



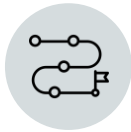
# INCREASE YOUR IMPACT

*10 Public Speaking Tips You Can Start Applying Today*



Dynamic, well-prepared speakers are highly valued by employers. Improving your communication skills can set you apart and better position you for leadership positions. As you prepare to give your next presentation, here are a few tips and tricks to help strengthen your message.

**Begin with  
the end in mind.**



Have a clear take home message. Ask yourself, *"Am I overwhelming my audience with facts and figures or is my key message meaningful to my listeners?"*

**Breathe!**



Overcome your nervousness by visualizing success. *"It's all right to have butterflies in your stomach, just get them to fly in formation."*  
– Rob Gilbert

**Focus on  
your audience.**



Put yourself in your listeners' shoes. How can they apply this information to help them in their careers?

**Connect with  
your audience.**



Make yourself more relatable. Share a personal experience of how you may have struggled to gather this data or how this information changed your perspective.

**Engage  
your audience.**



Stories are powerful. We remember stories. Is there an experience you can share that will make your content come alive?

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**Communicate  
with style.**



Focus on the meaning behind your words. It's not only what you say, how you say it also matters.

**Pace yourself.**



Silence is powerful. A silent pause is more impactful than filler words (um, uh, you know, etc.).

**Be authentically  
you.**



Actions speak louder than words. Nonverbal communication cues (eye contact, body language, vocal variety, etc.) will enhance your ability to be heard.

**Timing is  
everything.**



Rehearse to stay on time. It's frustrating for both you and your audience when you run out of time and still have more to share.

**Be memorable.**



Clearly reiterate your key message. What do you want your audience to take away from your presentation? How are they inspired to act?



**Susan Carino**  
Principal Consultant

To learn more, join me at RAPS Convergence for the session, "How to Improve Your Public Speaking Skills."

This session is geared toward Regulatory and Quality professionals who give technical presentations for work and want to improve their communication skills.