

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

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

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Introduction and Chapter 1

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

1 - What's your predominant speaking style? Tick the appropriate box(es).

- Dynamic - energetic, quirky, creative, lively
- Inspiring - earnest, seek to connect, tell lots of stories
- Valuable - put the audience first, want to give them a 'good show'
- Authentic - show your true self, wear your heart on your sleeve

2 - What are your speaking goals?

- To reinforce your stronger areas
 - To complement your strengths by focusing on your weaker areas
 - To learn new strategies and techniques
 - To streamline your speech writing with a step-by-step process
 - To find more speaking gigs and opportunities
 - To make a greater impact in order to sell/persuade/influence
 - Other: what speaking goals would you like to achieve after reading this book? Write them below.
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3 - Use your selections above and the table below to decide which chapters to read first.

Part 1 - Speech Delivery	Dynamic	Chapter 2, 3
	Authentic	Chapter 7
Part 1 - Speech Content	Inspiring	Chapter 4
	Valuable	Chapter 5, 6
Part 2	Speech writing	Chapter 8
	Finding gigs, credibility	Chapter 9
	Preparing for your speech	Chapter 10
	Analysing your performance	Chapter 11

Chapter 2. Be Dynamic - The Energy And The Audience

Which areas do I need to work on or include more of?

- Audience involvement
- Eye contact
- Energetic delivery
- Memorable open and close
- Energy shifts

Chapter 3. Be Dynamic - Your Words And Movement

Which areas do I need to work on or include more of?

Vocal Variety:

- Pitch
- Pace
- Volume
- Pausing

Rhetorical Devices:

- Rule of 3
- Contrasts
- Alliteration
- Simile
- Metaphor
- Anaphora

Other areas to consider:

- Body movement
- Use of the stag/speaking area
- Grounding
- Visual aids
- Party tricks
- Humour

Chapter 4. Be Inspiring - Tell Them A Story

1 - Areas to work on or include more of:

- You-focused language
- Using questions to build anticipation
- Personal Stories
- Descriptions
- Dialogue

2 - Storytelling formulas to use next:

- Context, Action, Result
- The DIP
- The Hero's Journey

3 - Apply one of the above storytelling frameworks to one of your personal stories.

Chapter 5 - Be Valuable - What's The Point?

1- Audience research questions:

- How many will I be speaking to?
- What is the expected age range?
- What do they have in common?
- Is there an approximate ratio of female to male?
- What are their top 3 needs?
- What is their interest in your subject matter?
- Are there any sensitive topics to avoid?
- How will they be dressed?
- What are their interests?
- Who is the decision maker?
- What does the decision maker want as the outcome for the talk?
- How much do they already know about your topic?
- Which speakers have they had in the past?
- Which ones were well received and why?
- Which previous speakers were poorly received and why?
- What kinds of anecdotes, stories, and examples will go down well?
- Will they be lively? Example, a free bar might mean many are a little drunk.
- Will they be drowsy? (Maybe you're speaking right after lunch)
- Am I expected to create a handout
- Will there be A/V facilities (More on that later)
- Will many of them have English as a second language (if so, maybe use fewer colloquialisms)

2- What kind of speech is required?

- Informative/Educational
- Persuasive/Salesy
- Entertaining/Amusing
- Inspirational/Motivational
- Transformational

3- Did you include a:

- Signpost
- Throughline

4 - Create an appropriate throughline for one of your speeches. Make sure it's snappy and catchy. Whereabouts in your speech will you use it?

Chapter 6 - What's In It For Them?

1 - Find 3 or 4 client stories and examples that you can use for seeding during your next talk.

2 - How can you make your content more engaging and valuable? Can you include:

- Comparisons
- Examples
- Metaphors
- Stories
- Visuals
- Questions

3 - Is your close inspiring and uplifting?

Chapter 7 - Be Authentic - Show Them Who You Are

	Your Top Ten Values are:	Tick the box if the value relates to your public speaking
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

2 - What's your WHY? Find a personal story that helps demonstrate it.

3 - What's your MYERS-BRIGGS Personality Type? What can you learn from this?

4 - Personas

5 Different situations you find yourself in. eg. Out with girlfriends	How you behave eg. Humorous, upbeat and lively

5 - Where in your speeches can you adopt these different energies and behaviours?

Chapter 8 - Writing Your Speech

Make sure you can answer the following questions:

- What is your audience expecting to hear from you?
- What do they need to learn or find out?
- What's the main point of your talk? If you had to chunk it down into one sentence, what would that be? Is there a catchy or snappy way to summarise this? If so, create a throughline or a foundational phrase that's memorable and that you can repeat several times during the talk (for more on the throughline, see the Chapter 5).
- How long will you have to speak for?
- How many sub-points do you need to make?
- What are the stories you'll use to illustrate your point?
- Do you need any visual aids or diagrams?
- What's the call to action? What should the audience DO after the talk?
- What do you want the audience to FEEL after hearing your talk?
- Do you need to capture anything (business cards, email addresses, donations) from the audience as a side benefit of your appearance? How will you do this in a seamless and non-salesy way?

Is the content:

- Inspiring
- Valuable

Is your delivery:

- Dynamic
- Authentic

Chapter 9 - Finding Speaking Gigs - A DIVA Gets What She Needs

	Your Top 10 Credentials	Which ones you will share during your speech (tick)
1		
2		
3		
4		
5		
6		
7		
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10		

2 - What do you need from the audience?

Eg. leads, business cards, email sign-ups, sales, referrals, tweets

3 - Have you made your needs clear and is your request inviting and appealing?

4 - What are the top 3 ways of finding gigs that you can focus on over the next month?

Chapter 10 - Preparing For Showtime

- Will you speak from bullet points or will you try to memorise (at least the open and close)?
- Did you check your outfit (at least 4 days before the gig)?
- Have you practised breathing and power posing exercises?
- Do you have a list of empowering questions to ask yourself daily before your speech?
- Have you visualised success?
- Have you created an anchor?

2 - Make a list of 10 empowering questions and statements. Record them on your phone or other device and listen to them at least once a day for the next week.

Chapter 11 - Showtime And Beyond

1 - What to check on, or to bring along to the show:

- Take your own USB remote slide advancer?
- Check if you'll be advancing the slides yourself or will you have audio-visual support.
- Put the slides on a separate USB drive, email slides to the organiser (if appropriate) and have a backup copy on the cloud just in case. You may prefer not to share the slides with the organisation, so this is something to discuss with them early on and may even be a contractual issue.
- If you've used any fancy fonts in your presentation and it's playing on **their** computer, be careful as the fonts may not be installed and you might well lose your formatting.
- Check whether there's a lectern and whether you'll be required to use it.
- Check if you have to take your own laptop or if there'll be one there.
- When I do, I usually bring along my own HDMI and/or VGA cable just in case (yes, I'm paranoid!).
- If there's a mic, check what kind it is: lapel, handheld?
- Is there some way you can video the performance? Maybe take your own camera and lapel mic, or get a friend in the audience to record it for you? If it's just for your own analysis there's no need for anything fancy. A phone recording will do.

2 - What to check on at the venue:

- Get there early. If possible, go to the stage area and look at the rows of seating from the vantage point of the speaker. If it's possible, ask the organiser to send you a photo of the stage area long before your speaking gig, so there are no surprises.
- Walk around and get a feel for how much space you have.

- If you're using slides, figure out where to stand so you don't get in the way of the visuals.
- Hook up your laptop and USB advancer (if taken) and make sure everything works.
- If there's a mic, make sure it works.
- If there's no mic, try to determine how much you'll need to project your voice to be heard at the back.

3 - Post-gig analysis:

- What were the numbers like?
- Could you change your speech title to attract a bigger audience, or have a core promise attached to your talk?
- Could you advertise any bonuses or freebies to entice more people to come along?
- Where did you excel?
- How was your delivery?
- Did you make a strong connection with the audience?
- How many people wanted to speak to you after your talk?
- Were they smiling and complimenting you or did they ask questions like "Did you enjoy it?" That particular question is often a cover when the person doesn't have much glowing praise and so tries to deflect the attention back to you.
- Did you get the leads, sign-ups, sales you wanted?
- If not, was your call to action strong enough?
- Did you seed enough during the talk? Did you include enough client stories?
- Were your own stories inspiring?
- Did you honestly provide enough value?
- Do you need to update your content or make it more relevant?

4 - Watch the video footage and ask yourself:

- How were your posture, stage movement, and delivery?
- Was there sufficient vocal variety?
- How was your eye contact?
- Was the pace comfortable or did you go too fast or slow?
- Did the presentation seem to flow or were there any clunky sections that felt uncomfortable?
- Did people seem engaged? Did they raise their hands in response to your questions, laugh at your jokes, and participate in the Q&A? If not, why not?
- How much did you forget? Even the most seasoned speakers forget a few words here and there so don't be hard on yourself if you did the same. Make a note for next time.
- Were there other areas you were particularly happy with?
- What do you need to work on for the next presentation?

Rate yourself out of 10, or use poor, fair, good.

Wow - well done DIVA! You got through this!

Don't forget there is the video and audio content too!

If you enjoyed using these resources, **please do go to Amazon** and give the book '**How To Be A DIVA At Public Speaking**' a positive review!

To find out more about Speak Up Like A DIVA courses, coaching, training and online video assessments, check out www.sholakaye.com or contact me (www.sholakaye.com/contact).