say do what you can where you are with

what you have and never be satisfied the

anticipation is the ultimate advantage

in business and in life like you're not

a hundred percent sure what could happen

if you keep going you can do it tomorrow

it's going to be better what do you tell

people when they ask you you know how

can I present like you how can I get

better the thing that really really

helps is I've learned about the

perspective to change my perspective so

for example I show up to give and I

always remind people that the most

important thing about being an effective

presenter an effective speaker is you

have to show up with a giving attitude

you have to show up to give you know

something you've seen something you've

done something you've tried something

that someone else thinks others need to

hear that's why they invited you to

speak the problem is the number of

people who show up to take to get and

you can see it it's very plain to see

people ask a question and they say

you'll have to buy my book or you could

just tell me the answer because you know

the answer cuz you wrote the book right

but clearly they're trying to drive book

sales it's a taking mentality every

single slide of their PowerPoint has

their Instagram their email their

website their Facebook well clearly they

want you to follow them they want you to

reach out the last slide is their

website and their email right they have

a taking mentality they come up and the

first thing they do is tell you their

credentials hi my name is you know dr.

blah-dee-blah I have six PhDs I've

worked for 55 companies I advise CEOs

and generals and let me tell you a

little something it's about them it's

very easy and very quick to discern

who's the giver and who's the taker the

best speakers a hundred percent of them

you look at all the top ten folks in a

certain Robinson Amy Cuddy brené Brown

right Dan pink all of them all of them

are there to give none of them want

anything from anybody not even your

no nobody's I don't know any great

speaker that stands in the backstage

that goes I'm gonna get a standing

ovation you may get one if you earn it

if they decide that what you have given

them as a value

that's not the reason

you show up you show up to give

how do you guys experience fear when you

speak how many of you by show of hands

know that public speaking is fundamental

to your industry your career by show of

hands how many of you by show of hands

honestly speaking experience a little

bit of fear when we talk about public

speaking where's your hand and over the

last three years I've had the

opportunity to travel the country and

deliver presentations like this then

what I've picked up on is that there are

certain patterns there are certain

patterns and certain skill sets that if

applied can make a public speech amazing

if you follow these principles that

we're going to talk about today I think

I don't care what industry you're part

of I don't care what work you're in I

don't care what year you are I don't

care how old you are I believe if you

apply these principles today you can

literally transform where you are and

take the journey to where you want to be

straightforward I believe there's three

principles three A's of public speaking

three things that I wanted to leave you

with today and I believe if you take

action on it you're going to be like oh

my god I'm glad I came

so number one authenticity engages

November 2017

I always afforded the opportunity to get

my first TEDx talk and man can I tell

you I was excited you got to imagine a

young professional starting out ready 26

years old and I want to make this very

clear

so I'm thinking to myself and what I

used to do is when I prepare I would

give a talk at least a hundred times

before I give it write that down

I give it mentally I give it out I talk

to people

conversationally in the shower like okay

this is okay i'ma do this right and I

think to myself PowerPoint or no

PowerPoint that's all I'm thinking I'm

like okay if I get this presentation

should I should I use the PowerPoint

behind me so I just use me or say here's

the PowerPoint so I'm I'm researching

and I'm watching I've watched more TED

Talks than you could possibly imagine

and I'm like okay they do this they do

that okay I've seen good ones with the

PowerPoint I've seen good ones without

and what I notice is I said you know

what I'm gonna ask my closest friends

and family I'm gonna take a poll twelve

people that I love that know me well I

said sister should I use a PowerPoint

she goes yeah something to back you up

use a PowerPoint I go mom she said I use

a PowerPoint she says no PowerPoint use

you I say bro said he use a PowerPoint

he goes yeah you need the stats to back

up what you've done I said cool I go

through the entire list six six

I put the list down and I go what was I

thinking with an even number I'm getting

ready for the biggest speech of my

professional life right in professionals

people that I love are telling me no

PowerPoint PowerPoint and it's six six

and I'm like how am I going to break

this time I'm like wait

I didn't ask one person I didn't ask

myself I did not ask myself what I would

be most comfortable with to present when

we talk about public speaking and why I

say authenticity engages listen to me

here you have to know yourself before

you go and seek advice you have to speak

from the gut before you go and ask

because when you're talking to an

audience an audience can feel realness

and you have to be yourself if you can't

be yourself you will never engage in the

way what you want to that I have to

listen to me first

in order to really deliver a message

that informs in inspires

number two

awareness awareness connects the speaker

to the audience and this is what I mean

and so one of the speaking admits comes

comes about and I get the opportunity to

- to speak in in Sioux Falls South

Dakota and before the event you know you

want to be early you want to be ready

know your audience know your crowd I

hear like all this partying type thing

going on like what's going on and I go

down and they have they have an open bar

and they had the open bar for hours they

were lit guys they were lit right and so

listen I go to the event I'm in my mind

I'm thinking it's going to be a

professional motivational this is what

you need to do and I walk into a party

and so as a speaker I'm thinking oh my

goodness like I was prepared to do one

thing I flew all the way here and

there's literally a party in the

audience like the

the wave the energy is like hey I hope

this guy's cool I hope he's gonna you

know have a joke and I'm like that's not

the content that I delivered so I get up

they call me up and I walk up just like

this and they're as quiet as you guys

are they're literally staring at me like

what's this guy about right and at that

moment I decided right before I got up I

said you know what I'm gonna tell a

story and I said before I begin I just

want let you guys know I'm I'm coming

from Sacramento and I hopped on the

plane and I met an individual and were

chatting it up and he thought I was

going to give a presentation in Colorado

and I told him no I'm actually giving a

presentation in Sioux Falls and the look

on his face was blank and he said excuse

me but where I said Sioux Falls then he

said these three words and I'll never

forget it he said are you sure and I

said that and there was a man sitting

right where you're sitting and he

literally laughed like he was at a Kevin

Hart special

he lost I'm talking chair went back he's

laughing so hard it's about a crowd of

200 that everybody you guys ever caught

this when somebody laughed so hard that

you have to laugh the whole crowd

literally just starts busting laughing

and I start laughing from the stage I'm

like man if this is how it's gonna be

let's have a good time and at that

moment I realized something because the

old me would have been so stuck on the

preparation part that I would have never

had the audacity I would have never had

the awareness situational awareness is

what I mean when you speak or present

sometimes things will not go as planned

and there's no way to plan for it and

what you have to do is be fluid and

malleable and ready to rock with the

situation and if you have situational

awareness what often can happen is you

can play on what is happening I said huh

open bar alcohol social event I'm coming

with motivation if I switch it just like

this and tell a joke and let them know

I'm not all serious up here the audience

will be on my side

number three audacity audacity informs

and inspires you have to be bold in

order to give a speech that's going to

last how many you guys experienced fear

when you speak fear of an opinion of

other fear of being criticized fear of

not being good enough fear of tripping

up on a word fear of what you look like

we know that fear drives most of us and

I'm here to tell you that audacity is

what you need boldness is what you need

if you want to deliver something and

absolutely be transformative I'm

passionate about this I believe this

because I live this I'm telling you you

have to be bold you can't have step into

your presentation you have to be bold

you cannot half-step into your

presentation and one of the ways in

which we do that is we deliver a story

story includes power stories are

powerful they're the most powerful thing

that you can do when you open your mouth

because the brain operates in pictures

and a story has the ability to paint the

picture in the mind of another

individual they did a study about TED

Talks

in the top TED Talks I'm talking the

million the million hits the top TED

Talks

85 percent of them were story centric

stories can be crossed over to any

industry at any time whether you're

telling your personal story whether it's

Martin Luther King delivering a speech

whether it's a president of a country a

story is the thing that has time sit and

let's you go like this huh

dori is powerful right never tell a

story without making a point but never

make a point without telling a story

like look use the story to drive home

what you're trying to do it crosses

every industry every anything that you

want to do a story will get you there

[Music]

you