

Key Components to a Super Speech!

The Masters know that there are three things they need to be to bring an audience their side: credible, relevant, and memorable.

Credible: Get them to listen.

The first moments are the only ones you get for free. Everything after that must be earned from your listeners. No matter what the topic of your presentation, your credibility is always in question. So why should the audience believe a word you say?

Credibility is not always established simply by boasting your credentials. Confidence and language say more about you. Most of all, your audience needs to get to know you before they trust you.

About a quarter of your presentation should be the story about you and your relation to the subject matter. Tell them how you know what you know. State your sources and how you came by them.

And always present this process as a first-person narrative.

That's the difference between an oral presentation and a memo: An oral presentation is about you. Human beings have a hard-wired weakness for human stories. It is how we understand the world. Use this to your advantage.

Relevant: Get them to care.

Once your audience feels like they know you and trust you, they will listen. Once you have them under your spell, you owe them to make what you are saying matter. Conversely, your audience owes you nothing. Their ear is charity enough. Think about who they are and what they value. How does your topic relate to their lives? Describe it in a way that they can appreciate.

A good communicator comes to a presentation prepared and organized. A great communicator can change the plan at a moment's notice and wing it. The notes you have prepared are not a script. They serve simply as a means for you to forge a logical understanding of the material for yourself.

Think of [Aesop's Fables](#). Everyone knows the story of the ant and the grasshopper, but the story has never been told the same way twice. Anyone could tell that story without memorizing a single word. The fable

itself is nothing more than a template. Versions of the story are adjusted to the audience and the speaker. Yet each version hits the same series of vital checkpoints that are the content of the message.

Your presentation is such a fable. Told as such, your audience will in turn be able to adapt the story to their own narrative. Your story then takes on a life of its own, and lives to be repeated by your listener.

Memorable: Get them to remember.

The mind is a fickle device. It's no small task to make a strong impression and deliver a great speech, but if it doesn't stick, it didn't happen. Unlike the written word, your live presentation flows through time like a river. It's in one ear and out the other. With so much information bombarding us everyday, how can your humble speech stay in your audience's mind once they leave the room?

Yes, we can remember. Politicians, newscasters, advertisers and even religions have long ago figured this out. They make cunning use of nifty catch phrases, emotional connection and, most of all, repetition. By creating talking points to clearly punctuate each important item, you give your listener an easy way of later finding it in their cluttered mind.

Educational Psychologists Iran-Nejad, McKeachie, and Berliner found in a [study](#) that the more a message is rooted in a personal and cultural context the more it will be remembered. Religious ceremonies often attach a familiar tactile sensation to a ritual. Politicians like to attach a sense of identity and community to their message. News media condense their message into easily digestible rhetoric. Advertisers use repetition to get their point across. It sounds evil, but it works.

Feel free to exploit these techniques in your humble speech. Your audience is no stranger to this process and well-trained to accept dogma. Get your listeners to participate in your presentation. Find how they can identify culturally with your topic. Then punctuate it with a catchy phrase that rolls off the tongue nicely. And don't forget to repeat, repeat, repeat, repeat...repeat...repeat. Repeat.