



A good public speaker can change the world. While there's no secret recipe for a perfect speech, there are several ingredients they each have in common. Vital magazine is here with our top tips for public speaking

1 HAVE A HOOK
 “When you advertise fire extinguishers, open with the fire,” advertising executive David Ogilvy once said. His point is that you want to grab the attention of the audience from the outset. That might mean upending expectations with a surprising revelation or by providing a ‘what if’ scenario. You need to make an impression in the first 30 seconds.

2 10/20/30
 American marketing specialist and venture capitalist Guy Kawasaki has a theory about PowerPoint presentations. He calls it the 10/20/30 Rule - the presentation should have no more than 10 slides, it should go on for no more than 20 minutes, with a minimum font size of 30.

3 KEEP IT SIMPLE, STUPID
 The above phrase is often attributed to American aeronautical and systems engineer Kelly Johnson, who created revolutionary technologies for more than 70 years. Since then, many other industries have adopted the no-nonsense mantra, benefitting from the healthy dose of simplicity. So, taking Johnson’s advice, review your presentation and if it is not essential, cut it.

4 TELL A STORY
 Storytelling is central to human existence. We’re hardwired to recognise storytelling and the patterns held within information. So rather than present your information as a series of data points, tell a story with a beginning, middle and end.

5 ASK AND ANSWER A QUESTION
 Questions turn your presentation from a passive lecture into an active journey. But if you ask a question, you must make sure a) it is a question worth asking and b) one that can be answered. Remember, there is nothing worse than being left hanging.

6 MORE METAPHORS
 Metaphors can help an audience understand the unknown by connecting your topic with a prior experience. While you won’t be expected to be as memorably poetic as Shakespeare, a well-placed metaphor can elevate your presentation to new heights.

7 FOOD FOR THOUGHT
 There’s an argument here for leaving your audience with something to think about at the end of your presentation, which is probably sage advice, but we’re going to take the literal route on this one. Presenting can be physically and emotionally exhausting, so it’s important you’re properly fed and watered.

8 RELAX YOUR MIND
 Presentation anxiety, often caused by imagined nightmare scenarios, is common. However, speakers often find that when finished there was very little to worry about. Half of the battle is recognising when thoughts are helpful and when they are not. There are hundreds of methods for staying calm and focused; find one that works for you.

9 CONTINGENCY PLANNING
 While we advocate not overthinking, it does help to consider a contingency plan. For example, learn how to recover a corrupt PowerPoint file, know what to do if the internet cuts out and be prepared to present without your tech.

10 HAVE FUN
 To have fun during your presentation, you need to have fun with the subject matter, so don’t take things too seriously. If you find the topic entertaining and speak with passion, it’s likely your audience will find it entertaining too. However be careful; the biggest mistake you can make is to try to emulate a comedian - especially if you’re not one. ●