



SPEAK

A Booklet on Effective Business Presentation.

Kayode G. Ejitokun



In today's fast-paced and competitive business landscape, the ability to deliver a compelling and impactful presentation is a skill that can make or break professional success. Whether you are an aspiring entrepreneur, a seasoned executive, or a professional looking to advance your career, mastering the art of public speaking is essential. However, it is no secret that the mere thought of standing before an audience can send shivers down the spines of even the most confident individuals.

Public speaking is widely regarded as the number one fear among people, evoking feelings of anxiety and apprehension. Many people find themselves gripped with anxiety and unease at the mere thought

of standing in front of a crowd and delivering a speech or presentation. The fear of public speaking stems from various factors, including the fear of judgement, criticism, forgetting what to say, and the pressure of performing flawlessly. This fear is often a result of a lack of confidence in one's abilities and a fear of embarrassing oneself in front of others. However, conquering the fear of public speaking can be a transformative experience, enabling you to communicate effectively and express your ideas with confidence, ultimately leading to your personal and professional growth.

To help deal with the fear and anxiety that come with delivering serious and often complex business presentations, and deliver noteworthy business presentations, I have come up with the principle of SPEAK. SPEAK stands for smile, pause, engage, articulate and know your message.

In the following lines, I will unpack the concept of SPEAK as a guiding principle for delivering outstanding presentations whenever the need arises.



Smilng during a business presentation can have a significant impact on its effectiveness. The following are some ways in which smiling can positively influence the outcome of a presentation:

1. Establishes Connection: Smiling creates an immediate and positive connection with your audience. When you smile, you appear approachable, friendly, and open. This helps to build rapport and establish a positive relationship with your listeners. It sets a pleasant tone and creates a comfortable environment for engagement.

2. Projects Confidence: Smiling is a non-verbal cue that conveys confidence and self-assurance. It demonstrates that you are comfortable and in control, which can enhance your credibility as a presenter. When you exude confidence, your audience is more likely to trust your expertise and be more open to your ideas.

3. Relieves Tension and Reduces Nervousness: Presenting in a business setting can be nerve-wracking, both for the presenter and the audience. Smiling has a calming effect and can help to alleviate tension and reduce stress levels. By incorporating smiles into your presentation, you create a more relaxed and comfortable environment, making it easier for your audience to connect with and absorb your message.

4. Enhances Engagement: A smile can be contagious and has the power to engage your audience. When you smile, it encourages others to reciprocate, creating a positive and receptive atmosphere. Smiling throughout your presentation helps to captivate your audience's attention, keep them engaged, and make your content more

enjoyable.

5. Builds Trust and Credibility: Smiling conveys confidence, sincerity, and authenticity. It enhances your credibility as a speaker and instils trust in your audience. When you smile while delivering your presentation, it signals that you are confident in your message and genuinely interested in connecting with your listeners. This can significantly impact how your audience perceives you and the information you are sharing.

In summary, by incorporating smiles into your delivery, you create a welcoming and comfortable environment, while conveying confidence and authenticity. Smiling significantly contributes to the overall effectiveness of your presentation by fostering positive rapport, capturing attention, and creating a lasting impression on your audience.



Pause

A strategic/dramatic pause during a presentation is a deliberate and intentional moment of silence or stillness that is used to create suspense, build anticipation, or emphasise a particular point. When giving a business presentation, experienced public speakers understand the effect of dramatic pauses on both the speaker and the audience. The following are some of the reasons you should incorporate pauses into your presentation.

- 1. Emphasises Key Points:** Strategic pauses allow you to emphasise important information or key points in your presentation. By briefly pausing before or after a significant statement, you draw

attention to it and give your audience a moment to absorb the information. Pausing before a key point creates anticipation, and pausing afterwards allows it to sink in, making it more memorable.

2. Enhances Comprehension: Pauses provide your audience with brief moments of reflection, allowing them to process and comprehend the information you have just presented. When you provide pauses at appropriate intervals, you give your listeners the opportunity to catch up, connect ideas, and fully understand your message. This improves overall comprehension and retention of the content.

3. Controls Pace and Rhythm: Pausing helps to control the pace and rhythm of your presentation. It adds natural breaks that prevent your speech from becoming monotonous or overwhelming. By incorporating intentional pauses, you create a sense of rhythm, making your presentation more engaging and dynamic. It also gives you a chance to breathe and gather your thoughts before moving on to the next point.

4. Provides a Sense of Authority:

Confidently incorporating pauses into your presentation demonstrates control and authority over the content. It shows that you are composed, thoughtful, and in command of the material. Pausing at strategic moments gives your audience the impression that you are in control of the narrative, which further enhances your credibility and persuasiveness as a speaker.

5. Facilitates Audience Engagement:

Pausing during a presentation opens up opportunities for audience interaction. You can use pauses to invite questions, encourage participation, or allow for discussions. By creating space for audience interaction, you foster a more dynamic and inclusive presentation environment.

Remember, to maximise the potential of strategic pauses in your presentation, you must be comfortable with silence, allowing the pause to carry its intended effect. Embrace the power of well-timed pauses to enhance your presentation, engage your audience, and deliver your message with greater impact and clarity.



Engage

Every experienced public speaker understands that audience engagement is pivotal to keeping the audience's attention, conveying the message effectively and creating a memorable experience. Audience engagement is the degree of involvement, interest, and interaction that an audience demonstrates during a presentation. Use the following strategies to engage with your audience.

1. Know your Audience: Research and understand the needs, interests, and knowledge level of your audience before the presentation. This will help you tailor your content to their specific needs and engage them more effectively.

2. Make a Compelling Opening: Begin your presentation with a strong hook that grabs your audience's attention. It could be a surprising fact, a thought-provoking question, a compelling story, or a relevant quote. This sets the tone for an engaging session right from the start.

3. Use Body Language and Eye Contact: Your non-verbal communication plays a vital role in engaging with the audience. Maintain good posture, use hand gestures to emphasise key points, and make eye contact with individuals throughout the room. This helps create a connection and shows that you are present and attentive.

4. Encourage Interaction: Make your presentation interactive by involving the audience. Ask questions, conduct polls, or request their input on certain topics. This encourages participation, keeps them engaged, and creates a more dynamic atmosphere.

5. Give a Strong Conclusion: Conclude your presentation with a clear and impactful summary of your key messages. Leave your audience with a

memorable call to action or a thought-provoking statement. A strong conclusion leaves a lasting impression and helps solidify the engagement.

Engaging your audience is an ongoing process. Continuously analyse the feedback, adapt your strategies, and keep experimenting until you find the right strategy that resonates best with your audience.



Articulate

Articulation has to do with expressing your thoughts, ideas, and messages clearly and distinctly. When giving a business presentation, you must articulate your words clearly and enunciate them properly. Speak at an appropriate pace, allowing your audience to understand and process the information. Here are some key strategies to help master the art of articulation:

- 1. Pronunciation:** Pay attention to your pronunciation of words. Speak clearly, enunciate each syllable, and strive for accuracy. Avoid mumbling or rushing through your words. Practice difficult words or phrases beforehand to ensure they flow smoothly during your presentation.

2. Pace and Rhythm: Maintain an appropriate pace and rhythm while speaking. Avoid speaking too fast, which can make it challenging for your audience to follow along. Equally, speaking too slowly may be boring and may cause your audience to disengage. Find a balance that allows your audience to absorb and process your words comfortably.

3. Vocal Variety: Your voice is a powerful tool to engage and captivate your audience. You should vary your vocal tone, pitch, and volume to add interest and emphasise key points. Monotonous delivery can quickly lose your audience's attention. Utilise a range of intonations and inflexions to convey enthusiasm, conviction, and emotion.

4. Diction and Vocabulary: Pay attention to your choice of words and use appropriate language for your audience. Avoid jargon or technical terms that may be unfamiliar to your listeners. Use language that is simple, concise, and relevant. Ensure that your vocabulary matches your audience's level of understanding.

5. Contextualise: Adapt your articulation to suit your audience's needs and preferences. Consider factors such as language proficiency, cultural backgrounds, or specific vocabulary understanding. Aim to strike a balance between clarity and avoiding patronising your audience. Contextualising your articulation ensures effective communication and fosters engagement.

Effective articulation is essential for conveying your message with clarity, precision, and impact. By mastering the art of articulation, you enhance your ability to engage, inform, and inspire your audience.



The ability to demonstrate expertise and knowledge on the topic being addressed endears a presenter to their audience. You build credibility and earn the trust of your audience when you present accurate information and back it up with verifiable evidence. To demonstrate expertise while giving a business presentation, do the following:

- 1. Research your Topic Thoroughly:** Invest time and effort in conducting exhaustive research on your subject matter. Gather relevant and up-to-date information from credible sources. Dive deep into the topic to gain mastery and uncover valuable insights. Your thorough research will serve as the foundation of your expertise.

2. Establish Credibility: Begin your presentation by establishing your credibility. Let your audience know that you are an authority in the subject matter. Share your qualifications, relevant experience or achievements that demonstrate your expertise in the field. This introduction sets the stage for your audience to perceive you as a knowledgeable authority on the topic.

3. Use Data and Evidence: Support your statements and claims with credible data, research, or case studies. Incorporate relevant statistics, charts, or graphs that reinforce your points. Data-driven presentations not only enhance your credibility but also provide concrete evidence to support your expertise.

4. Present with Confidence: Confidence is key in showcasing your expertise. Project confidence in your body language, tone of voice, and overall demeanour. Stand tall, maintain eye contact, and speak with clarity and conviction. A confident presence enhances your credibility and makes your audience more receptive to your message.

5. Address Potential Counterarguments:

Anticipate potential counterarguments or concerns your audience might have and proactively address them. By acknowledging alternative perspectives and presenting well-thought-out responses, you demonstrate a comprehensive understanding of the topic and your ability to navigate potential challenges.

6. Use Professional Lingo: Incorporate industry-specific terminology and language in your presentation. This demonstrates your familiarity with the field and establishes you as an expert who understands the nuances and intricacies of the industry. However, be mindful of your audience's comprehension level and ensure you explain any technical jargon to avoid any form of confusion.

It is important to demonstrate your expertise when you give a presentation as this helps to establish trust and credibility with your audience. However, you must take care not to come across as showcasing your knowledge just for the sake of it.

A man with short dark hair and glasses, wearing a light grey suit, white shirt, and dark tie, stands at a wooden podium. He is looking slightly upwards and to the right. A microphone is positioned in front of him. The background is a white brick wall and a large window on the right side.

Conclusion

Public speaking is an art that can be learned, and like most skills, the more you practise the better you get at using the skills. You will maximise the potential of the concept of SPEAK as a guiding principle for effective business presentation if you take every opportunity you have to practice public speaking. YES, you must practise to improve your public speaking skills. SPEAK is a principle that can be deployed for any form of public speaking. All you need to do is master the principle and keep SPEAKing to give successful and impactful presentations.



Kayode Gabriel Ejitokun

With teaching and facilitating roles in various capacities, Gabriel has built a reputation of an excellent corporate trainer. He is a communication coach, a teacher trainer and an elocutionist. He is your go-to person for quality and effective training in presentation and communication skills.

His hands-on approach to teaching is second to none. He helps learners learn in a most fun and practical way imaginable. He runs with the vision of raising great and knowledgeable individuals who are driven by the passion to impart quality practical knowledge in their areas of specialisation.

Gabriel is a Fulbright Scholar and a doctoral student. He has the Cambridge certificate (CELTA) for teaching English from the International House, London. He also has a certificate in English Phonetics from the University College London.

He has a Diploma certificate in journalism and has also taken a number of courses to ensure the currency of his skills as a communication teacher, a teacher trainer and an elocution coach.

He has been teaching communication since 2013. He founded Regal Effect Solution Nigeria Limited, a professional training firm, in May 2012 to kick start his vision of owning a leading training firm. Since inception, Regal Effect Solution Nigeria Limited has successfully trained more than a thousand professionals.



PHONE

+1-825-488-1764

EMAIL

info@regalgabriel.com

WEBSITE

www.regalgabriel.com