Best 3 Minutes

5

PUBLIC SPEAKING MISTAKES TO AVOID



Here's a quick checklist of mistakes that are regularly made during talks and speeches. These are the errors to avoid: be sure they don't happen to you!

Add these tips to the great tools you've learned already, and you'll be well on the way to convincing your audience and getting the result you want.

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5 Public Speaking Mistakes To Avoid

1

Looking at the screen behind you, disconnecting you from the audience.



We do this because we are feeling nervous and want re-assurance.

Place the computer in front of you, to get reminders of what comes next.

Practice with your computer in front of you, so that it becomes a habit to look down at the computer and back to the audience, not turn to the screen.

2

Speaking too fast: no silence and no space for the audience to think.



We speak too quickly when nervous, or we have too much to tell.

Keep some 'air' around the important facts, and cut content to the essentials.

Record yourself presenting and listen to see if you are speaking too fast.
If so, do the talk again, concentrating on speaking slower.

3

Not knowing what you will say in the first 60 seconds.



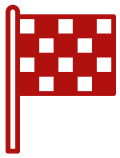
Talks and speeches go wrong in the first seconds, because the speaker has not planned their first 2-3 sentences, and it's a moment of high stress.

Write down and say out loud your first 3 sentences. Do they sound professional? Test out also with a colleague and get feedback.

Memorise the first few sentences, so that you don't have to think.

4

Not having some planned sentences to finish professionally.



The last 30 seconds of your talk is the first thing they will remember.
Yet many talks finish weakly: 'Well... erm... that was it... any questions...?'

Have a clear plan for the closing 30 seconds: make clear in 3-4 sentences what they've seen, what's your Call To Action, and why you believe this is a great idea.

Finish with a clear 'Thank You.' Then they know they should clap!

5

Over-running the time allowed for the talk.



Most presentations take too long - which tells the audience, 'I think my time is worth more than yours.' Not a great message to send!

Test how long your talk will take. Got too much stuff to tell?
Don't just speak faster! Cut some content and sharpen the story.

Prepare for 5-10% less time than allocated. No-one ever complains, 'It was too short!'

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