

PROF. KUSKIN'S TEN BEST PRACTICES FOR SUCCESSFUL PUBLIC SPEAKING

NUMBER 1 The Keith Code Rule: Fear inhibits execution. By controlling fear, we are able to execute on multiple levels.

NUMBER 2 Successful Presentation is Storytelling.

NUMBER 3 Stories have a Beginning, Middle, and Ending and often have a single main meaning or moral.

NUMBER 4 Stories are always, in part, about the storyteller or people want to see people.

NUMBER 5 Stories are told; indeed, great stories are performed.

NUMBER 6 The Basic Formula is a simple three-by-three grid: Introduction, Content, & Conclusion, each of which have three parts:

- a. The Introduction has three elements: Salutation, Review, & The One Compelling Point
- b. The Content has three parts: Topic, Data, & Analysis
- c. The Conclusion has three parts: Summary, Discussion, & Thank You

NUMBER 7 The Secret Ingredient in the formula is creativity. But creativity is not magic. Creativity is simply pushing the formula to just the point where it is about to break.

NUMBER 8 Your talk only has one point.

NUMBER 9 A passionate identity is created through diligent rehearsal.

NUMBER 10 Great speakers create their brand and the field of play as one.

REMEMBER:

You have the ability to speak to the world without fear.

You need only let your ability emerge.

Successful Presentation is a public performance of the private self.

Onwards!