

# HOW TO SPEAK EFFECTIVELY

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## # How to use this course –

### 3 ways

1. Watch it at your own pace, take notes, practice & re-watch
2. Use community tab to discuss / ask questions.
3. mail [webveda@ankurwarikoo.com](mailto:webveda@ankurwarikoo.com) for any help.

## (I.) Introduction - Public Speaking is a life skill

Mindset - to be successful in life, it is very important to

- communicate
- get your point across
- connect with individuals who don't know you

It is a very important life skill.

→ We have to develop this life skill;  
we cannot hope that that one day we can get the confidence & experience to be an effective speaker.

→ The confidence is not so much a result from our knowledge;  
we have to present ourselves on the stage & face our fear of speaking in front of people.

↓  
this mindset shift is important.

→ you can speak well no matter your age with -

- i) confidence
- ii) enthusiasm
- iii) energy

→ communication is the single biggest superpower someone can have in the world today.

→ what differentiates an average speaker with an effective speaker -

- i) their ability to connect
- ii) ability to communicate in a simple & understandable manner.

→ Effectively speaking & communicating is an art developed over time with constant practice.

→ Single biggest determinant of success according to me - How you communicate what you know is much more important.



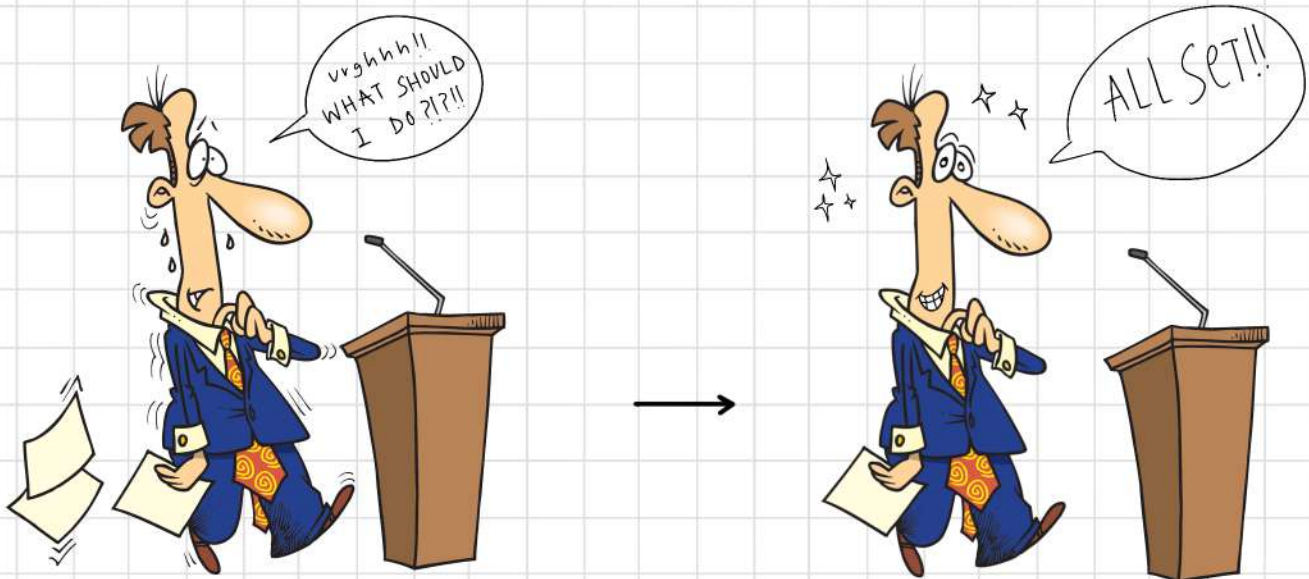
what helps us with this is -

- social media
- pace at which information flows
- all the content we consume - text, audio, video, etc.

→ the people who we connect with the most seem to talk in a very relatable manner

Up next in the course -

1. Steps to prepare for this life skill
2. Steps to get good at this life skill





## (II) How to prepare for public speaking

### ① Storytelling is an art

→ 3 important things to know to become an effective speaker -  
 i) how to get good at storytelling (next 2 chapters for the other 2 ways)



mistake that most people make -

- storytelling is video based
- it is about narrating a story

### # Why storytelling is important?

- stories are a part of our life since childhood
- that is why - humans do not think in numbers, we think in stories.



- our information flows through stories
- we connect through it
- we pass our learnings from generation to generation through stories.

⇒ A story is the basic foundation to connect with someone



when we connect to stories -

- we relate it to similar incidents in our lives
- we enjoy it when we truly experience it

### # Stories are not just verbal; they are everywhere

- photographs
- visuals & graphics
- memes
- sound

→ under how stories are created - read books, observe visuals / pictures around you, comics, listen to sounds that you connect with.

→ believe in stories; storytelling is crucial.

## ② Research

→ Ability to research what people want

❌ Don't impose what you know on someone else

✅ Ask yourself, what people want & how you can make your story in a way they can relate to it.



imp. skill - develop before you begin to experience your journey as a public speaker

→ Important to understand the following because this will set you apart

- how do people behave
- why they behave in a certain way
- what are the stories they relate to
- what language / terms people use

→ sit down, listen, be patient, observe, read, see who the people are, what do they live by

→ While preparing for a talk know following about your audience -

STEP 1 - know who you're speaking to

STEP 2 - know their style of communication - to understand their behaviour & how they operate

STEP 3 - know about their backgrounds - education, years of work



Become a student of people & ask yourself what your audience wants

→ you will see trends & patterns in behaviours

∴, research about your audience, know them in a way that they relate to whatever you share with them.

### ③ Understand the body language

- fact: more than 80% of our communication is non-verbal communication via your hands, body postures, expressions
- in visuals non-verbal communication can be in the form of -
  - colours
  - space b/w elements
- learning body language is not just great for being an effective public speaker, but also helps us understand human psychology in general.

### # SECTION SUMMARY

- 3 things -
  - (i) Art of storytelling - the belief that stories matter
  - (ii) Ability to research - to understand what your audience would relate to.
  - (iii) Art of non-verbal communication - how your body language communicates
- when you master these 3 skills, you get ready for your journey as a public speaker.
- work on these as the foundational skills ;  
mastering them is not imp., focus & practice with dedication.



### (III) How to become good at public speaking?

#### ① Habit of writing

- ability to translate your ideas / thoughts into words through typing, thumbing or writing, preferably writing.
- writing your thoughts in a journal on a daily basis is a great way to develop the habit of writing.

#### # Why is writing important?

- Remember the storytelling, research & body language
- When you do so many things at the same time you get a lot of thoughts at the same time.
- writing forces you to slow down & structure your thoughts
- writing consistently over time make you a structured thinker.
- ⇒ Structured thinking — helps greatly in public speaking

#### → Few recommendations -

1. Maintain a diary - writing your daily thoughts
2. Try to maintain a blog - writing about your experiences in a structured manner & sharing with the world
3. Write for professional purposes - proposals, documents, presentations

[anything that helps you to write in a structured manner]

## ② Listen to yourself

→ when we speak, we hear ourselves from within  
but hearing ourselves from a 3rd person's perspective helps in becoming a great public speaker



ways to do this - record your voice (anything that comes to your mind)

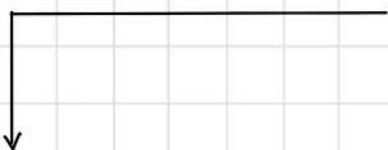
- after a week - go back & listen to the recording

reason - you listen to yourself actively with a sense of making an observation.

↳ see what emotions does it generate within you.

↳ take a record of it in the sense that when I say things this way, here is what I end up feeling

• similarly take notes of the words, energy levels & what emotions they generate



→ doing this would help you understand what works for you & what doesn't

- what are the things you said
- how you said them
- what did you feel after listening to it

→ this log where you have listed down everything becomes your REFERENCE GUIDE.



you can go back to it & know what has worked for you, what is it that you do that generates the right emotions.



### ③ Speak, Speak, Speak! :)

- no matter what, never say no to a speaking opportunity, personal or professional
- family gatherings, in b/w the traffic, sign up for events in the office
- create speaking opportunities for yourself
  - it's not just talking to a large crowd from a stage
  - it can be any conversation with more than 2 people.
  - do it in a way that it pushes you out of your comfort zone
- do things you were scared to do, push yourself to speak in front of a lot of people, create opportunities for yourself.
- these small instances with constant practice will make you confident & set you up to become an effective public speaker.

## (IV) Conclusion

### ① Points to remember while on stage

(i) be your own self, never pretend or try to become someone who you are not.

→ if one pretends, the mind is overthinking

→ don't lie, just go on sharing what you honestly believe in.

→ people will love you for who you are

or even if they don't, you will know that it was not the crowd for you.

(ii) don't read

→ you can mention key words for your help, reading looks mechanical

→ focus on speaking to your audience so that you catch their attention

(iii) measure people's feedback

→ watch for people's feedback while you speak, through their body language.

↳ you will know if they like your content or not

(iv) use your voice & your hands

→ use body language to make an impact, to get yourself noticed

→ get people's attention while you speak

(v) use silence

→ powerful because when you stop speaking, people get a moment to think about what you said

→ helps in creating an impact, they will listen to you even more

→ don't fear silence

## ② summary

"The biggest illusion of communication is that it has happened"



we always think that communication has happened when we say something.  
but in the real sense, it is a 2-way process,

- you expressing yourself - part 1
- other person understanding - part 2  
it in the way you wanted them to.

if this is absent, it is not communication;  
it is one-sided & doesn't have any impact.

→ 3 ways you can prepare yourself to be a public speaker -

- (i) believe in the art of storytelling - people relate the most to stories
- (ii) research about your audience - know where, how & whys about them
- (iii) understand non-verbal communication - communicate through your body

→ 3 ways to become a public speaker -

- (i) write - helps structure your thoughts
- (ii) listen to yourself - figure the emotions that were generated after hearing yourself
- (iii) do not say no to speaking opportunities - builds confidence

→ While you're in this process -

- (i) be real
- (ii) don't read
- (iii) use your hands/voice
- (iv) measure their feedback
- (v) use silence

ALL THE BEST :)