



MONTIS
PUBLIC SPEAKING



**NINE TIPS TO IMMEDIATELY SPEAK
WITH MORE CONFIDENCE AND IMPACT**

.....
FOR BUSY AND AMBITIOUS PROFESSIONALS

A no-nonsense eBook

by Elizabeth Van Den Bergh from Montis

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1. Intro: Have you noticed what extraordinary leaders have in common?



Who are the most extraordinary leaders you know, either among your personal connections or by reputation?

What makes them different and more capable than other leaders?

Whatever their other attributes, I bet they are great communicators and great at public speaking.

Public speaking is commonly understood as formal, face-to-face speaking of a single person to a group of listeners. It is a way to inform, persuade and entertain. People also use it to inspire, influence and have impact. Public speaking can also mean sharing comments in a work meeting or presenting ideas during an interview.

Your ability to speak effectively in front of people can do more to advance your career and your life than perhaps any other skill you can develop.

THIS IS MY MINI-EBOOK POWERFUL PUBLIC SPEAKING

Did someone else forward you this eBook? Go to www.montisonline.be, to download the latest edition. You can also subscribe to my monthly newsletter with tips and inspiration for becoming a better speaker. If you want to use content from this eBook in an article or blog, please mention the source.

2. Four reasons why good public speaking skills are important for you



Good public speaking skills have a huge impact on your business or career for the following reasons:

1. THEY DEMONSTRATE YOUR KNOWLEDGE

You are at your best when you can articulate your thoughts clearly and effectively. Public speaking skills help you do exactly that. After all, the true worth of the knowledge you possess can only be realized when you can share it with others.

2. THEY DEMONSTRATE YOUR CONFIDENCE

Public speaking increases your understanding of a topic during the process of preparation. It also develops and demonstrates your confidence. Whether you are addressing potential clients, interviewing for a job or working towards a promotion, your confidence is what will make you stand out.

3. THEY HELP YOU BE A BETTER LEADER

The higher you climb up the career ladder, the greater will be the number of people you need to inspire and lead. Strong public speaking skills will give you the confidence to motivate and engage those around you.

4. THEY HELP YOU BUILD REPUTATION AS AN EXPERT

A good presentation will make people listen to you. It establishes you as an expert in your field. This creates more prestige, more reach and influence, and all this ultimately results in more personal and business success.

3. Nine tips to immediately speak with more confidence and impact

It takes work and practice to become a good speaker. But the good news is that you can quickly become a better speaker by changing just a few small things.

Here is a selection, based on my experience and my clients' feedback, of nine practical tips to immediately speak with more confidence and impact.

This is not a step-by-step methodology. Rather, my suggestion is that you choose one tip that appeals to you and apply it. Start with that tip, and then move on to tackle the others one by one.

“POWERFUL
SPEAKERS ARE
NOT BORN,
BUT MADE.”



TIP 1

SILENCE YOUR INNER CRITIC,
SO THE REAL YOU CAN SPEAK



TIP 2

TURN YOUR NERVOUS ENERGY
INTO DYNAMIC ENERGY



TIP 3

DON'T APOLOGIZE



TIP 4

KEEP IT SIMPLE



TIP 5

STRUCTURE YOUR PRESENTATION



TIP 6

MASTER THE POWER OF PAUSING



TIP 7

START STRONG,
END STRONG



TIP 8

SPEAK TO THE HEART
TO WIN THE MIND



TIP 9

BE YOURSELF,
BE UNIQUE



1. SILENCE YOUR INNER CRITIC, SO THE REAL YOU CAN SPEAK

We all have this voice in our head that calls out comments like ‘I am not good enough’, ‘give up, others are better’, ‘what if nobody listens’... This internal conversation is not particularly helpful if you want to give an engaging performance on stage. You get my point.

If you don’t feel you have the necessary inner confidence, I would simply say: allow yourself to be the best version of yourself.

Focus on your message, not on yourself. Focus on the impact you want to make. Then occupy the stage and fill the room with your personality. You and your audience will thank you.



2. TURN YOUR NERVOUS ENERGY INTO DYNAMIC ENERGY

People ask me ‘why do I get nervous when I have to speak in front of a group?’

We get nervous because that is what happens when we stand alone in front of a group. We have a natural desire for wanting to be accepted by the group. And until we are unsure of that acceptance, we feel nervous.

So first of all, always remember it is only natural to be nervous. Accept your nervousness, don’t fight it.

Then, change the way you look at your nervousness. How about calling nervousness ‘excitement’ instead. Now, that word comes with very different connotations, doesn’t it?

Nervousness manifests itself by a surplus of nervous energy. The solution is in turning this nervous energy into dynamic energy. Use your energy to enhance your voice, your body language, your conviction and your presence.

“There are two types of speakers:
those that are nervous and those that are liars”

- Mark Twain -



3. DON'T APOLOGIZE

Many of us are being overly apologetic. There is nothing wrong with apologising when necessary and when you do so deliberately. But more often than not, for many of us it has become a self-destructive, absent-minded habit.

Drop the “just:” “I’m just wondering ...” “I just think ...” “I just want to add ...” “Just” demeans what you have to say. “Just” makes you smaller. It’s time to say goodbye to these justs.

Drop the “actually.” “I actually have a question.” “I actually want to add something.” “Actually” communicates a sense of surprise that you have something to say. Of course you want to add something. Of course you have questions. There’s nothing surprising about that.

Don’t tell us why what you are about to say is likely to be wrong. Stop starting sentences with, “I haven’t researched this much but ...” “I’m just thinking off the top of my head but ...” “You’ve clearly been studying this longer than I have, but...”

You will come across as more convincing and compelling once you stop apologising.



4. KEEP IT SIMPLE

“If you can’t explain it simply, you don’t understand it well enough.” – Albert Einstein

We all love it when a speaker can express her idea in clear and simple language. But how does she do that? Well, it is about understanding that simplicity comes after complexity. If you understand an issue fully, you can reduce it to its essence.

I moderate debates with European thought leaders, and I have found that it is my most important job to almost force speakers to make clear, well-stated points. It’s the only way that the audience can take home the message.

An idea can be as simple as ‘building houses from bamboo is beautiful and sustainable’. And you can build an amazing talk around that one idea.

You have to work hard to get your thinking clean to make it simple. But if you nail your topic, you’ll know how to express it in a simple way. And then you add proof, stories, cases and anecdotes to bring your idea to life. And that’s when you really touch your audience.

This tip is even more powerful if you start by inciting curiosity towards your idea within the minds of your audience.



5. STRUCTURE YOUR PRESENTATION

Good speech organisation is essential if your audience is to follow and understand your presentation.

Ideas must be clear and put together in an orderly manner. The selection of an appropriate outline will allow the audience to easily follow and understand your presentation.

People are persuaded by stories and gut feeling, but they justify decisions by facts and figures.

Build a simple structure around your key message. For example, just to name a few possible structures, you could simply add three points, follow past-present-future, or use situation-complication-solution.



“A story needs architectural structure, which is completely forgotten once you see the movie.”

- Billy Wilder -



6. MASTER THE POWER OF PAUSING

This is my number one tip for people who want to speak with more authority. Pauses give importance to your message.



“The right word may be effective, but no word was ever as effective as a rightly timed pause.”

- Mark Twain -

In my work with C-level managers, I find that most are surprised how impactful this little tactic is. It almost seems too simple, but it works magic.

It is an absolute win-win for both audience and speaker.

Use pauses especially before you are going to say something important and right after you have said it.

For the speaker - time to think

As speakers we need time to gather our thoughts and choose the correct word or phrase. When we are relaxed with our friends and family, we always give ourselves time to think. However, when we are in the spotlight or under pressure, we deny ourselves this time, and feel that we have to keep talking. Only, we don't.

Allowing yourself time to pause is giving importance to your words.

For the audience - time to digest

Can you imagine a dance class where you are learning tricky new steps, but the dance instructor keeps moving on to the next step before you've mastered the one before? It's the same with public speaking.

If listeners are not given the time to digest information, they struggle and their minds drift off. Audiences can only process a certain amount of new information. Don't overload them, give them some nodding-time every so often.



7. START STRONG, END STRONG

If you are speaker number four in a line-up of five and you start with 'good afternoon, my name is Geena Johnson, and I am going to talk to you about the quality processes in our company...!', by the time these words are out, half of the audience is asleep.

If instead Geena Johnson would have started with "The bitterness of poor quality remains long after the sweetness of low price is forgotten", then and there she would have caught the audience's attention.

Memorise a strong statement, a question, a quote or a metaphor that makes the audience curious to hear more.

Often when we come to the end of our presentation we are glad it is almost over and could fall in to the trap of fading out. Do all you can to avoid that. End strong by referring back to the beginning, repeat your message and possibly present a call for action.



8. SPEAK TO THE HEART TO WIN THE MIND

One of my favourite quotes is from Maya Angelou - 'I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.'

And this is so true.

Are you going to use your dynamic energy to give your audience clarity, trust, confidence, security or joy? It doesn't matter which one, but they'll remember the feeling of it.

'What if my topic is boring and full of figures?' you ask, 'how can I make my audience feel something then?'. I am sure that even the driest figures in some way relate to human beings - and that is where you can find your story.

Our brains are wired to connect with stories. Use stories to speak to the heart to win the mind.



9. BE YOURSELF, BE UNIQUE

Be yourself, because everyone else is already taken.

There is this strange concept of wanting to be normal, of not wanting to stand out. And it comes from our natural desire for acceptance.

We believe that if we behave like the average person of the group, we are more likely to be accepted.

But, is this really true? What does normal mean anyway? Aren't we more appreciative of people who dare to be themselves?

Can you think of any leader or change maker whom you admire who doesn't have both enthusiastic fans and harsh critics?

It is only by being your real self that you will make a real connection with your audience. The most memorable people are those that dare to be themselves. And regardless of how eccentric, powerful or vulnerable they come across, they make an impact by being true to themselves.

Not everybody will like you. And that's ok.

Work on letting go of needing to be liked and needing to be universally known as 'a nice person.'

Be yourself. Be unique.

4. My simple method for powerful speaking

My method for Powerful Public Speaking is based on three pillars: confidence, preparation, and delivery. Anyone can teach you tricks for powerful speaking and powerful presence. But if your power doesn't come from within, your speech will be an act without authenticity. That's why confidence is the first thing I work on.

By working on confidence, I distinguish myself from other public speaking trainers. I believe in the enhancement of an optimal, personal speaking style. I don't believe in imposing one supposedly ideal speaking style. There is no one size fits all speaking approach.



Most people become nervous and uneasy at the very thought of standing up to speak in front of an audience, and their hearts pound. It's normal and natural for you to be nervous about public speaking, but you must overcome that fear to improve your presentation skills.

That's why building confidence before starting to speak is absolutely essential. Confidence is always the first thing I work on with clients during coaching sessions and trainings. We focus on what is holding you back. We work on your inner stance or mental posture. And we tackle how to manage your nerves once and for all.

Secondly, we look at how to prepare for powerful speech. To prepare for a talk, the first thing to do is to write out an objective statement of what you wish to accomplish as a result of your presentation. It's the answer to the question, "Who is my audience, and what effect do I want my talk to have upon them?"

So you need to ask, "What action do I want this audience to take as a result of the things I say to them?" Write out this action statement of your objective very clearly. I help you get your message right and well-structured, and then wrapping it in a compelling story. I believe in imposing one supposedly ideal speaking style. There is no one size fits all speaking approach.

And in the last part, the focus is on delivering the speech with power. I help you improve your body language and teach you the ins and outs of grabbing audience attention and keeping it.

The result is confidence, presence and impact. The decision to improve your public speaking skills could be one of the most important decisions you ever make in assuring long-term success in your career and better personal relations.

Over the years I have improved my own speaking skills by working on these three pillars.

5. HOW CAN I HELP YOU?



And how about you?

- Are you nervous?
- Do you make yourself smaller?
- Do you hold back?

or:

- Do you allow yourself to speak up and be memorable?
- Do you use compelling storytelling in your presentations?
- Do you give dynamic energy to your audience?

Interested in the Powerful Speaker Program or Keynote Program? Contact me for a **free 20 minutes call** to discuss your speaking challenges and see if we are a match:

+32 485 853 823

I am looking forward to getting to know you better and helping you bring out your inner powerful public speaker!

If your company is based in Flanders, you are entitled to ask for subsidies (40% reduction) with the KMO portefeuille.

I love to read about your experiences and reactions. You can share them here:

f www.facebook.com/montistalks

If you want to learn to speak with more impact, there are different ways I can help you:

1. STAY TUNED ON TIPS, ARTICLES, INTERVIEWS AND WORKSHOPS

Want to have a taste of what it is like to work with me via a workshop or mini-training? Subscribe to my newsletter to start improving your public speaking skills today with my free tips and articles.

montisonline.be/newsletter

2. POWERFUL SPEAKER PROGRAM

Want to join a small group of dedicated professionals to improve your public speaking skills? Join us for three intensive training and practice days.

Subscribe to the next 'Powerful Speaker Program'

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3. KEYNOTE PROGRAM

Bring your public speaking skill to the next level via **one-on-one speaker coaching** in the Keynote Program. Tailored to your needs.

Sign up for the 'Keynote Program'

montisonline.be/keynote-program

6. ABOUT WORKING WITH ELIZABETH



I train ambitious professionals to communicate with more impact and more confidence.

I help you understand, develop and apply your best personal style of communication, so that you can better lead, persuade and inspire people throughout your life and career.

FREE 20 MINUTES CALL

Contact me for a free 20 minutes call to discuss your speaking challenges and see if we are a match:



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or e-mail me:



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Looking forward to meeting you!



MORE ABOUT ELIZABETH

I am speaker coach who has been helping countless professionals improve their public speaking skills in one on one coaching and group training.

Clients are Phrenos, Clear Europe, Nestlé, Waeg, Schuman Associates, Rasmussen Global, Vulsteke Bedrijfsgebouwen, European Development Days, Climate-KIC, Charlie Magazine.

I also present and moderates debates and regularly interviews entrepreneurs and politicians. I was in Milaan to co-present and moderate debates at the Climate and Innovation Summit, Europe's leading event connecting climate innovators and leaders. I have interviewed Belgian's Deputy Prime Minister and Minister for Internal Affairs and Security for B19.

I have worked with TED speakers and professors Guy Poppy and Carolyn Steel. I have worked with the CEO Belgilux and the CEO EMENA of Nestlé to bring them to the next level of public speaking. Every year I prepare the Young Leaders at the European Development Days to prepare for impactful interventions in high-level panels.

My background is in political sciences and communications. In my early career I worked as head of team on various communication campaigns for the European Commission, with a focus on PR and events. I organised The European Week of Regions and Cities (Open Days), the largest EU event.

7. WHAT OTHERS SAY ★★★★★

Elizabeth is a very competent trainer who knows her subject material and who is able to help with broad challenges as well as specific concerns. I learned that how you say something is as important, if not more important than what you say. I learned that the most important aspect of any public speaking is to have a clear message that can be expressed as both a power phrase or as part of a long speech.

Courtney Gehle

Executive Director of The Better Tomorrow Movement and EDD Young Leader 2017



*The fact that the training took into account not only the external work, but also **the internal work made it very valuable**. Very calm, educative and supportive approach to a topic that makes a lot of people nervous and stressed.*

Nikoleta Arnaudova

Policy Advisor Third-I



*Learning about all the manifestations of self-doubt (apologizing, weak voice, holding back) was a real eye-opener. The training gave me the **tools to develop a new relationship with my nerves and my emotions**. The small group size, interactive exercises and the sharing of stories make the day very valuable for me. I am now familiar with the key ingredients for a good public speaking performance.*

Iva Petkovic

EU Panel Watch



*Thanks to the one-on-one speaking coaching with Elizabeth I learned how to **be a better speaker by just changing small things**. The sessions were outstanding and already after the first session I was able to make big improvements. How to structure your presentation and **the many easy to apply quick wins were the most valuable elements** in the training for me. Within two half days I got all the needed tools and information to increase significantly the quality of my public speaking.*

Alexander Von Maillot

CEO Nestlé Belgilux



NOTES:

A series of horizontal dotted lines for writing notes.