



## How to improve your speech in 5 mins

For those put on the spot at short notice and the others too lazy to prepare.

1. Do you want to inform or persuade? What must you achieve? What defines success?
2. If persuasion is your goal, compare the current with the desired future and use "we".
3. Use fresh examples and avoid tired metaphors. Use language you would in a 1-2-1.
4. Use short sentences and words. Max 15 words per sentence and 2 syllables per word.
5. Narrow your message to 3 things. They won't remember more anyway.
6. Identify and repeat the words that summarise your message.
7. Never speak for more than 20 minutes. 5 is better. 3 even better.
8. Breathe slowly from your belly. Speak slowly and confidently. Stand up straight and smile.