

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

Growth Patterns

1. Adequate preparation of presentation material
2. Sufficient understanding of the subject matter
3. Constant practice of presentation approaches
4. Make sentences short and clear
5. Seek feedback from the audience
6. Associate your subject matter with real life issues
7. Share stories to buttress your points
8. Remove the unnecessary things from your presentation

9. Endeavour to be passionate about your topic
10. Use emphasis when driving home a core idea.

Discussion Questions

- a. What do I want my audience to experience in my presentation?

- b. What drives a simple speech meant for a mixed audience of intellectuals?

- c. How can I avoid overloading my audience with unnecessary information?

Chapter 8

CREATIVE...limitations are no obstacles to initiations

Case in Point

Creativity is one of the distinct traits of a communicator. A mastery of this trait helps the speaker to differentiate himself amongst other speakers. He is said to have his own 'brand' or way of doing things.

The creative speaker is one who can walk within limitations to achieve his goals. He is able to generate new ideas of presentation and convey his message to his audience.

One creative communicator is the man Steve Jobs. 'The Reality distortion field' is the attribution accorded to him by the pundits of Silicon Valley. He conveys his message so succinctly that his audience loves to live in his reality where exquisite design and sheer utility is the hallmark of some of his addictive, yet useful apple gadgets. The creative power of Steve Job finds expression also in his business success.

Though predictable in his appearance, Jobs use of visual aids and mannerisms are always unpredictable. He knows how to initiate a presentation and get the audience glued until they make a purchase decision. His success on the stage finds expression in his undeniable feat in the hardware and software markets.

The creative speaker is able to make appropriate synchronization of his message with things that can find quick comprehension with his audience. A creative speaker is audience centered and can tell when to increase the pace of his delivery or call for participation in order for people to calm their nerves.

The creative speaker uses things that are seemingly common to achieve uncommon results. Jobs once said, "Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn't really do it, they just saw something. It seemed obvious to them after a while"

Exposé

A creative speaker is one that will maximize every opportunity given to him to address an audience. Creativity begins with imagination. If your goal is to entertain and amuse your disenchanted audience, you will think through approaches to engage to achieve this goal. George Bernard Shaw said, "Imagination is the beginning of creation. You imagine what you desire, you will what you imagine, and at last, you create what you will"

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 creative speaker knows how to arouse his mind and engage it in unusual activity that births better ways of getting things done. Credited to George Lois is that ‘creativity can solve almost any problem. The creative act, the defeat of habit by originality, overcomes everything.’

Growth Patterns

1. Believe in yourself as a creative genius.
2. Have an open mind.
3. Engage your audience in generating ideas
4. Be full of enthusiasm
5. Value your ideas
6. Learn to think outside the box
7. Be optimistic
8. Learn to make positive judgments.

Discussion Questions

- a. What is the nature of a creative speaker?

b. What activities can stimulate the thoughts of a speaker?

c. What are the roles of props in achieving a creative presentation

Chapter 9

DETERMINED...with a firm purpose, all things are achievable

Case in Point

Ignoring the reaction Hilary Clinton got from the crowd after her speech at the United Nations fourth world conference in Beijing would be quite ridiculous, and almost impossible. What made her get that reaction? It was her determination as expressed in her words and carriage.

The virtue of determination was born in Hillary from her upbringing. She happens to be the first first lady to hold a postgraduate degree, was also the first to run for and get selected Senator and also the first woman to be made a full partner of the Rose law firm. She consistently fights to be heard even when no one is willing to listen to women. She once tried to join the marines when women were not accepted, but although the marine recruiter rejected her appointment, the determination behind that story is still one to marvel at.

Hilary Clinton had a stint of public speaking skills during her stay at Wellesley when she and her friends would stay back in the dining halls after lunch and debate for hours on issues that were apparent at that time. The story has it that she hated to lose.

Her prolific speech at the UN Beijing Conference of 1995 defines her determination as a speaker. It revealed her passion and commitment to life.

She said, "I believe that on the eve of a new millennium it is time to break our silence. It is time for us to say here in Beijing, and the world to hear, that it is no longer acceptable to discuss women's rights as separate from human rights...The voices of this conference and of women at Hairou must be heard loud and clear...If there is one message that echoes forth from this conference, it is that human rights are women's rights. And women's rights are human rights...If we take bold steps to better the lives of women, we will be taking bold steps to better the lives of children and families too. Families rely on mothers and wives for emotional support, and increasingly, families rely on women for income needed to raise healthy children and care for other relatives...Let this conference be our, and the world's, call to action. And let us heed the call so that we can create a world in which every woman is treated with respect and dignity, every boy and girl is loved and cared for equally, and every family has the hope of a strong and stable future."

It was however not a surprise to many when she came out to challenge the status quo of American leadership. She was determined to be the nation's 44th President. Her speeches showed her earnestness and enthusiasm. She would not cow or bow even when it seemed like gender was a silent obstacle. She forged ahead as treated every obstacle as an obstruction to be tackled.

Hillary separated herself as a great woman. In the words of Thomas Fuller, “An invincible determination can accomplish almost anything and in this lies the great distinction between great men and little men.”

Exposé

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.

A speaker is expected to attempt all things. He is not expected to retreat on any matter he has chosen to speak on particularly if it is of a worthy cause. He does not put his hand on the plough and rescind his decision. He gets power from his determination. Charles Simmons posited that none should “go backward” he encouraged everyone to engage “with all your might.”

It is not sufficient for a speaker to be motivated by his desire for a good presentation, it is

determination that can enable him attain the success he seeks. He must possess a strong will.

The speaker that is determined to excel will always find a way out of predicaments that put others off. Author of the book, *The Richest Man in Babylon*, George Clason said, "Where the determination is, the way can be found"

A determined speaker can be the difference maker in an event of many presenters. His ability to make a difference can be transferred to the audience. He is energized in the words of Sonia Johnson, "We must remember that one determined person can make a significant difference, and that a small group of determined people can change the course of history."

Growth Patterns

1. Do what you love and love what you do
2. Develop your vocabulary.
3. Change your thinking
4. You must learn to turn every challenge to an opportunity
5. Have a positive mental attitude
6. Be calm and firm
7. Develop a strong value base
8. Be goal driven
9. Be decisive
10. Be committed to a lifestyle of hard work.

Discussion Questions

a. How do I ensure that my determination does not lead to arrogance?

b. How can I tell the conditions under which my decisions should change?

c. How do I avoid the temptation of been too rigid?

Chapter 10

FOCUS...concentrated energy is an unparalleled synergy with providence

Case in Point

The day is the 20th of January and the year is 1977, every American is excited at the prospects of witnessing the inaugural ceremony of the 39th president to rule their great nation, a man who had exhibited so much promise and focus, a man called Jimmy Carter. True to that, he showcased what was expected of him and gave a speech that killed every doubt in the mind of every American that could have risen and this was evident in the positive response of the American citizens to what he believed was right for the country.

His emphasis on “his plan” that meant he was continuing what his predecessor had laid down which was to emphasize human rights created the mental image of a president who knew what he was doing and could communicate it in ways that kept people motivated and wanting to partake in his dreams.

Jimmy’s focus was very evident in his day to day activities, his speeches, and even in his rise to power, he never stopped exhibiting it. His early days were not rosy like some people would have taught, he started his life as a peanut farmer before he went to serve as a U.S. naval officer, served two years as a state governor and another term as the governor of Georgia before he finally ran for presidency which he was expected to win after the promise he showed.

He also bagged many awards and honors including the prestigious “Nobel peace prize” award.

True though, he could have just created his goals for America, written them down and started working on them while in office without keeping the general public informed, but that speech obviously did a lot of good, no wonder he is regarded as one of the best presidents that ever ruled America and his inaugural speech is one of the highlights of his tenure!

“Within us, the people of the United States, there is evident a serious and purposeful rekindling of confidence. And I join in the hope that when my time as your President has ended, people might say this about our Nation:

—that we had remembered the words of Micah and renewed our search for humility, mercy, and justice;...—that we had strengthened the American family, which is the basis of our society;...—that we had ensured respect for the law, and equal treatment under the law, for the weak and the powerful, for the rich and the poor;...—and that we had enabled our people to be proud of their own Government once again. These are not just my goals, and they will not be my accomplishments, but the affirmation of our Nation's continuing moral strength and our belief in an undiminished, ever-expanding American dream.”

President Carter reiterated, "Human rights are the soul of our foreign policy, because human rights are the very soul of our sense of nationhood."

As Jimmy Carter always portrayed, emphasizing human rights was his main prioritizing and this was obvious because he was so focused, it had become part and parcel of him.

Exposé

A focused speaker is one who has mastered the art of initiating communication. He has learned by his unrelenting quest to drive home his message to inspire trust in his audience.

A speaker that exhibits focus is able to control the direction of his speech and presentation. He uses stories and illustrations that keep him aligned to the central idea in his presentation. He seldom digresses and even when he does, he is able to return to the main subject

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.

A focused speaker does not have his mind wandering. He strives to be a meaningful specific in his presentations rather than a wandering generality. He controls his imagination because he knows that “you can't depend on your eyes when your imagination is out of focus.” (Mark Twain)

Openings are seldom out of course for effective speakers. However, it is the end that matters most when all is said and done. Every speaker must ask himself when he is done with his presentation – Did I hold on to the purpose of my presentation. It was Henry Wadsworth Longfellow that said, “Great is the art of beginning, but greater is the art of ending”

Growth Patterns

1. Research very well before making a presentation
2. Employ the use of visual aids
3. Have a back up of your presentation in printed format
4. Structure your presentation into different sections
5. Let there be a flow in the continued presentation of new ideas
6. Give relevant examples to back-up your points
7. Concentrate on your message, don't get distracted by the audience

8. Walk only a little distance from the platform in order to retain control
9. Engage the people for feedback
10. Pause at intervals to review areas covered in your presentation.

Discussion Questions

- a. How do I get the audience back on track when a question sets us off?

- b. How do I sustain the attention of a young 'edgy' audience

- c. How can a speaker describe an audience that is distracted?

Chapter 11

DISCIPLINE...in all circumstances that demand conduct, behave wisely

Case in Point

“I never had the disadvantage of going to school” is a major highlight of his speech. Peter J. Daniels is an Australian whose business concerns demands that he consults for major corporations across the world. He heads the World Center for Entrepreneurial Studies. His company is dubbed to own their currency and is greatly backed by gold. Peter J. Daniel said he came from a welfare recipient family. He asserts that his company has never used an overdraft before.

He has had the privilege of being a sought after speaker across the world. His speeches are systemic and have a pattern. He gives his audiences opportunities to reach out to him through the question and answer sessions.

During his presentations, Peter Daniels demonstrates good behaviour towards his audience and his clients. He shares a lot of stories about his life and professional experiences but he refrains from mentioning the names of persons and corporate clients with which he has gleaned valuable illustrations for his presentations.

He is very firm on his audience and expects people to have respect for time. In one of his presentations to an audience in Latvia, a member of the audience asked a question over a period of 5mins. Peter

Daniels rebuked him and subsequently restricted further inquiries to be done by a single statement.

He has great command of the platform. His jokes are very decent and do not offend individuals values. Peter J. Daniels demonstrates great knowledge. Lifelong learning is a disciplined effort every speaker must engage in. Peter Daniels advocates that his audience invest in their brains by reading. He suggests that biographies are the best kinds of books to be read. In response to a question from his audience who sought to get a business idea from him, he replied, “invest in your brain.”

Exposé

Exercising self-restraint is a key attribute of effective speakers. A disciplined speaker should recognize that he has the power to do or not to do what his instinct suggests to him.

A great understanding of the audience and their values is essential for success in any presentation. There are illustrations that may offend the audience; hence, the speaker should ensure that he refrains from using it no matter how effective it will convey his message.

The speaker should have respect for time. He should be disciplined in the use of time. His speech does not have to be lengthy to be impactful.

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."

Self-discipline is not just about having some form of restraint; it also means having the ability to do the things that needs to be done even when you don't really want to do it. There are things that necessary for a presentation to run smoothly. A speaker must acknowledge his sponsors, host and audience even when he feels they didn't arrange his presentation room well enough.

A disciplined speaker also maintains a schedule of personal development. He is consistently devoted to growing himself. He practices presentation skills in order to improve himself. A disciplined speaker never assumes that he is perfect. He sees himself as a 'work-in-progress.'

To be an effective speaker demands that certain things be done and some others be refrained from. A speaker who is disciplined will do as Dr. Oyedepo advises, "do as commanded, not as convenient"

Growth Patterns

Discipline is very necessary for a speaker. You must be able to discipline yourself so that your audience has respect for you. To achieve this,

1. Take out time to plan your speech.
2. Practice until you have mastered your presentation.
3. Ensure that you are early for your presentation
4. Be conscious of time allocated to you.
5. You must also exercise self-control particularly when the feedback gotten from your audience is not positive.
6. Your choice of words is very important.
7. Manage your emotions
8. Be smart and professional in your delivery.
9. Your carriage and comportment are very important.
10. Be certain of the values of your audience.

Discussion Questions

- a. How do I know what words will offend my audience?

- b. How can I control an audience that has taken offence in my illustrations?

- c. What do I do if my values conflict with that of my audience?

Chapter 12

EMPATHY...you may not be wearing their shoes, but you feel the pinch

Case in Point

The life of Mother Theresa, founder of the Missionaries of Charity is one that explains empathy in its truest form. She demonstrated so much affection for the poor that she would not mind to touch the leper in their midst. She is one person that has given all that she has to the poor without measure. In her words, she said, "Intense love does not measure, it just gives."

Mother Theresa became an irresistible personality because of her connectedness to the poor. Plutarch said "It is a difficult thing for a man to resist the natural necessity of mortal passions"

She was a Roman Catholic nun that had an undying "passion" for the destitute all round the world. She advocated for the freedom of the oppressed, the poor, the rich and the destitute having understood their feelings, thoughts and experiences. In her speeches promoting world peace, Mother Theresa emphasizes that "if we have no peace, it is because we have forgotten that we belong to each other."

A speaker that knows how to demonstrate empathy will attract great influence. This was the case of Mother Theresa. In 1963 the Indian government decorated her with the title Padmashri ("Lord of the Lotus") for her services to the people of India. Her influence got her the honors on January 6, 1971, by

Pope Paul, who awarded her the first Pope John XXIII Peace Prize. In 1979 she received the Nobel Peace Prize for her humanitarian work.

She was able to drive home her message to the leaders of global economies. She confronted issues of poverty and dehumanization. She was quoted as saying, "Loneliness and the feeling of being unwanted is the most terrible poverty"

Exposé

An empathetic speaker is typified by a ready comprehension of other's states of mind. It is experiencing the feelings of other people in your audience.

An effective speaker must have the ability to understand the thoughts of his audience. He touches his audience with his heart. He seeks to connect with their passions with compassion and love.

An empathetic speaker is conscious of his audience. He knows when they feel overstretched, overburdened and overloaded. His goal is to ensure they are impacted under conditions of acceptance and coercion.

He recognizes their strengths and weaknesses but does not take advantage of it at the expense of his audience. He does not manipulate them. He shows care in his presentation.

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."

An empathetic speaker reaches to connect with the heart of his audience before seeking their hand in partnership to achieve his aim. John Maxwell says, a leader touches a heart before asking for a hand.

Reach out to the emotions of your audience with your audience. Let them feel loved by the choice of your words. Let them connect with the depth of your compassion towards them. Let their pain be your pain.

Growth Patterns

1. Meet with your audience individually where possible
2. Seek feedback at intervals during your presentation.
3. Be deliberate in your choice of words
4. Let your goal be to add value
5. Observe the mood of your audience.

6. Use illustrations that appeal to the emotions of your audience.
7. Pause to stress important points during your presentation.
8. Be courteous to your audience
9. Share experiences that resonates with their desires
10. Be lively throughout your presentation

Discussion Questions

- a. What is expected of a speaker whose audience is riotous?

- b. What demands can a speaker make on his audience to believe him?

- c. What parameters can be used to determine a receptive audience?

Chapter 13

SINCERE...you must not do anything against the truth but for the truth

Case in Point

Aldous Huxley says, "The nature of oratory is such that there has always been a tendency among politicians and clergymen to oversimplify complex matters. From a pulpit or a platform even the most conscientious of speakers finds it very difficult to tell the whole truth."

This assertion may be true but certainly not for Mahatma Gandhi. His non-violent approach to achieving his aim of liberty can be nothing far from sincerity. He had no hidden plans, no guerilla maneuverings. He was true to his words. He always practiced what he preached. In an all Indian conference he said "We are aiming at world federation. It can only come through non-violence. Disarmament is possible only if you use the matchless weapon of non-violence."

He believed that we cannot demand from others what we cannot be to ourselves. He said, "You must be the change you want to see in the world."

Sincere speakers do not use alibis to cover up their lack of achievement. They state the situation is the most honest way. Pandit Malaviya had invited Gandhi to speak on the occasion of the opening of the Banaras Hindu University. Eminent persons from all over India had come. On February 4, 1916 it was Gandhi's turn to address the audience,

mostly consisting of impressionable youths. A galaxy of princes, bedecked and bejeweled, Gandhi said that he wanted to think audibly-speak without reserve:

“I wish to tender my humble apology for the long delay that took place before I was able to reach this place. And you will readily accept the apology when I tell you that I am not responsible for the delay nor is any human agency responsible for it. The fact is that I am like an animal on show, and my keepers in their over kindness always manage to neglect a necessary chapter in this life, and, that is, pure accident. In this case, they did not provide for the series of accidents that happened to us-to me, keepers, and my carriers. Hence this delay”

The legacy of Gandhi lives on in India. His life is celebrated annually on October 2. A sincere speaker lives on in the hearts of his audience even when the presentations are done with.

Exposé

A sincere speaker is open, genuine and true in every respect of his presentation. He does not engage deceit in achieving his goals. He says what is right and appropriate. Confucius lends his voice to the subject of sincerity when he said, “He who is sincere hits what is right, and apprehends without the exercise of thought.”

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."

A sincere speaker should allow his audience express themselves. There can be no sincerity when freedom is limited. A controlled emotion is what results when this freedom seems to offend the speaker. It was Tacitus that said, "Fear is not in the habit of speaking truth; when perfect sincerity is expected, perfect freedom must be allowed; nor has anyone who is apt to be angry when he hears the truth any cause to wonder that he does not hear it."

A sincere speaker is simple in his expressions. He strives to be understood and not sound complicated. He does not have to be lofty in style or puffed up in vanity. He must embrace simplicity. "Never be grandiloquent when you want to drive home a searching truth" says, Henry Ward Beecher. He further asserts "Don't whip with a switch that has the leaves on, if you want it to tingle."

Don't make false claims. Be who you are. Let your words match your actions. Don't allude to high status symbols that do not reflect your true personality. Develop a reputation for being yourself. Kin Hubbard says, "Why doesn't the fellow who

says, "I'm no speechmaker," let it go at that instead of giving a demonstration?"

Growth Patterns

1. Be truthful in all of your presentations
2. Share stories that are true and verifiable
3. Validate any data you wish to use for presentation.
4. Be upfront and not laidback
5. Be passionate in the delivery of your message
6. Keep your cool
7. Always seek clarification when taking questions
8. Make independent statements
9. Reflect naturalness in your voice
10. Tame your nerves.

Discussion Questions

- a. What is the place of values in stating the obvious fact to an audience?

- b. How do you manage a hostile reception from a sincere heart?

- c. When can we say that an audience has respect for the speaker?

Chapter 14

PASSION...where there are obstacles to success overcome them with an intense desire

Case in Point

For a speaker, passion is the fuel that keeps you moving. When it comes to passion, no one does it better than Margaret Hilda Thatcher, Britain's longest serving prime minister and first woman to hold the post, Privy Councilor, Member of the Order of Merit and Fellow of the Royal Society.

Whether speaking on Britain's Falkland dispute with Argentina, privatization of state-owned companies or the terrible state of British political system, Margaret Thatcher was always able to communicate her zeal and enthusiasm for the subject of discussion, making her a force to be reckoned with. Never to back down from an argument, she made it her job to recreate the passion she felt in her listeners and turning the minds of opponents in her favour. In an interview with The Times (London), she said: "I love argument, I love debate. I don't expect anyone just to sit there and agree with me, that's not their job"

When you demonstrate fervor for your cause, others see this and listen even if they do not agree with all you have to say. Meryl Streep, award winning actress who played Margaret Thatcher in the 2011 biographical film, claims to not be in support of all Margaret's policies but had this to say after listening to her in person at her daughter's university:

"...as time went on, she became even more enlivened and focused, speaking in beautifully wrought paragraphs...She obviously loved the subject matter; statesmanship and America's role in the world and the special relationship with Reagan, the end of the Cold War. She was extraordinarily controlled and impressive."- Meryl Streep

Zeal lights the fire within and gives you the boldness to make statements that leave their mark in history like she did at a Conservative Party Conference in October 1980:

"To those waiting with bated breath for that favorite media catchphrase, the "U" turn, I have only one thing to say. "You turn if you want to. The lady's not for turning."

How passionate are you? Being passionate about what you do will definitely raise controversies and give you enemies especially amongst those who do not agree with your doctrines or do not like your method of delivery. Margaret Thatcher had several enemies. Clement Freud, British broadcaster and writer, once described her as "Attila the Hen".

A final tip for dealing with the enemies, give as good as you get. She once responded to Mr. Sidney Bidwell, a British Labor politician, who said her arguments were pure fantasy: "The hon. Gentleman suffers from the fact that I understand him perfectly."

Exposé

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.

A passionate speaker can always deduce the needs of his audience. They need people who have come alive. A speaker would ask himself, what makes me come alive? Upon discovery of what unleashes his ‘aliveness’, he should go and do it.

A speaker that is consumed by a strong belief in his message will express his emotions in every delivery of that message. A statement credited to Ralph Waldo Emerson says, “The eloquent man is he who is no beautiful speaker, but who is inwardly and desperately drunk with a certain belief.” When a man is drunk, he becomes a spectacle for all to wonder at.

Great speakers always share their passion in their message. It is not sufficient to have a message; you must be willing to share your enthusiasm in your messages. One time World’s richest man, Bill Gates said, what he does best is to share his enthusiasm. John Ford says, “You can speak well if your tongue can deliver the message of your heart.”

Jesus of Nazareth said, "...for out of the abundance of the heart, the mouth speaketh." A passionate speaker makes his presentation from his heart. What he says is important because in most cases he speaks what the heart is full of.

An effective speaker is calm but when taken over by his passions, his deliveries are hot. D.H. Lawrence said, "Be still when you have nothing to say; when genuine passion moves you, say what you've got to say, and say it hot."

Growth Patterns

1. Be purposeful
2. Have a strong stage presence
3. Dress to impress
4. Remain calm in your expressions
5. Use confident vocals
6. Learn to vary the pace of your delivery
7. Use a tone that matches the content of your delivery
8. Project your voice audibly enough for all to hear
9. Use gestures to reinforce your points
10. Use visual aids to hone your point

Discussion Questions

- a. What is the essence of speed in a speech?

- b. What strategies can be used to make the most of an interview?

- c. What circumstances are best fit for the use of narratives?

Chapter 15

RELATIONAL...when you communicate ensure there is a connection

Case in Point

Relation is the magnet that connects you to your audience. With her uncanny ability to make her audience feel connected to her in one way or the other, First Lady of the United States of America and first African-American to hold that position, Michelle Obama is one of the best relational speakers there is.

Whether talking about health care, family life, campaign programs, Michelle is able to get her audience to relate her cause to her audience personal lives and thus, carries them along. When speaking about health, she does it with simplicity and genuineness: “We all need to start making some changes to how our families eat. Now, everyone loves a good Sunday dinner. Me included. And there's nothing wrong with that. The problem is when we eat Sunday dinner Monday through Saturday... we're all bombarded with so many dietary messages that it's hard to find time to sort through all this information, but we do have time to take a look at our kids' plates”.

When speaking on family, she makes statements such as: “He's too snore-y and stinky, they don't want to ever get into bed with him.” on her husband Barack Obama

Whether speaking at graduations, conferences, conventions, international events, visiting soup kitchens, home shelters etc., Michelle Obama sends a simple message to every person- I am just as normal as you are.

For Michelle, humility is the key. Besides having a degree from Princeton University and a Graduate degree from Harvard University, Michelle hardly makes mention of this. She is still able to say, “Although the circumstances of our lives may seem very disengaged, with me standing here as the First Lady of the United States of America and you just getting through school, I want you to know we have very much in common. For nothing in my life ever would have predicted that I would standing here as the first African-American First Lady.”

Her ability to relate creates a relaxed atmosphere and laughter is often heard telling funny stories or making funny comments about her husband, daughters and their family life in general; which most people can relate to. She once said about her husband: “He’s always asking: ‘Is that new? I haven’t seen that before.’ It’s like, Why don’t you mind your own business? Solve world hunger. Get out of my closet.”

Exposé

A speaker knows that an effective speech will require a strong connection with his audience. He strives to make this connection logical, standing on a reason. One time American President, Theodore Roosevelt said, “The most important single

ingredient in the formula of success is knowing how to get along with people.”

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.

Maintain contact with them. If the room permits movement, please move around. Maintain a pleasant eye contact with the audience. It is a display of connectedness.

The goal of the speaker is not to be applauded but when he is it must be taken with caution. In the words of Abraham R. Resdin, “I have always considered applause at the beginning of a lecture a manifestation of faith. If it comes in the middle, it is

a sign of hope. And if it comes at the end, it is always charity.”

In being relational, speakers should not go beyond their audience. Use simple sentences and phrases to convey meanings of your ideas. When an audience is not able to connect with you, it suggests you have run ahead of them. Deliver at the pace of their comprehension.

Growth Patterns

1. Establish a common ground with the audience.
2. Complement the audience
3. Use real life examples of others to drive home your point.
4. Use feedback to connect with their acceptance of your presentation
5. Be humble
6. Have funny and relative stories up your sleeves
7. Be confident
8. Maintain eye contact with your audience
9. Be personal by calling them by their first names
10. Pause to stress the main subject of discussion.

Discussion Questions

- a. When would I be disrespecting my audience when I need participation?

- b. What do I do when my audience does not think I am the needed speaker?

- c. What role do visual aids play when connecting with the audience?

Chapter 16

CHARACTER...be a value-based individual, not just for fame!

Case in Point

Sir Winston Churchill is a man of strong character. He judges every situation before him with a nerve that distinguishes him amongst other leaders.

He would confront Hitler even at a time when success was not certain. This one time Nobel Literature prize winner was a possessor of attributes that formed his moral and ethical actions and reactions in the face of World War 2.

In the famous speech, “fight them on the beaches”, Churchill displayed the nature of true leaders – turning back for no obstacle.

Character is formed in habits. Churchill was a reader and a lifelong learner and this account for the award of the Nobel Literature prize. His lifestyle was an interpretation of his habits.

A man of character has controlled thoughts. Never a time did Churchill think Britain would lose to the raging fury of Hitler. He called for every family to defend their home. He was a man of integrity. He says what he means and means what he says.

Serving British Prime Minister, David Cameron mentioned that the character of Churchill formed the legacies upon which Britain prides herself. Men of character are trend setters, pace setters and trail

blazers. They are not corrupt. They are not marred by conspiracies and falsified allegations. They are true within and without.

Even in power, Churchill never changed. Stability in choices and decisions was the hallmark of his leadership. He was never tossed like a reed. He knew what he wanted and he based his desires on strong ethical values.

He was a major contributor to the formation of the United Nations. He unequivocally stated the need for mutual co-existence of nations but was careful to reiterate that the failure of the League of Nations must be avoided.

Exposé

A speaker is evaluated on the stage of his presentation. His ability to beautifully use his opportunity to stand before an audience to convey his message is essential to the definition of his character. British-born U.S. author, Malcolm Gladwell said, "When it comes to interpreting other people's behavior, human beings invariably make the mistake of overestimating the importance of fundamental character traits and underestimating the importance of the situation and context. We will always reach for a 'dispositional' explanation for events, as opposed to a contextual explanation."

The goal of a speaker oftentimes, 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.

It is important to note that opinions on a subject matter may change when the speaker engages his audience in intellectual discourse. However, character is consistent. It does not change. Character is developed. You must have a reputation that would make people want to hear more of you and see more of you. The opinion of George Dana Boardman on character is that, we should "not say every man is the architect of his own fortune; but let us say, every man is the architect of his own character."

Johann Kasper Lavater explains that "actions, looks, words and steps form the alphabet by which you may spell character." A speaker is a very lively person. He often 'acts' before his audience and seeks to be congenial in his demeanor. However when he becomes engrossed in his speech, his character shows up. Madame de la Rochejuquelein says that, "A man's character is like his shadow, which sometimes follows and sometimes precedes

him, and which is occasionally longer, occasionally shorter, than he is.” This assertion resonates with Arthur Schopenhauer when he said “Men best show their character in trifles, where they are not on their guard. It is in the simplest habits, that we often see the boundless egotism which pays no regard to the feelings of others and denies nothing to itself.” He says conclusively that Ability can take you the top, but it takes character to keep you there.

Growth Patterns

1. Be consistent in your presentation
2. Say the truth always
3. Look pleasant
4. Let your actions off stage match your affirmations on stage
5. Be original in your quest for acceptance
6. Have a strong control on your emotions
7. Have a positive disposition on matters of conflict
8. Be a man of few words
9. Develop a list of essential core values
10. Have a worthy mentor to model your life after

Discussion Questions

- a. How can a speaker maximize an audience of highly influential people and not be unethical?

- b. How best can a speaker handle allegations of a flawed character?

- c. How can a speaker know his personal worth?

Chapter 17

DISCERNING...an appropriate description of a situation depends upon the quality of your sensitivity

Case in Point

‘Organizational effectiveness does not lie in that narrow minded concept called rationality. It lies in the blend of clearheaded logic and powerful intuition’ - Henry Mintzberg.

Franklin D. Roosevelt a past president of the United States, popularly known as FDR, was the first and only US president to have been elected for more than two terms. In the general election into office Roosevelt got a whopping 25 million votes against the 16million votes gotten by Hubert Hoover the incumbent Republican president. This raises the question of what FDR did differently from his opponent to gain him the presidential seat. Roosevelt had learned to understand the people and their wants and this went a long way in contributing to his rise to become the 6th most admired person in the 20th Century by the US citizens.

As a rising young politician from New York, Roosevelt was stricken with polio in 1921. After being completely paralyzed for a period of time, he remained confined to a wheelchair, one would have thought that he would have dumped his political career but instead he took advantage of his impediment he understood the value of this particular event in his life and using that as a driving force and an edge he went on not only to

become the governor of New York, but also one of the best presidents America has ever had.

Franklin D. Roosevelt was the people's president because of his high level of understanding of the things the people would be interested in. He faced a conservative Republican legislature so during each legislative session he would occasionally address the citizens of New York directly, these address was later termed by Reporter Harry Butcher of CBS in 1933 as "THE FIRESIDE CHATS" although the chats were aired from the president's office in the White House.

These chats were a conveyance of his perception of what needs to be done to overcome the depression that had hit America in 1929. He appealed to his listeners to help get his agenda passed. After these chats, the people will send in letters in mass, thereby putting pressure on the legislators to pass measures proposed by Roosevelt. The name 'Fireside Chats' stuck, as it perfectly evoked the comforting intent behind Roosevelt's words, as well as its informal conversational tone. Roosevelt took care to use the simplest possible language, concrete examples and analogies in the fireside chats, so as to be clearly understood by the largest number of Americans. He began many of the nighttime chats with the greeting "My Friends," and referred to himself as "I" and the American people as "you" as if addressing his listeners directly and personally.

In many of the speeches, Roosevelt invoked memories of the founding fathers, Abraham Lincoln

or other inspirational figures from America's past. "The star spangled Banner" was played after each chat ended, underlining that patriotic message. Finally, the president appealed to God or Providence at the end of almost every speech, urging the American people to face the difficult tasks ahead with patience, understanding and faith. Through depression and war, the reassuring nature of the fireside chats boosted the public's confidence (and Roosevelt's approval rates) and undoubtedly contributed to his unprecedented number of election wins.

Exposé

To be discerning simply means to be very selective in judging, to show good judgement and good taste. Discernment is helped by a very good reserve of knowledge and current information; such a reserve will influence the quality of choices and judgements made by a public speaker.

As a speaker, you must be able to read and translate moods, facial expressions, and gestures. Ability to read the mood of the audience correctly will help you to make the right choices in terms of your delivery methods and approaches.

Having an understanding of the attention span of your audience is vital to reaching them with your message. As an influencer of the thoughts of your listeners, you must be careful to know when they are still able to retain the information been shared with them. You might employ games and class activities in order to get them to calm their nerves.

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.”

Growth Patterns

1. Being in touch with the needs of the audience.
2. Have a lively spirit
3. Make your presentations participatory
4. Employ games
5. Share stories
6. Be humorous
7. Reflect on global trends
8. Be calm
9. Be emotional
10. Be selective with your choice of words

Discussion Questions

a. What do you do when you have little time left for your presentation?

b. How can a speaker manage nervousness on the stage of presentation?

c. What approaches can be employed to ensure humour is appreciated?

Chapter 18

ENTERTAINING...with a pleasing personality, your audience you will amuse

Case in Point

One of the top 50 famous influential persons as put forward by Time Magazine in 2010 is Joel Osteen. He is a tele-evangelist who has continued to attract members of different races. He adopts a highly entertaining routine which starts out with a joke closely followed by confessions about the word of God. In a recent speech “Living with expectations” he starts out with the usual routine and goes on to say that “your expectation is your faith at work”.

Joel would pass as an entertaining speaker because he gets his audience to laugh. This however does not take anything away from the quality of the message he sets before them. Herbert Gardner said, “Once you get people laughing, they’re listening and you can tell them almost anything.”

An evaluation of Joel’s presentation over a 30minute period reveals that he shares about 5-7 stories that help to buttress his core ideas. His stories are never unkind. They are short and amusing.

Joel demonstrates that speakers can both entertain and educate. Lord Reith said, speakers should educate, inform and entertain. In the words of Marshall McLuhan, “it’s misleading to suppose there’s any basic difference between education and entertainment.”

Exposé

To be entertaining is to be amusing, interesting, and enjoyable to watch, read, or listen to. As a public speaker, you must be interesting in order to capture the attention of the audience. In order to impart knowledge on your audience, they must enjoy receiving from you and an entertaining presentation would certainly do all parties a world of good.

An effective entertainer is also an educator. He knows how to draw ideas out from his audience.

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.

An entertaining speaker knows how to tell stories. Whether he is before an audience of young or old, men or women, he would endeavour to allude to real or fictional illustrations to drive home his point. Kin Hubbard says, "The only way to entertain some folks

is to listen to them.” Be a listening speaker. Your audience might just find fun in what another member of the group may be saying.

Entertainment is a tool to getting your message across. It should never be mistaken as the focal point in a formal presentation. You must still maintain concentration so as not to veer off the primary objective. Entertaining an audience might involve occasional drifts from the main agenda but all must be in line with the intended end result at the conclusion of your presentation possibly aiding in sealing your main points.

Entertainment helps to create highlights in a presentation which are needed if the message is to last for a long period. Always make sure that at the end of your speech, the audience gives a genuine ovation.

Growth Patterns

1. Be emotional in your presentation
2. Be humorous at intervals to lighten the atmosphere.
3. Be simple
4. Share stories that the audience can relate with.
5. Vary the tone of your voice to serve the purpose of your presentation.
6. Be conversational in your manner of speaking
7. Increase demonstrations and audience participatory activities
8. Make good use of gestures
9. Be precise in your delivery

10. Be a listener

Discussion Questions

a. What can a speaker do to a rigid audience?

b. How can a speaker eliminate interlopers in his presentations?

c. How can a speaker choose cues that are best fit for his message?

Chapter 19

TIMING...regulate your pace because controllable speed and steadiness in every speech wins the race

Case in Point

Barack Obama in delivering his speech on the capture and killing of Osama bin Laden exemplified the virtue of timing.

He knew when to vary the pace of his delivery. His vocals were very confident. He started emphatically saying, “tonight”. He knew the importance of his message and the value attached to it will be measure by the nuances of pitch, volume, pace and so on. He did not rush the message. Obama delivered his speech in less than 10minutes.

Obama never sounded hesitant in the conveyance of the capture and killing of the globally acclaimed terrorist. He got his audience on his side because he sounded very confident.

His speech was not cluttered. The speed at which he spoke was appropriate such that he never stumbled while speaking. He used dramatic pauses to drive home a core message.

The period of the pursuit of Osama was laden with tension and vividly expressed in stress but it never clouded the brilliance Obama put into conveying that message to the world. In the words of former President, Bill Clinton, “Sometimes when people are

under stress, they hate to think, and it's the time when they most need to think."

When Obama was done speaking, his audience seemed to still be in tune with the message he had just delivered. They were beginning to process the message long after the speech was concluded. Dorothy Sarnoff said, "Make sure you have finished speaking before your audience has finished listening."

Exposé

When it comes to delivering an effective speech, you need to know how to time your words so that they can convey a booming resonance of a stage actor that is able to convince his audience that he is fully involved in what he is saying.

Vary the pace of your delivery. Your audience is kept alert when you do this. Key messages are never rushed to be delivered, they are slowly conveyed. New ideas always need time to be processed; don't rush to get them across to your audience.

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.”

Brevity in speaking is strength and not a flaw. You need not exhaust the time allotted for a presentation. Franklin Roosevelt counseled speakers when he said, “Be sincere; be brief; be seated.” Former American President, George Washington reiterates this point in another way when he said, “Let your discourse with men of business be short and comprehensive.”

The effective speaker must be patient with himself and his audience. He should know when to call for a class activity, or convergence. He must be able to regulate the occurrence of his jokes, stories and illustrations. “Life is all about timing” says Stacey Charter. She asserts further that with timing, “the unreachable becomes reachable, the unavailable become available, the unattainable... attainable. Have the patience, wait it out It's all about timing.”

Timing enables the speaker to achieve coordination in realizing his desired effect during his presentation. The speaker should be deliberate in using the highs and lows of his voice by slowing down on his delivery and breathing deeply. A confident speaker varies pitch more than a rushed one whose pitch is flat and unengaging.

In the words of R. I. Fitzhenry, “Timing, degree and conviction are the three wise men in this life.”

Growth Patterns

The ability to choose or the choice of the best moment to do or say something

1. Vary the pace of your delivery
2. Slow your delivery
3. Breathe deeply before a major point
4. Use a tone that matches the content of what you are saying
5. Be comfortable with projecting your voice so that it can be heard
6. Use declarative sentences
7. Avoid too many pauses
8. Use visual aids to aid to time yourself
9. Be conscious of the mood of your audience
10. Break up your sentences

Discussion Questions

- a. What do you do when technical devices to aid a presentation fails?

- b. How do I manage my speed as a stutterer?

- c. Are there techniques to overcome stammering during a presentation?

Chapter 20

PLANNING...work out, speak out only from your layout

Case in Point

Australian born entrepreneur, Peter Daniels is an obvious planner. What he does behind the scenes become obvious on the platform.

Peter Daniel is a note planner. He prepares his scripts very well. Though not a user of tele-prompters or slides, his ability to masterfully carry his audience along the prepared notes he has is amazing.

Peter Daniel is known to carry his audience along in every presentation of his. He would always tell them how the presentation has been structured. He lets them know what topics he would be covering. He lets them know when he would be signing books. He alerts them of the question time.

Mr. Daniels knows how to engage his audience. He uses them for illustrations. On several presentations he would have them share the platform with him as he tries to convey his message to his audience. This activity is planned ahead as he would have selected his participants in his previous presentation.

Peter Daniels would always tell his audience to concentrate because he knows he would not be back. His presentations are so loaded that you wonder if there is still something more to learn after listening to him.

Peter Daniels acknowledged the place of planning. He agrees with Mark Twain's principle; of which Twain said, "It usually takes me more than three weeks to prepare a good impromptu speech"

Exposé

Every speaker should formulate a program to achieve his predetermined course of action. He must be deliberate when designing a process to achieve his goals in any presentation. The plan oftentimes begins with a cognitive process. A good mental picture is essential in realizing a presentation goal. In the event of a failed process, a speaker can easily create a better plan in his mind. The process of designing a plan is more important than the speech plan itself. Dr. Gramme Edwards said, "It's not the plan that's important, it's the planning."

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 audience is the receiver of the message in every presentation. It is essential to know their demographic statistics before appearing before them. A thorough audience analysis is essential to know what to do when events or situations occur during the presentation. Alan Lakein said, "Planning is bringing the future into the present so that you can do something about it now." Knowing your audience before appearing before them can help you design appropriate class activities for them. It can help you select appropriate stories and illustrations.

Planning the sequence of the speech is also essential to a good presentation. Speeches may have an opening, the main body and a conclusion. Whichever way the speaker chooses, he must ensure that his thoughts are arranged logically and sequentially. Ensure you get facts to validate every point you need to make.

Practicing your speech before delivery is also a necessary step to planning to succeed in your presentation. Tariq Siddique said, "If you are failing to plan, you are planning to fail." Preparations are vital to presentation success. You may need to stand before the mirror, you may need to practice your pace and pitch. You may need to visualize yourself on the platform. You cannot afford to wait for perfect conditions. You can determine the outcome of your presentation from the moment when you put you pen to paper to plan its execution. Immanuel Kant said, "The best way to predict the future is to invent it."

Growth Patterns

1. Determine your topic in advance
2. Establish the purpose of your speech
3. Analyse your audience thoroughly
4. Organize your presentation in parts and sections
5. Practice before you deliver
6. Research properly on what you are talking about.
7. Get familiar with the location of the presentation
8. Arrive at presentation venue in good time
9. Use effective handouts and visuals
10. Be calm and mentally stable

Discussion Questions

- a. When can personal stories be an effective tool for conveying a message?

- b. How do you handle objections without being defensive?

- c. How can you differentiate between touchstones and avoidable repetitions?

Chapter 21

FLEXIBLE...stretch your capacity to be elastic, avoid rigidity

Case in Point

He is known as a leadership expert yet he can fit in as a success coach. John C. Maxwell, founder of Injoy Group is a flexible communicator.

Circumstances have not always been right for Maxwell. He once narrated the challenge he had with his health and when he had to keep up with speaking engagements. He had to learn to adapt to a less stressful schedule. A Chinese proverb says, "The wise adapt themselves to circumstances, as water moulds itself to the pitcher." Speaking is easier for Maxwell because he has learned to create systems and patterns that would not be detrimental to his health.

Being a master of leadership is the reputation John Maxwell has earned for himself, yet he can speak on topics that range from relationships, to equipping, attitude, leadership, mentoring and success. Flexibility allows a leader to be so vast. It increases his depth.

Exposé

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, oftentimes 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 fullness of a speaker's potentials is revealed at times on the platform of flexibility. Nolan Ryan puts it rightly when he said, "Enjoying success requires the ability to adapt. Only by being open to change will you have a true opportunity to get the most from your talent."

A flexible speaker improves on his relationship with his audience. He demonstrates his ability to consider the gaps in a situation and make room for adaptation.

Being flexible demands that a speaker initiates new methods, improve upon existing ones or ultimately discontinues the unproductive. In attaining his goal, he must be willing to bend easily.

Growth Patterns

1. Be creative
2. Be open minded

3. Challenge the status quo
4. Draw on your potentials
5. Hold on to your values
6. Be passionate about your goal
7. Consciously evaluate yourself with respect to connection with the audience
8. Be open to challenges
9. Get interactive with your audience
10. Be willing to make concessions

Discussion Questions

- a. How do I sustain the interest of my audience during a formal presentation?

- b. What gestures are appropriate for a formal presentation?

- c. When can I tell that my dressing will make a positive and lasting impression on the audience?

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