The 3 P’s of Public Speaking

How to make every speech a masterpiece

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DEDICATION

To two great mentors:
William Wimberly
and
Janet Laurin.

Thank you!

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Introduction

Speaking is the ability to organize your spoken words in a way that makes sense and hopefully communicates a message to your listener. Public speaking is speaking in front of an audience of two or more people. Speaking in public could be as simple as a parent addressing a group of children at the park or in his backyard; it could be a sales representative delivering a presentation to a group of potential buyers; or it could also be a student presenting his ideas or research paper to a group of fellow students or faculty.

According to the World Health Organization, three out of every four individuals suffer from speech anxiety: that is 75 percent of the world population. Note that children do not fear public speaking, and I suspect it is because they are not afraid of saying what they think, at least when they are encouraged to do so. Most audiences want you to succeed. You can learn and master public speaking. There are three key elements that go into making every public speech a masterpiece. Those three elements which will be explained are: preparation, practice, performance.

It takes one hour of preparation for each minute of presentation.

Wayne Burgraff
Prepare

Preparation is the first step to giving a public speech. A prepared speaker appears confident, knowledgeable and respectable to the audience. It is possible for a very knowledgeable speaker to fail miserably at giving a public speech if the speech was not prepared well enough. Preparing your speech involves the following activities:

- Choose a topic you have a good knowledge of. You will be more credible by doing so.
- Learn as much as you can about your audience so you do not make any inappropriate comments or remarks.
- Research aspects of your topics that will be particularly appealing to your audience.
- Write your speech so you have a backup plan in case your memory fails during your delivery.
- Organize your speech into three parts: introduction, body, and conclusion.

Every time you have to give a speech, start with defining the objectives of the speech and select the type of speech that will best help you reach those objectives. Do you aim to inform, motivate, or

"Say not always what you know, but always know what you say." — Claudius
demonstrate to your audience? Once you know what your objectives are, work on the content of your speech and make it as original and unique as your audience.

**Practice**

Practicing does not necessarily mean repeating your speech until you have memorized every word and every sentence. It means spending enough time reviewing your speech content and making sure your organization and structure are flawless. It also means rehearsing until you feel confident you will do very well. In general, audiences can quickly tell the difference between a speech delivery that has been rehearsed and one that has not been rehearsed. You can use the following tips to practice your speech:

- Rehearse in front of your mirror and notice your gestures and movements
- Ask a friend, spouse or mentor to evaluate your speech before your delivery
- If possible, visit the place where you will speak a couple of hours before your speech to get familiar with the room arrangement and environment

*It's not necessarily the amount of time you spend at practice that counts; it's what you put into the practice.*

*Eric Lindros*
• Consider every single speech a 10,000 dollar speech and put in the work hours to make that speech worth that much to the audience.

If you have written your speech, mark the tone and gestures into your text as a reminder. Tones and gestures are as important as the words themselves, if not more.

**Perform**

The biggest industry in the world is the entertainment industry. Every speech should be entertaining, regardless of how serious the subject matter is. Everybody loves a good laugh and the speeches with no funny stories or bits of humor are the most boring. Approach every public speaking opportunity like a stage performance. What do you want your audience to remember about you as a speaker? Do you want them to remember an expert who knows his subject and can give great presentations, or you want to be remembered as the gentleman or lady who has lots of entertaining stories about his or her subject matter and can communicate effectively? I would prefer the latter.

By the time your speech is complete your audience only remembers either what they laughed about or what they were actively engaged in. Listeners easily remember question and answer sessions because
they make contribution to the speech by asking questions. They also remember rhetorical questions that grab attention and make them reflect on something you said.

Smile and laughter are contagious. Some speakers even plant friends in the audience who will laugh at their jokes and generate the engagement of the listeners. You don’t have to do that, but original ideas that will help you keep your listeners active are always good ideas. During your speech delivery, do not move unless it is to illustrate a point. Avoid non-purposeful movement. It is fine to stand still. Use your hands but don’t work a set of rehearsed moves. Feel natural. Use your voice and body language to reinforce your language. Always match your voice and movements to specific words and emotions.

Conclusion

Speaking is a science, but public speaking is an art. Every time you speak in public you are the artist and you either leave your audience with the sense they have contributed to the making of a masterpiece, your fabulous speech; Or you leave your audience with the feeling they could have used their time for something better and

Once you get people laughing, they're listening and you can tell them almost anything.

*Herbert Gardner*
they will not go through that experience again if they are given a choice. Every time, you want the first case to be true.

On your journey to become an excellent public speaker, for every speech you will have to deliver remember to apply the three Ps of public speaking. In other words, always prepare and remember your audience can tell if you are not prepared. Practice as much as you possibly can, and visualize yourself giving exceptional presentation every time. Last but not least, consider every public speaking opportunity as a performance. Audiences love to be entertained and getting your audience to smile or laugh regardless of your speech topic will help you make a lasting impact on your listeners.

There are always three speeches, for every one you actually gave. The one you practiced, the one you gave, and the one you wish you gave.

*Dale Carnegie*
Speaking Engagements

I am available for speaking. My desire as a speaker is to make the speaking experience as easy as can be, but rewarding to the audience. Listeners will be challenged in their current thinking to one of vision and purpose followed by immediate action based on timeless principles and laws of the universe. I enjoy speaking on a variety of topics, but my favorites include:

- Essential Ingredients to Live a Successful Life
- Optimism and Altitude
- Unaffiliated Faith
- Leadership and Followship

I have spoken at conferences and seminars. I enjoy sharing lessons of motivation and inspiration. I am available for one on one coaching.

If you want to know more or book me for an event, contact me via email: yamentou@gmail.com or call: +1 714 844 3094. You can visit my website: www.lionnelweb.com.