

SUCCESSFUL SPEAKING STRATEGIES

MODULE 8

Speech Maps

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SPEECH MAPS

TIPS & TRICKS

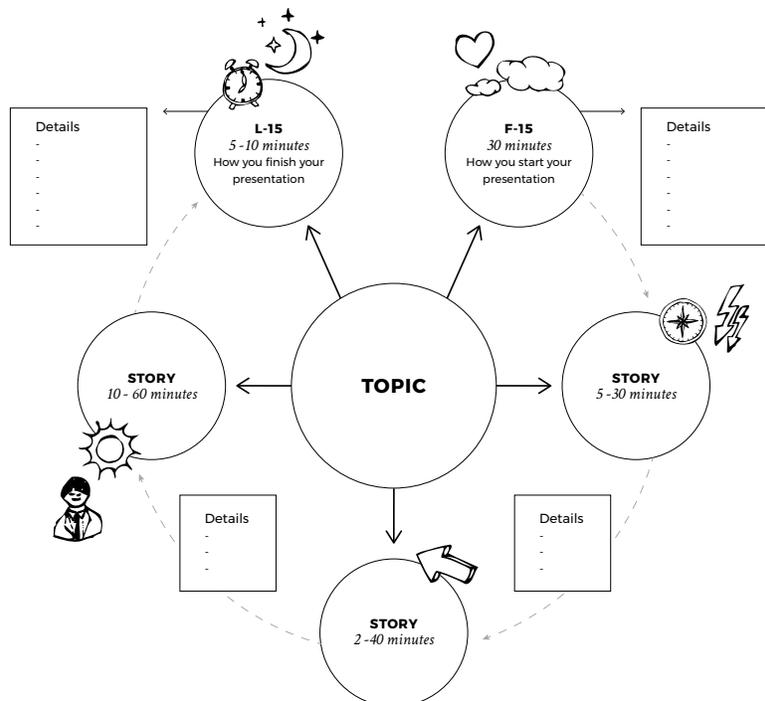


Don't let the audience think about time! It is your job to immerse them in the story. If someone tells you how much time you have, be professional, quickly and quietly acknowledge it, and keep going.

Speech maps, are very similar to mind mapping, which is a way of representing your thoughts on paper using graphical representation and a time-centric map.

Speech maps:

- Middle of the map: your primary topic
- Branching out from there are your stories
- Branching out from those stories are details or tags or other information you want to remember
 - » Represented graphically is best
 - » May note F15 or L15
- On each story is noted the length of time each story can be told in
- Time moves clockwise around the page, indicating which story you would start with (at the top) and the order of stories



TIPS & TRICKS



Never be dependent on slides, unless evidentiary in nature.

As you prepare your presentation, you want to have a good **F15 (a predictable and clinical start to your presentation)**, and you want a good **L15 (a good ending)**.



In an F15, you might:

- Acknowledge the audience
- Congratulate them on being there
- Make a BIG claim about what they're about to experience
- Tell an F15 story that gets the audience to laugh or giggle, and gets them warmed up to you



In the body of your talk, you might:

- Have several stories that lead you to an interesting conclusion
 - » In other words, have a point to your story
- Figure out exactly which stories you want to use and the points to each one
- Figure out how much time you want to dedicate to each story
- Understand the minimum amount of time in which you can tell each story fully, and the most time you can take to tell your stories
- This is all without adding or subtracting stories
 - » It is all about flexing the stories you already have



In the L15, you might:

- Have a quote to read
- One last slide that tells them everything
- A giveaway you want to offer
- Or a predictable sequence to end the talk that will trigger a standing ovation



TIPS & TRICKS



Speech maps make your talks scalable to time requirements.

If someone asked you to do a one hour talk tomorrow, this is what you do:

1. Consider what your strategic objectives are
 - a. Global
 - b. Specific
2. Look at your story journal
 - a. Look at all the stories you have that match the topic they want you to talk about and fulfill your strategic objectives
3. Figure out where those stories fit on your speech map

YOU CAN DO THIS IN 5 MINUTES



REMEMBER: The producer is the client, not the audience! This means, do not go overtime!

- The shorter the talk, the more you may need to think about it.
 - » You need to be that much more selective about the words you use and you need to be much more strategic.
- The story map will make it that much easier.
- All you need to remember is the order of your stories, but the progression will be so logical that it shouldn't be a problem. But also...
 - » **It doesn't matter! No one knows the order you were going to tell them in!**
- Once you become good at this, you'll begin to realise, on the fly, that you can add a really good story or make other changes.
- You may even want to have your map on stage with you, as a security blanket.
- This is where graphical representation really helps.
 - » Symbols have meanings beyond words and can help you remember quickly. Once you've drawn it, it creates a different kind of memory.



TIPS & TRICKS



When you are trying to recall the stories, remember the stories and the experience, don't memorize the words. The story is something that you've lived or heard, so you just need to remember it, you don't need to memorize it.

If you use speech maps, you'll create a level of organization for your presentations that will change everything. You will never need to have notes again, and you WON'T NEED SLIDES!

SUMMARY

Once you master the speech map concept and the other seven steps, you will be able to create a memorable talk and change your presentation style. The key to bringing all of this together is practice.

Everything that you do for the first time is difficult for the first 5%. If you have the resolve to get through the first 5-10% of any skill you're learning, all the rewards are on the other side.

So when you do something for the first time, remember:

1. Use your eyes
2. Breathe
3. See it being done the right way
4. Know your presentation
5. Lock down your F15 and L15
6. Recognise that everything that evokes emotion is a story
7. Build an inventory of life experience
8. Create strategic objectives
9. Use speech maps

Doing this will absolutely change the way your presentation goes.



HOMEWORK

PART 1

Try drawing one of your own speech maps. Either make a speech map based on a speech you have done or plan to do, or imagine you have been asked to give a 30 minute speech to a class of 30 adult students on the topic of "How to Overcome Stage Fright." Pull from your story journal (add to it if you need to), and try bringing together the principles you've learned here in order to plan this talk.

[include a blank page so they can draw on it]

Draw Your Speech Map HERE



PART 2

Get out and practice! Join Toastmasters or come to one of our live events. Find anywhere you can practice telling your stories. If you're out with friends, tell stories. You don't always need to practice whole presentations, you can practice telling individual stories. The more you know your stories, the easier it will get for you to build sets. Practice is the key.

Stage Effect Final Questionnaire

1. On a scale from 1 to 10 (1 being uncomfortable, 10 being very comfortable), how comfortable are you with public speaking after completing this course and taking some time to practice the course content?

1 2 3 4 5 6 7 8 9 10

2. On a scale from 1 to 10 (1 being terrible, 10 being excellent), how would you rate your public speaking skills now that you've taken this course and taken the time to put the course content into practice?

1 2 3 4 5 6 7 8 9 10

3. How has your life or your business been transformed by mastering The Stage Effect?

- _____
- _____
- _____
- _____
- _____

4. What have you changed or overcome in order to speak in front of an audience successfully?

- _____
- _____
- _____
- _____
- _____



