

SPEAKING **SUCCESSFULLY** & PRESENTING **PERSUASIVELY**

with Alan Youngson



THEATRE TECHNIQUES FOR SPEAKERS

Whenever you speak or present in public or at work, it's a performance - you are centre stage!

Actors and business speakers often take part in the same activities - engaging, influencing and moving audiences - sometimes it's difficult to see daylight between the two.

There are differences: primarily, actors **play other people** (character persona) while business speakers **play themselves** (own persona). Both know that the key to being persuasive is to **inspire belief and trust within the minds and hearts of their audience.**

A speaker's job is never merely to deliver content (information, facts and figures) as this is only 20% of total impact. 80% of the impact depends upon their ability to deliver the message with a conviction that is visible on the body and audible in the voice.

1. Stage presence and believability

When actors are preparing a role, they make careful choices about the "actions and meanings" that lie underneath the words. This enables them to speak truthfully, authentically and conversationally. Character and actor become one.

When you're speaking in business, you want your listeners to believe that you have a solution to their problems. The more rigorously

you understand and express your "actions", the more completely your listeners will believe that you and your message are one and the same: - believe that you are your message.

2. Movement and Body Language

Actors learn to stand, gesture and move - in any performance space - to strengthen their presence and influence. For a speaker, learning these skills can make the difference between a mediocre performance and a memorable one. Use a different spot in the space for each main point to help audiences remember.

3. Vocal energy and variety

Monotone voices switch "off" audiences. Speakers need to keep their energy and voice projection powerful through practising diaphragmatic or "belly breathing" to counter the shallow, rapid breathing that accompanies speech anxiety and droning on. Vary your pitch (high and low notes), volume, speed, mood and learn when to pause for maximum effect. These help your listeners to stay interested and engaged to grasp your message(s).

Lastly, ensure your tone of voice, emotions and spoken words remain **"IN-SYNC"** with your body language.

*Alan Youngson, an award winning speaker, holds academic and professional qualifications: B.A.(Hons.) English & Drama; B.Ed. specialist Speech & Drama Teacher of 20 years; Certificate IV TAE (Workplace Trainer-Assessor-Educator); Certified Personal & Business Coach for Leaders, Managers, Speakers, Presenters and Performers. 25 years as a Theatre Manager & Director-Presenter of 97 shows; showcasing many Professional Speakers.



FACTOR COACH

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