**SMARTtools for Leaders™**

**Public Speaking Tool—10 Smart Tactics for Public Speaking You’ve Never Tried**

*Build influential relationships during meetings, keynote speeches, and media interviews.*

**Name: Date of Event:**

**Address: Start and End Time:**

1. **WHO: Who is in the audience?** (Number, roles, needs, concerns, industry, etc.)
2. **GOALS: What do I want them to do, after my talk?** (E.g. I want 10% of the audience to give me their business card and request a follow-up meeting; I want to land three new projects.)
3. **WIFM: Have I clearly stated from the perspective of the listener, “What’s in it for me?”** (E.g. You may be wondering how to increase revenue; how to improve your hiring success rate, etc.)
4. **SURPRISE: Have I offered a perspective that is surprising?** (E.g. Many first-time CEOs think they need to take bold action in the first 100 days, but they are dead wrong.)
5. **FEEL, FELT, FOUND: Tell them you know how they feel, how someone else felt, and after following your advice, what they found.** (Eg. You may feel that it’s too hard to hire people to run a rural territory. Janet, a hotel manager in Crivitz, Wisconsin, felt the same way. But after a year of following this approach, her hiring success rate jumped from 50% to 90%.)
6. **STATS & STORIES:** (Our loan portfolio is improving; our default rate has dropped 3% per year each of the last three years. Mike, who runs our Austin office, recently told me that borrowers who are coming into his office are better prepared and more realistic than ever.)
7. **MOVEMENT: How do I plan to move?** (E.g. Move to one side of the stage, stop, make a point, walk to another place on the stage, stop, and make a point. Don’t pace non-stop like a nervous lion, or put your hands in your pockets or nervously touch your face or neck.)
8. **VOICE: How will I use my voice?** (E.g. Beginners speak too softly, too quickly, and turn their statements into questions, which undermine credibility. Instead, speak a little louder than you think is necessary, a little slower than a normal conversation, and lower your voice at the end of a statement.)
9. **PAUSES: Where should I insert 5-second pauses to emphasize key points?** (To really emphasize a point, expert speakers insert a 5-second pause before and after a key sentence.)
10. **PRACTICE: Have I practiced 5 times?** (Every great speaker practices. A lot.)