



THE 5 C'S OF PUBLIC SPEAKING

Let's talk about the benefits of speaking. Every time you get in front of an audience, you need to think more about what value you're providing to them, but also how these opportunities can benefit you as the speaker.

#1 Career

Being visible through public speaking, people will see you as an expert. They see you as a thought leader. You'll never be seen as a leader when you are in the audience. People see you as a leader when you're on stage. When you are stage you're not only physically elevated but also elevated in their mind's eye.

#2 Connections

As a speaker, you are making connections when you're engaging in public speaking. When you're speaking, you are not just talking to them, you're talking to everyone they know. If you say something brilliant, they will mention it to people they know. Word of mouth is powerful.

#3 Confidence

When you are engaged in public speaking, you are demonstrating confidence, but you are also building on your confidence. The more you speak, the more you will speak. Speaking begets speaking, especially if you are demonstrating your ability and confidence in your knowledge. Employers are not only looking for people who are competent, but also those who are confident.

#4 Competence

Being on stage is already a boost in people's perception of your competence in your subject matter. The audience already views you as a credible source since you are the stage but use the opportunity to cement your reputation. Leave additional time to elaborate on your experience during the Q&A.

#5 Credibility

You're going to be considered an expert every time you're at the front of the room. The audience thinks you've been vetted. They think that you're an expert and you're imparting expert information, so you have instant credibility every time you step on stage. Don't screw it up!

