



4 Steps to More Effective SPEECH



1 Pay attention to timing.

Most people talk too fast when they're nervous. They're afraid to let any silent spaces into their speech. But pausing to let an idea sink in is one of the best ways to get people to remember it. Practice conversing with a partner or talking into a tape recorder. When you want to emphasize a point or focus people's attention, pause for a full four seconds.

How did it feel when you were pausing? How did it sound when you listened to yourself on tape? (Be careful not to pause too often. Keep your talk interesting by varying the tempo.)



2 Avoid nonwords.

Some people fill the silent spaces in their speech with nonwords such as "ya know," "OK?" and "well." Or they use nonverbal sounds such as "uh" or "er." Using qualifiers such as "sort of," "like" and "basically" is a way of being indirect.

What nonwords would you like to eliminate from your speech?
What ones do you notice in friends and coworkers?



3 Use plain jargon.

Jargon is OK for groups that use the same language. Otherwise don't use it. Avoid using big words for simple concepts. Here are some examples; what do they really mean? Add a few of your own favorites.

utilize	use	endeavor	_____
effectuate	bring about	sufficient	_____
subsequent	next	initiate	_____
implement	_____	_____	_____
ascertain	_____	_____	_____
prioritize	_____	_____	_____
terminate	_____	_____	_____



4 Speak from the heart.

Allow your feelings and convictions to come through in your tone of voice. Don't try to hide your real self. Your voice will sound more natural and animated when you let your natural enthusiasm show. People often forget to do this when they are reading a speech they've written. Avoid reading speeches unless you can make it sound fresh and spontaneous.