

HOW TO BE A  
**DIVA**  
— AT —  
**PUBLIC  
SPEAKING**

Ch4: BE INSPIRING

**Tell them a story**

**THE STEP-BY-STEP SYSTEM TO ENGAGE YOUR  
AUDIENCE AND PRESENT WITH CONFIDENCE**

SHOLA KAYE

# Chapter 1 (excerpt)

## The DIVA Speaking System™

Have you ever been to a show or watched a performance and felt there was something missing? Perhaps the performance was wooden, or it didn't touch your heart - there was no connection or excitement. Maybe you thought the speaker was going through the motions or their voice was dull and lifeless. Or they came across as fake or uncomfortable.

There are many moving parts to a good performance. You need to achieve the balance between being uniquely you and including crowd-pleasing aspects to make sure your audience has an enjoyable and valuable time. The DIVA system will help you create a well-rounded, entertaining presentation that allows you to be yourself while keeping the audience satisfied, too.

### ***The DIVA Speaking System™:***

**D - Dynamic** - Be vibrant and energetic

**I - Inspiring** - Evoke a powerful emotional response

**V - Valuable** - Know your stuff - it's all about the audience

**A - Authentic** - Be yourself

Think of each part of the system as one of the legs of a chair; perhaps a red, velvet chair with a luxurious furry cushion sitting on top! The kind of chair you might find in a DIVA's dressing room. Before you speak, think about sitting on that chair, and all four legs being solid and supportive. Don't consider going on stage without your seat being

sturdy (as well as gorgeous and inviting). If you do, you may well find that your performance is less DIVA, more dull and dreary.

The DIVA system can sit alongside any framework you use to arrange your content because it's about who you're being and takes a holistic approach to your worth as a speaker.

For each of the four areas of the DIVA system, I've assigned some singers I feel would help explain the concept. Apologies if I've left out your favourite singer. I've chosen entertainers that almost everyone will have heard of, including a few who were very famous a while back and not as 'of the moment' as they once were. Hopefully, you'll still recognise them.

### **DYNAMIC - Lady Gaga, Pink, Madonna**

These performers are quirky and energetic. Their goal is to put on a great show, all the while being creative and sometimes a little bit edgy. From Pink trapezing above her audience during her live show, to Lady Gaga dressing up as a piece of steak, there's never a dull moment with these entertainers.

Perhaps you're the same. It's important for you to create a unique experience for your audience. You're fired up by the thought of designing some exciting slides. You love to use the stage as your playground. You hate the idea of being trapped behind a lectern and love the prospect of dramatic hand gestures, audience interaction, lots of vocal variety, and a gripping open and close to your presentation.

### **INSPIRING - Taylor Swift, Ellie Goulding, Alicia Keys**

These singers are natural storytellers. They use their wordsmith's abilities to bring you into their world with moving stories and scenarios.

Are you similar? Do you enjoy drawing people close to you with touching, heartfelt, or exciting stories? Maybe from your own experience or from the lives of others? You're a natural at taking your listeners on a journey, showing your thought processes, and having them on the edge of their seats as you move to the conclusion of each anecdote.

### **VALUABLE - Beyoncé, Rihanna, Diana Ross**

These performers are the all-rounders; the entertainers who consistently put on a show with the audience in mind. It's all about delivering value, whether that's with sparkling stage sets, glittering costumes, or perfectly executed dance routines. The audience comes first and they know there'll be something to feast their eyes on during the show.

How about you? When you speak, is your mindset on delivering a high-quality experience to the audience? Is service your highest mission when it comes to speaking? Audience enjoyment, comprehension, and take-home value are the most important things to you and it's paramount for you to be liked and appreciated by anyone who hears you speak.

### **AUTHENTIC - Adele, Aretha Franklin, Celine Dion**

These singers are the balladeers. They use their big voices to create a spellbinding experience for the audience. Intimate moments are important to them and they wear their hearts on their sleeves. There may be less razzle-dazzle in terms of glittering sets and dance routines. They make up for it by connecting with the audience using vocal nuance, emotional delivery, and vulnerability.

Is this you? Is it hugely important for you to connect on a heart level when you speak? Do you feel deeply satisfied by showing your 'true' self? Are authenticity and vulnerability more important to you than coming across as crisp and confident?

The reality is that many performers - and speakers, too - fit into more than one of these groups. Once you've decided which group(s) you most identify with, mull over which area you would like to look at first to take your speaking to the next level. Maybe you want to consolidate who you are and read more tips on your predominant style. Or perhaps you want to become a better-rounded speaker and will turn to the sections that complement your natural ability.

For example, if you identify strongly with the DYNAMIC and VALUABLE groups, read the chapters on being INSPIRING and AUTHENTIC. This will help you become a more balanced speaker. Bear in mind that you have your own personal style and may not want to adopt all the suggestions listed. It's important to be yourself, and you need to be comfortable on stage. It's not about twisting and contorting yourself into what you're not. It's about being the best version of you.

## Chapter 4

### BE INSPIRING - Tell Them A Story

Amy Cuddy is a [Ted Talk sensation](#) and a Harvard professor. I watched her speak in London. During the entire presentation she stayed fixed in one place, standing beside a huge screen (the talk took place in a cinema). She presented the results of academic research and could easily have come across as dull and dry. However, she discussed her work with sincerity; her slides were vivid and easy to read, and she emphasised her findings with touching stories. The result: a standing ovation.

Storytelling and vulnerability really are secret weapons. Our brains are hardwired to be captivated by stories and we warm to those who are open and unafraid to show their human side. Why not use this knowledge to quickly and easily connect with your audience?

Once a month, I run [Speak Up Like A DIVA](#) nights in Central London. Women come together to network, practise public speaking and listen to a guest speaker from the world of personal development or entrepreneurship. What I've noticed is that whenever the ladies tell personal stories and show their vulnerability, there is so much more connection, networking, and making of new friends by the end of the evening.



This section is about the stories you tell and it provides you with storytelling techniques to draw in your audience and make an impact. Whether you're an accountant, a consultant, or a health practitioner, there is always a tale to be told. Take the facts, weave them into a human interest story and watch the effect it has on your audience. Allow people to buy into you and your presentation by adding drama, vulnerability and personal detail.

In this chapter, I give you several different frameworks you can use for storytelling and connecting with your audience on a human level. Remember we're all humans first and job function second, so always seek to connect on a personal level.

### ***Get them involved with YOU focused language***

There is such an easy way to bring people into your speech and create a feeling of solidarity. Unfortunately, it's overlooked by many. Do you want to know how?

*Use 'YOU' focused language.*

What does that mean? Well, I could start my talk with:

"I'm a photographer who loves taking photos of my children. When I take pictures I use a very cool phone app for edits and it gives me great results!"

OK. You've shared what you do, and that you adore your kids. But it's all about you. How about changing it to:

"Do you have a mobile phone? These days it's so easy to take photos of family, isn't it? Put your hand up if you've ever tried this cool phone app to edit your photos?"

This time, you've included your audience. The words are far more engaging and nearly everyone has a mobile phone. Even if they don't have kids, they've still been included in the conversation. You-focused language might be a little bit more long-winded than a straightforward "Me or I" statement. The benefit is that you bring the audience along with you every step of the way.

Imagine you and your audience are in the room together at the start of your talk. Every time you use an 'I' statement, you walk a few paces ahead of them. Eventually, if you use all 'I' statements, you've left the room, maybe even the building, the town and the country and the audience can't see you anymore. You've left them behind. Maybe they're impressed at how far you managed to go, but they aren't with you. You've lost the connection.

Instead, try using plenty of 'you' and 'we' statements in your talk. Every time you do, you allow the audience to catch up to you. It's like reaching out a hand to them and pulling them forward (or inviting them to move forward) on your journey with you. By the end of the story, you've gone on that journey together. You and the audience are shoulder to shoulder, and you've become a team.



So if you want to inspire your audience, involve them at this level. Without YOU-focused language, you might still get an ovation, but you probably won't cause any lasting impact or change. Use 'you' and 'we' language to include and inspire.

### ***Whet their appetites***

Imagine a gig where the band play a few bars of a hit song, and then fall silent. The audience go crazy! They're about hear their favourite song and they start roaring and screaming in anticipation.

As a speaker, you can do a similar thing and tease people into wanting more. How?

By asking questions.

Don't launch straight into your story. Instead, preface it with a few leading questions.

For example, ask "Were you ever in a situation where you were completely out of your depth?" before you tell a story about being fired from your job. (You can read My Story in the Introduction of this book if you want to learn more!)

Or ask, "Did you ever say something to a family member that caused a huge argument that went on for years?" before you tell a story about a family crisis.

Or build anticipation with, "What's the quickest route to success?" before you give your top ten career tips.

With the right question, expressed in the YOU form, you'll whet their appetite for more. They'll be curious about what's coming next and open and receptive to hearing your full story. Omit this inclusive step and you may be missing out on a huge opportunity to create audience interest.

## ***Be vulnerable - personal stories have power***

One question I'm asked often is "How appropriate is it to tell a personal story in a business setting?" And my answer is that it's always appropriate. Obviously, the story needs to be chosen with care, but people love a good story.

Particularly powerful are stories where the main character (you or someone else) is seen to be learning something new.

It's a known fact that people don't want to do business with you until they *know, like and trust* you. These relationships can take years to build. Telling a story that shows your vulnerability is a shortcut.

You're helping people get to know you. By sharing information that goes a little deeper beneath the surface, you're making it easier for them to like you. And from the law of reciprocity, if you trust them (with your story), then they're more likely to trust you back.

Years ago, I used to play guitar and sing my original songs at open mic nights around London. I was a lousy guitarist. It was actually quite embarrassing for me to play in front of some of the other performers. There were rock goddesses and gods, talented slide guitarists, folk heroes, and loop station experts. Then there was me with my basic palette of maybe 6 or 7 different guitar chords, primary school level strumming, and occasional out-of-tune playing.

So what I did to distract people from the terrible guitar work was tell stories. Before every song I'd share the story behind it.

And I found that no one cared about my rubbish guitar playing. What they cared about were the stories. People would shout out "Me too!" Some would laugh or yell out "What happened next?"

At the end of the gig, there'd always be a small queue of people keen to speak to me and tell me they'd been in a similar situation. My stories weren't special or unusual.

However, I'd had the guts to share them; to make myself look a bit pathetic, or embarrassing, or desperate. I took a risk. The result: people connected with me on a human level.

Soon, I realised that I didn't have to be an ace guitarist or even just an average one. I only had to be honest, vulnerable, and open.

So I encourage you to be vulnerable. Be appropriate for the situation, but if you had a business that failed and you learned something, then share. People will see you as resilient.

If you overcame a crummy childhood to build a successful company, share. People will see you as determined.

If you once got sacked for having performance anxiety during meetings and then became a public speaker, share. People will see you as courageous.

Most importantly, they'll see themselves in you and you'll be building that *know, like and trust* factor.

What if you feel you can't share a personal story?

If you can't tell a relevant personal story, then tell a business story. Talk about a client you've helped. Or even use a parable or folk story that demonstrates your point.

Note this word of caution. Make sure your story is relevant. Don't chuck in a tale of how your pet cat died as a child and you never recovered if it's completely unrelated. If you do this, people will see you as a time-waster.

Always be thinking *what's the point of telling this story? Does it contribute to the outcome I'm looking for?* If the answer is no, or you're not sure, leave it out.

### ***Paint a picture***

When you're storytelling, remember that people need a bit of information about the characters and the setting. But not too much.

If you think about the lyrics of your favourite pop song, the descriptions are very economical, but enough for you to picture the lead characters in your mind.

Don't spend ages creating a flowery scene with lots of description like a Jane Austen novel. The audience shouldn't have to wait too long for you to get into the action.

Instead, for each character or setting, provide the audience with just one or two descriptive points. The key is to leave some of it to the imagination. As a result, the audience will create their own pictures. They'll fill in the gaps and will feel closer to the characters.

For example, "She looked like a taller version of Oprah Winfrey" or, "A huge white couch filled the tiny room".

Don't feel constrained to paint your picture using only visual descriptions. You can also talk about what you heard, felt, or even smelled. This is called the VAK system, and yes, you *can* describe smells!

- ✓ Visual
- ✓ Auditory
- ✓ Kinaesthetic (feeling)
- ✓ Olfactory (smell)

So, remember to give the audience the benefit of a description before you launch into your story. This will help give it life.

### ***Bring it into the now***

Have you noticed that most songs refer to events that happened recently? Occasionally, you'll hear a song that specifies a date, but usually, song lyrics are timeless. Your speeches should be similar.

First, if you can, speak in the present tense. A story is far more immediate if you say, "I walk into the office and he's sitting there watching me", as opposed to "I walked into the office and he was sitting on a chair watching me".

Bring it into the now.

Also, make the story about a recent event. Do this during your set-up. Even if it happened years ago - unless the timing is relevant to your tale - speak as though it was just a few days ago or last week. This brings a sense of recency to the story. Comedians do this all the time. They rarely say "A few years ago", it's usually "Just the other night..."

### ***Breathe life into your stories with conversation***

Have you ever watched a speaker who had good stories and yet, for some reason, she came across as a bit dull, or stodgy? Most likely it's because there was no dialogue in the stories.

Conversation helps your speech come alive. Have different characters with different points of view. Relate their words and act out little scenes. It can open up your entire presentation and it also allows for more humour.

Use dialogue wherever you can. It may only be a couple of words here and there, yet the right language, accompanied by a gesture or a change of facial expression, can provide a much-needed lift, adding emphasis and momentum, even in a work presentation.

## ***Storytelling framework: Drive that CAR***

I'm going to give you three storytelling frameworks here, from basic ones you can apply to any story, to the Hero's Journey that you'll frequently find in Hollywood movies. I'll also touch on a couple more in outline form. Between them, you should be able to tell any story.

In Carmine Gallo's book, *Talk Like Ted*, he describes the *Context, Action, Results* formula. It's basic, and yet works really well. I like to call it the CAR framework because it helps me remember the three stages. So let's look at how to drive that CAR.

When I was a kid at school, I always wondered why no one paid much attention to my stories. I thought they were really exciting, but I could never keep people's attention for more than a few seconds. I'd start chatting while the other kids would look bored, change the subject or even just walk away. Let's explore why that happened, by looking at the CAR framework.

### **Context**

This section comes first. You should be asking yourself:

- o Where and when did the story take place? Allow yourself to set the scene quickly.
- o Who is the main character, the hero?
- o What does the hero want and why?
- o Who or what is getting in the way (creating conflict)?

It's difficult to have a decent story without conflict. It's the tension between what the hero wants and what stands in the way that draws the audience in and creates interest.

Think of some pop songs:

- ❖ Whitney Houston's *I wanna dance with somebody* - She wants to find a lover.
- ❖ Sia's *Chandelier* - She's feeling depressed after too much partying.

- ❖ Adele's *Someone Like You* - She wants her ex-partner back but can't have him.

So context is very important, while conflict provides interest.

### **Action**

What happens to the hero?

- ❖ How is the conflict resolved?
- ❖ What takes place?

### **Result:**

How does it end?

- ❖ What's the lesson the audience should learn? Don't pound this home. You can be subtle here though not cryptic! Make sure people get the point without making it too obvious. Link back to why you told the story in the first place.

The most common problem in storytelling is a lack of context. That's what I was doing wrong as a kid all those years ago. Many people have a tendency to cut the context short so they can tell the story in less time. The end result is a confusing or unsatisfying experience for the listener.

On the other hand, if you love storytelling and are a chatty person, then your own challenge will be editing your tale to make it lean, sparse and with just enough detail, but no more.

### ***Storytelling Framework: The DIP***

Lisa Nichols, the author, speaker, and personal development guru who appeared in the film *The Secret*, talks about The Dip as a way to connect with and move your audience.

The Dip formula effectively has three points. In **step 1**, you share where you are now, who you are now and your achievements. In **step 2**, you talk about an extremely low point in your career or life. This is called the Dip. In **step 3**, you describe how you moved

from that low point to your current position. You describe your ascent to success, what you've had to deal with and who you are now because of the lessons you've learned.

The key to making this formula work is to use lots of emotion so that people truly feel what you felt. It's so important to describe the dark and troubling feelings of the dip. Disappointment, fear, embarrassment, shame - all those emotions and more, are fair game. A detailed description of these feelings provides context for and connection with the audience, so please don't leave it out, even if it feels uncomfortable.

When using The Dip, *never* forget to include **step 3**. You must never dump negativity on an audience without bringing them out to the other side where they can experience feelings of hope and anticipation for the future.

It's also important to share what lessons you learned that helped you climb out of The Dip. The benefit to your audience is that many of them will take the wisdom of your experience and apply it to their own lives.

### ***Storytelling framework: The Hero's Journey***

The Hero's Journey framework is a little more detailed than the CAR framework. It's good for telling longer or more complex stories.

1. Start with a hero. It could be you, or it could be another person. The story will be more immediate if told in the first person. It's your choice.
2. What's the hero doing? What situation is she facing?
3. Escalate the hero's problems. Maybe it was bad before. Now add an event that makes their situation even worse. The hero is suffering and needs a solution. So now we have a hero and we have some conflict.
4. Introduce a guru. The guru could be anyone - a friend, a lover, a business partner, or a random stranger. It could even be information from a book or an



inner voice. The guru's job is to give the hero an insight that will help solve the problem.

5. Allow the hero to apply the solution and solve the problem.
6. Finally, the hero shares the solution with the audience, acknowledges the guru, and outlines how the audience can apply the lessons learned to their own lives or situation.

Note that the guru is usually a third party. If you're the main character, don't attempt to take on the role of guru at the same time. You want to paint yourself as an ordinary girl (OK, an ordinary DIVA) who found out some useful information and wants to share it. This way, the audience will more likely identify with you. If you position yourself as the great hero, who solves her own problems, you might distance yourself from the audience and it will block them from receiving the message. Don't put yourself on a pedestal (even though we all know that you're fabulous!).

### ***More frameworks***

A couple of other story frameworks you can use are:

#### ***The Timeline approach - use this for a series of related events***

1. Set the scene and tell the audience when and where the action takes place
2. Describe the past, then present or future events and relate any relevant story
3. Explain why the events and timings are important.

#### ***The Problem/Solution method***

1. Introduce the topic
2. Pose the problem
3. Offer the solution or response
4. Continue until you've exhausted your problem/solution combinations. You can also present all the problems in a batch and then provide all of the various solutions.

5. Wrap up at the end with your recommendations or insights.

In this chapter, we explored ways to inspire your audience. Inclusive language, stories, vivid imagery and dialogue all do an excellent job of bringing your speech to life and leaving a lasting impression. Storytelling frameworks such as CAR, The Hero's Journey, and The Dip make your stories more robust, increasing your connection with the audience, and ensuring you frame your content in an inspiring way.

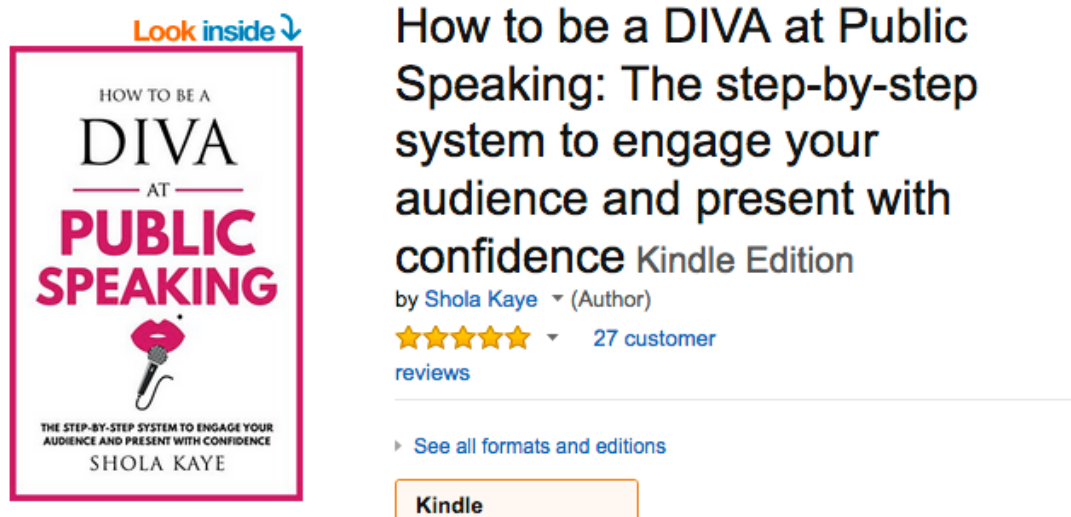
**DIVA CHALLENGE:** Apply a storytelling framework from this chapter to one of your personal stories.

A speaker can use a variety of techniques to create buzz and excitement, but it's always best to serve up some steak with your sizzle. We'll look at ways to do that in the next two chapters on how to be a VALUABLE speaker.

## Thank You

Thanks so much for downloading this sample chapter. I sincerely hope you found it useful. And don't forget the bonus content on the final page of this document!

If you enjoyed the chapter I'd love it if you would [purchase the book on Amazon](#) and when you're done, if you liked it, please leave a review!



**The book comes with a FREE online course** including a workbook, more than 10 concise videos, vocal exercises and an audio recording to help you visualise success ahead of your next speech. With the purchase of the book you will eventually also have access to the audiobook version for FREE! This will be available in mid-2017.

I'm passionate about women having the tools and the confidence to speak up and I would be so grateful for your help in getting the word out there to others.

If you have any feedback or questions about the book, I'd love to hear from you.

[Please use the contact form on my website.](#)

If you have questions about the [free online resources](#) you're very welcome to interact with me via the course contact page.

Please spread the work and like or follow me on social media.

[www.instagram.com/speakuplikeadiva](http://www.instagram.com/speakuplikeadiva)

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I want you to be a hit at public speaking. I want you to be the speaking goddess that you were born to be. Remember that some of the best speakers were not born with the gift of the gab. They had to work for it and study their craft. It's OK to be a quiet person and speak, just as it's OK to be a naturally chatty speaker.

If you enjoyed it and would like to find out more, please do check out [sholakaye.com](http://sholakaye.com) for live events, online courses and the chance to work with me 1-2-1 on Skype or in person.

Remember that you have what it takes, and you have *every* right to be on stage.

If, like me, you were waiting for years for someone to tell you how wonderful you could be and to give you permission to shine, then the moment is here.

**I give you permission to shine your light, speak your truth and be a DIVA at public speaking!**

Warm wishes,

Shola

## Reviews

### ★★★★★ Great book for newbies and seasoned speakers

By [Wendy Van de Poll, MS, CEOL](#) on February 27, 2017

Format: Kindle Edition | [Verified Purchase](#)

This book by Ms Kaye is invaluable and came at a very pivotable point in my career. Even though I have been teaching and speaking for over 30 years I learned an amazing amount of new approaches. There are so many well thought out tools to improve speaking skills, confidence levels, and more. I wasn't disappointed at all with this book. In fact, I implemented her teachings right away in the class I was teaching this weekend and wowed my students

► [Comment](#) | One person found this helpful. Was this review helpful to you?   [Report abuse](#)

### ★★★★★ A Well-Thought-Out Book That Makes Learning Fun & Easy!

By [D. Cherry](#) on February 25, 2017

Format: Kindle Edition | [Verified Purchase](#)

Who hasn't been afraid of public speaking & wished they could find an easy way to get better at this necessary skill? I wish I had this book years ago! The author takes you through a very doable process in her book and then gives you the bonus of a free video course. You just can't go wrong with that -- great for visual learners. I really do appreciate how the author tackles a fairly complex subject and breaks it up into easy-to-understand and easy-to-apply parts. Personally, I think she has done a much better job with this than some of those so-called gurus and experts. She's been there struggling with public speaking but persevered, learned, improved, and came out on top.

The author does the impossible -- making learning how to be a better speaker FUN and EASY. Get this book, learn a golden skill, and have fun while learning!

### ★★★★★ No apologies and no excuses

By [Robbie Samuels](#) on February 28, 2017

Format: Kindle Edition | [Verified Purchase](#)

I've been speaking professionally since 2009 and I found this book to be a credible and valuable resource. I appreciated how the author wove in stories to illustrate her points. One particularly memorable one was about how to handle arriving late to a gig - she shares how a jazz singer was over an hour late due to traffic and wasted time apologizing for several minutes instead of launching into her performance and apologizing briefly in between songs once the room was energized. I haven't had to deal with this, but now feel better prepared having read this book. So many great and actionable take-aways. I hope fellow members of the National Speakers Association get their hands on this book, especially those just getting started as professional speakers.

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★★★★★ **Anyone who wants to ever speak in public, and DOMINATE needs to read this!!!**

By [MrandMrsUnstoppable](#) on February 27, 2017

Format: Kindle Edition | [Verified Purchase](#)

I absolutely LOVED this book! So so happy I found it! This book literally breaks down from A to Z what it is to be a master public speaker. The author does an incredible job organizing everything and clearly expressing the strategies. "DIVA"; Dynamic, Inspiring, Valuable and Authentic!!---Not only the system but this book! As an entrepreneur, coach and speaker myself I was so grateful to have this book as an added guidance to improve my skills and learn new insights and strategies that will help take my business and wisdom to the next level! Man, or woman, anyone who wants to get ahead in speaking should make this a must!

► [Comment](#) | Was this review helpful to you?   [Report abuse](#)

★★★★★ **Improving as a public speaker is important to me, and this book is filled with tools.**

By [B. Ebling](#) on February 27, 2017

Format: Kindle Edition | [Verified Purchase](#)

How to be a DIVA at Public Speaking is an engaging book that covers the many facets of your presentation: from writing your speech, to slides, to what to wear, to how you move on stage, to analyzing how it went afterwards, and so much more.

The way Shola Kaye draws parallels to famous singers and gives real world examples how they move and work audiences, really illustrates her principles in a easy to grasp manner. It makes sense. The author offers so many helpful tips and action steps. My favorite tip was to use post it notes before setting up slides in your preferred software program. Chapter 6 for me was packed with value. The part about when to do your closing when including a Q and A session was gold. I liked her inclusion of "the dip", too! It works every time.

There were some very helpful recommendations on how to get speaking engagements (since they don't grow on trees), the specific questions to ask the booker/promoter that will help you tailor your speech to the audience, and so much more in this book.

Don't miss this book if you are interested in public speaking or have to give any type of presentations (even if it is a small meeting at work).

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★★★★★ **One of the best public speaking books I've read**

By [Julie Carruth](#) on February 27, 2017

Format: Kindle Edition | [Verified Purchase](#)

How many of us have sung our hearts out in front of the mirror with a hair brush in hand listening to the crowds explode in applause as you gave the performance of your life? As a singer for over 30 years, I LOVED how Shola paralleled singing with public speaking. She teaches how to channel your inner pop DIVA to get your message across in exciting ways. She illustrates her points with creative analogies to show how fun getting in front of an audience and speaking to them can be. She gives you step-by-step instructions on what to do before, during and after your presentation. You will discover your DIVA style and embrace it to your best ability.

This book was a joy to read. The author weaved in many great stories that helped keep my attention the entire time (which is hard to do). I guarantee, after reading it, you will be able to take your presentation from dull to show-stopping. Your audience is waiting. Break a leg!

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## FIVE FRAMEWORKS TO ACE A SHORT SPEECH & SAVE YOURSELF TIME

EEK! You need to create a short speech FAST!  
But don't panic...  
Here are a few simple frameworks you can use at a moment's notice

Remember that even in a short speech there should still be:

1. **An opening and closing section** to leave the audience satisfied
2. **A clear message** that everyone can understand
3. **A story, example or metaphor** to bring the topic to life
4. **A conversational delivery style** so no-one gets put-off by too much formality

So, give one of the following a try:

### --The Timeline approach

1. Set the scene and tell the audience when and where the action takes place
2. Describe the past, present or future events, or perhaps include all three, and relate the story to your audience
3. Explain why the events and time period you are discussing are significant to your message

*This method is great when you have to explain a series of related events*

### --The Problem/Solution method

1. Pose your problem/issue/topic
2. Pose your solutions or response
3. Go on to the next problem, again give your solutions and continue
4. Don't forget a short wrap up at the end.

*This method is great at giving you an aura of authority as it seems like you have all the answers. It can also be quite persuasive*

### --The Bullet framework

1. Present the statement, idea or question that sums up your message
2. Respond to your initial idea with a series of clear bullet points - 3 points is usually enough if time is limited
3. Wrap up at the end, and you can even re-state the most compelling point and re-connect it with the initial question

*This very familiar structure is great for explaining complex topics*

### --The Pros and Cons method

1. Introduce your topic, problem or dilemma
2. Provide a pro and follow with a related con to create a sense of balance for the audience, until you've listed the most important positives and negatives
3. Offer a conclusion that uses evidence from your list

*This is a useful method when a decision has to be made or when you need to persuade your audience*

### --The Storyteller method

1. Grab your audience's attention by jumping into a relevant story
2. Explain how your tale relates to your message and describe the moral of the story

*This is a good method to use if your message has a moral component, or if you want the audience to take some kind of action post-presentation. It helps create a rapport with your listeners*

So, choose the best framework for your content, and good luck with the speech!

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