

Language Links

Learning Strategies : Seven Must-Haves to be

Becoming an effective public speaker is certainly not something that happens overnight. There are no shortcuts or magic pills to take and suddenly make you become a great public speaker. It's a journey that takes time, patience and effort. The more you practice, the better you can do it. Definitely, you might have bad days when starting off, but if you are patient and hang in there you will then succeed in public speaking. Captivating the audience is a learned skill that takes years to develop. There are however some simple tips for preparing, practicing and rapidly improving your skills. Here are the features that captivating public speakers must have.

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1 Passion and Purpose : A great speaker needs to know his stuff very well and cares about a particular topic. His passion will cause others to be convinced, not just because of the force of his reasoning, but also because he is visibly committed to beliefs he wants his audience to accept.

2 Personality : A personality is what makes a person distinct. We all get one at birth, and many of us lose ours when we set foot on a stage. It doesn't have to be a warm personality, although warmth is an attractive quality. It just needs to be real and accessible.

3 Creativity : A great speaker needs to create presentations and speeches. They need to say plain things in interesting ways, and interesting things in plain ways.

4 Make Connections : Listeners live on an island of their own interests. Great speakers build a bridge to that island.

5 Speak Plainly : Great speakers keep it simple. They use short sentences. They use everyday language to make complicated topics clear and understandable. They don't show off their expertise by using a specialized vocabulary.

6 Don't be Afraid to Fail : Like every other human being, great speakers walk forward on two legs: trial and error. There is no such thing as a perfect presentation. Every effort is a new experiment. Great speakers must be willing to fail their way to success. A speaker who is not willing to fail is not going to be great.

7 An Expressive Voice : The voice of a great speaker sparkles with change: changes of pitch, volume, and speed. A great speaker's voice is animatedly alive: it goes up and down, it purrs and it roars. Since it's the only instrument in the orchestra, the voice of a great speaker is never monotonous. Its pitch, volume, and rhythm are always changing.



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Culture corner

BUSINESS ETIQUETTE SKILLS

Business etiquette is a skill just as much as accounting or managerial theory. Something as simple as a handshake can make or break a big deal or cost you a job. People often judge others based on their etiquette.

Business etiquette not only gives people a better perception of your company and your own image, but also will help your career. A 1997 study conducted by Manchester Partners International found that 40 percent of new hires fail in their job. 82 percent of this turnover occurs because the employee cannot build a good relationship with their superiors and coworkers, according to the study.

Practicing good business etiquette does not mean you have to act stiff and overly formal, but is an acceptable way to show courtesy and respect to others in the business community. You can take courses and attend seminars on business etiquette, but the best way to learn is to practice proper etiquette in a real world situation.



Projecting positive body language is essential for a person's perception of you. Stand tall, make eye contact with people and give a firm handshake. Always remember someone's name immediately.



Using a name three times in an initial conversation improves name retention. Show courtesy to everyone you meet, from the chief executive down to the janitorial staff. Always arrive early for work and

meetings, and if you must come late, send notice, if possible.

International business etiquette is an essential tool in a global economy. You may meet businessmen from

several different cultures. Having fluency in a foreign language could impress



a foreign client. Businessmen like to make deals over dinner, so pay extra attention to proper dining etiquette, such as appropriate conversation topics and where to place silverware.



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Here's the answer

Stand Up, Speak Out: The Practice and Ethics of Public Speaking

Even the most prepared, confident public speaker may encounter unexpected challenges during the speech. This section discusses some common unexpected events and addresses some general strategies for combating the unexpected when you encounter it in your own speaking.



Speech Content Issues

Nearly every experienced speaker has gotten to the middle of a presentation and realized that a key notecard is missing or that he or she skipped important information from the beginning of the speech. When encountering these difficulties, a good strategy is to pause for a moment to think through what you want to do next. Is it important to include the missing information, or can it be omitted without hurting the audience's ability to understand the rest of your speech? If it needs to be included, do you want to add the information now, or will it fit better later in the speech? It is often difficult to remain silent when you encounter this situation, but pausing for a few seconds will help you to figure out what to do and may be less distracting to the audience than sputtering through a few "ums" and "uhs."

Technical Difficulties

Technology has become a very useful aid in public speaking, allowing us to use audio or video clips, presentation software, or direct links to websites. However, one of the best known truisms about technology is that it does break down. Web servers go offline, files will not download in a timely manner, and media are incompatible with the computer in the presentation room. It is important to always have a backup plan, developed in advance, in case of technical difficulties with your presentation materials. As you develop your speech and visual aids, think through what you will do if you cannot show a particular graph or if your presentation slides are hopelessly garbled. Although your beautifully prepared chart may be superior to the oral description you can provide, your ability to provide a succinct oral description when technology fails can give your audience the information they need.

External Distractions

Although many public speaking instructors directly address audience etiquette during speeches, you're still likely to encounter an audience member who walks in late, a ringing cell phone, or even a car alarm going off outside your classroom. If you are distracted by external events like these, it is often useful, and sometimes necessary (as in the case of the loud car alarm), to pause and wait so that you can regain the audience's attention and be heard.

Whatever the unexpected event, your most important job as a speaker is to maintain your composure. It is important not to get upset or angry because of these types of glitches—and, once again, the key to this is being fully prepared. If you keep your cool and quickly implement a "plan B" for moving forward with your speech, your audience is likely to be impressed and may listen even more attentively to the rest of your presentation.



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Bits and pieces

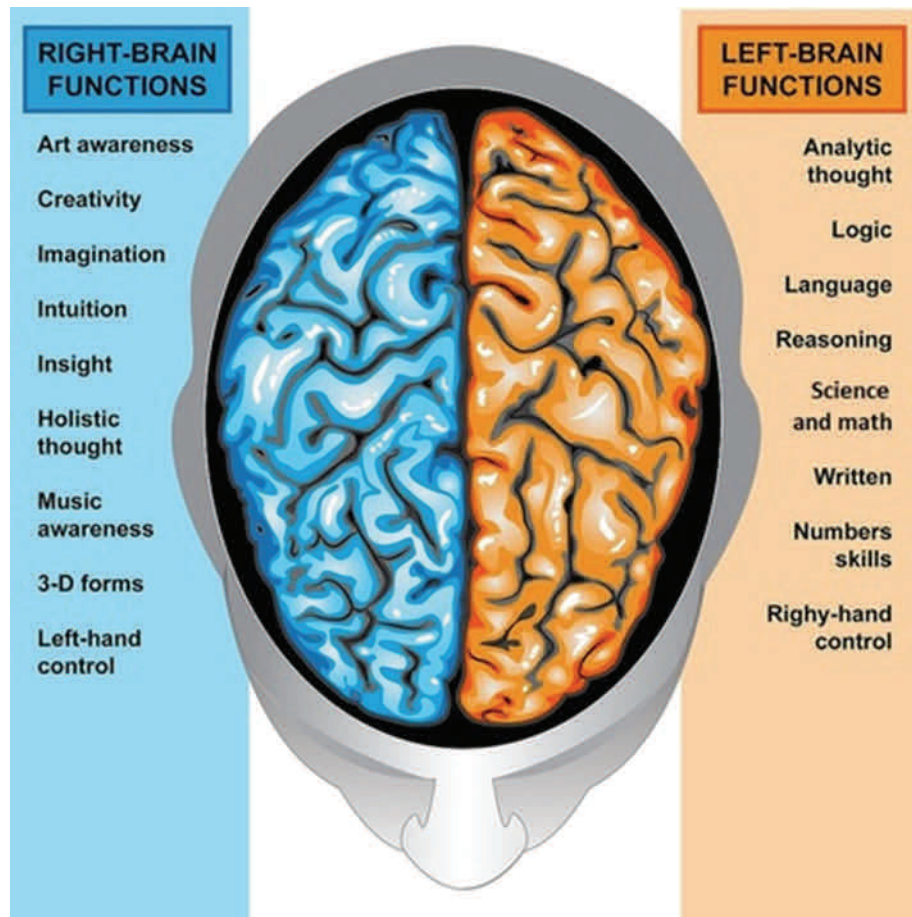
Left Brain vs. Right Brain

Right Hemisphere

Functions: Responsible for control of the left side of the body, and is the more artistic and creative side of the brain

Left Hemisphere

Functions: Responsible for control of the right side of the body, and is the more academic and logical side of the brain



If you would split the brain right down the middle into two symmetrical, or equal parts, you would have a right and left hemisphere. Although equal in size, these two hemispheres are quite different, and carry out very specific functions.

The left side of the brain is responsible for controlling the *right side* of the body. It also performs tasks that have more to do with logic, such as science and mathematics. On the other hand, the right hemisphere coordinates the left side of the body, and performs tasks that have more to do with creativity and the arts. Both hemispheres serve the body in different ways, and are connected by the corpus callosum.

<http://brainmadesimple.com/left-and-right-hemispheres.html>

