



Global Management Consulting Services

Commentaries and Insights from Allawos & Company

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“The Scariest Event You’ll Ever Face?”

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No I’ m not talking about having to go to court and fight that traffic ticket or your favorite Mother-in-law coming over for the weekend, I am referring to public speaking!

Yes, it tops the list of the scariest thing to do even above death itself for most people, but does it really have to be that way? **NO!**

Public speaking is not the easiest skill to obtain, nor is it usually ingrained in our innate abilities. Even the greatest speakers of all time, Mark Twain (Samuel Clemens), Franklin D. Roosevelt, Martin Luther King Jr., and John F. Kennedy, spent copious amounts of time researching, organizing, and reorganizing their presentation material before presenting it to their audience. For this reason, most public speaking skills are learned through preparation, extensive practice and time tested experience.

So, what makes a great speaker?

- Knowledge of the materials
- Preparation
 - a) Listening, b) Empathic, c) Comprehension, d) Critical listening
- Sense of self
- Integrity
- Self confidence
- Message
- Utilizes ethics

What happens many times is that we forget that half of public speaking requires that we be excellent listeners.

The basic ways we communicate are 72-78 % nonverbally (Facial expressions, body, touch, smell, sight, sounds, gestures, and paralanguage), only 22-28% is through words.

Types of speeches:

- Informative
- Persuasive
- Impromptu
- Demonstrative
- Ceremonial
- Extemporaneous

An important aspect for preparing your speech is **knowing your audience!!!** Demographic's, age, sex, religion, racial or ethnic background, group membership, education, marital status and occupations. As much as we progress as a society these items if not payed attention to could be the deciding factor if you will be successful in your speech.

Another key factor is the **situational audience analysis**: What special adaptation is necessary in the speech because of the audience: Size, response to the physical setting, knowledge about the topic, interest level in the topic, attitude toward the topic, disposition towards the speaker and disposition towards the occasion.

When delivering your speech, you will have to find your own style to be unique so be mindful of how you act, talk (pitch, rate, volume, pronunciation and enunciation), how should I stand (relaxed or neutral). What about movement (gestures or walking), where do I look, what do I do with my notes, (memorization, manuscript, impromptu, and extemporaneous).

Basic rules of giving a speech are:

- **Tell them what you are going to tell them** (introduction: attention-getter first; introduce the topic, and provide the thesis of your speck and preview the speech.
- **Tell them** (Body: address the main points you shared in the preview speech)
- **Tell them what you told them** (Conclusion: very brief reviews of the topic, thesis, preview in the past tense and re-visit the attention-getter).

Speech Anxiety. Everyone has had stage fright at one time or another. Some of the biggest performers of all times had stage fright, such as Dean Martin, Carly Simon, Barbra Streisand.

Why do we have stage fright?

1. Fear of the audience- we want to impress them, our peers and we don't want to look unintelligent
 - a. Pick your subject: Like it or leave it.
 - b. Be enthusiastic.
 - c. You're the boss: you are the expert in the given topic area- chances are that if you have done your research, you are an expert and we as an audience have a lot to learn from you.
 - d. Silly situations: Thinking about the audience can help.
 - e. Audience analysis: the more you know your audience, the more you know what they expect.

2. Fear of failure
 - a. Fight it: Even though you feel as if you have the biggest tremor going through your body, we don't know it.... Don't let it show.
 - b. Visualize success: I think, therefore I am.
3. Fear that the speech stinks or that you aren't good enough
 - a. Prepare and practice.
 - b. Write well—the better your speech, the more confident you will be.
4. Make fear for you—smash the fear barrier:
 - a. Admit you have stage fright.
 - b. All public speakers have experienced nervousness/ stage fright.
 - c. Draw the energy from fear.
 - d. No one can see your fear. In many situations, appearance is reality.
 - e. Imagine yourself as a successful speaker.
 - f. Analyze your audience completely.
 - g. Speak on something that matters to you.
 - h. Be fully prepared.

Exercise

1. Burn calories to get rid of excess energy.
2. Yawn before you speak—this will loosen and help to clear your throat.
3. Focus on a part of your body, tense it, and then release it—this helps to relax you.
4. Before speaking, swing your arms, alternating each side and do not have caffeinated drinks several hours before giving your speech as well as eating lightly.

What do I do if I make a mistake? A close friend of mine John once said “If you make a mistake you’re the only one who will know because you prepared the speech”. Food for thought!

Remember the **5 P’s** of “Public Speaking”:

Practice and preparation prevent poor performance. Practice, practice, practice builds confidence!!

In our experience by far the most challenging aspect of successful speeches is to simply start. That’s why Allawos & Company is here, to help you start on the road to success and be there every step of the way with executive coaching and other services that will draw on our vast experience.

About Allawos and Company, LLC

Allawos & Company is a comprehensive global management business-consulting firm, tuned to enable organizations to identify and exploit opportunities through creative engagement built on a foundation of decades of senior management experience.

We are a global management consulting firm specializing in business plans, business development, corporate development, contract negotiations, employee surveys, strategic planning and turnarounds.

We service the aerospace industry to healthcare, semiconductor to farming and most industries in between.

Our comprehensive consulting services improve the client's condition and leaves behind the tools for growth.

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