

Public Speaking -

Written by Doug Kruhm
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Throughout the years I've been able to speak publically in many occasions. Couple that along with a college degree in communications and I tend to find myself evaluating other public speakers. Many are way better than I will ever be in my lifetime. Others, along with myself, have room for improvement.

While I was recently evaluating a public speaker, I was disappointed. I like the individual. He held a position of local prominence. I was cheering for him.

But it wasn't happening. The speech was bland. I was dosing off. And I think most of the audience was happy when it was all over.

Still, here's my question. Why? Why was it disappointing? If I could change something in the talk, what would it have been?

I decided to start somewhere and focus on three items I would change rather than make everything 10 star. Here are the three items I came up with:

-entertaining. The speech has to be entertaining. That's unfair but it's true. I could go on and on about what makes it entertaining but usually it's storytelling. I'm a bad story teller. Hmmm...

-connect with audience. The speaker has to connect with the audience. There are ways to do this but it's outside the scope of this article.

-life changing. The speech has to be life changing. If it isn't changing my life, then what's the purpose of listening to begin with. I could stare at a picture of the ocean.

So those three items are in broad terms where to begin. If you are public speaking in the near future, ask yourself these questions.

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Is it entertaining? If not, add some stories or illustrations.

Does it connect? If not, try re-organizing the content in a manner that adds impact at the beginning and at the end.

Is it life-changing? Don't just try to educate. That's boring. Try to change lives. After all, that's why we are here.