

## PREFACE

Look at the really successful people. You will find they are magnetic in their way of words. They take you captive when you interact with them. To win in any line of endeavor, an individual needs the ability to win cooperation from other people. The open sesame of influencing other people is effective public speaking. Man, among all animals was gifted with oral communication and it is through the quality of his or her speech that his character and personality are pronounced. "If tongues were not framed for articulation," said Ralph Waldo Emerson, "man would still be a beast in the forests."

In 2001, after graduating with Bachelors of Commerce, out of passion, I chose as my life's work, to train people how to speak effectively and win with people. I have implemented this for over fifteen years coaching individuals and teams on the art of self-expression. Out of this, coupled with my research and continuous pursuit of knowledge, I have developed this book as a self-help text to help the reader speak more effectively.

As people, we want to win in the business of selling. Everyone is at work in order to sale something. People want to speak more captivatingly in practical pursuits. Man as an animal is a leader. It is so gratifying if you vie for a leadership position and win. There is a very wide gap between the very rich and the poor. But we have great dreamers within that gap who need the shortcut to distinction. A route that will swiftly take them there. How do you make your meaning clear every time? A number of people are asking that question. Every new month, businesses are folding up in their thousands. How do the creators of these businesses feel? Those businesses wouldn't have

closed. If you can master the Art of Self Expression, then you have the shortcut to redeem your business. This book has been written for the people aforementioned.

In this book I illustrate the use of basic rules in Public Speaking with concrete cases and citation of best practice. Special effort has been made to conform public speaking to conversation, corporate and business communication in order to make it suffice for the reader who wishes to win with people in all facets. By taking heart from the experiences of people whose cases have been shared in this book, knowing your subject and with the right attitude, the reader will be turned into a more confident, more effective communicator.

Chapter one looks at the Cardinal Rules of Effective Speaking. Irrespective of the speaking situation, you will find why we recommend that you speak about something you have earned the right to talk about. Then you have deep abiding Excitement and you are Eager to share the subject with your listeners.

In Chapter two we observe that before you can acquire the avowed quality of effective speaking, you must be confident. This confidence is earned, every bit of it. A long time ago, Dale Carnegie confirmed after research, that victory over fear of public speaking automatically leads to victory over fears in other practical pursuits. With a step-by-step approach the book shows you how to overcome fear and develop self-confidence in public speaking.

In the Chapter on delivery, you will learn, in addition to reading the success stories of the people I studied, how to crush out of your self-consciousness, that invisible shell that holds you from speaking spontaneously. Accept to be yourself, then bring speaking down to

earth by espousing it to normal conversation. Public Speaking is Enlarged Conversation. Then read and observe my approach towards body language and voice in speech. Its magical, I believe, if you speak spontaneously, and you have good character, then you don't have to be troubled with body language.

The reader has been advised in chapter four, to choose one of the four purposes of speaking, every time he or she is to speak. To Inform, Persuade, Impress or Entertain. In these pages, i put all of them into perspective for proper grasping. You will find a complete section on each of the purposes and illustrated with concrete cases.

Even before we speak, we are either already condemned or approved. Your Character is the best way to earn credit. Chapter five covers the speaker's character in the context of speaking. You have one hundred percent command over your character.

Then Impromptu Speaking. To help you acquire the aptitude of putting your ideas into words instantaneously and speaking at a moments' notice. I have written guiding principles and cases on this and also provided methods of own practice to develop perfection.

This book I believe will pay off in enabling you speak more effectively, as well as setting the stage for you to be a winner in your line of endeavor.

Kimbowa Emmanuel

# **SPEAKING EFFECTIVELY, A SHORTCUT TO DISTINCTION**

## **CHAPTER 1**

### **THE THREE CARDINAL RULES OF EFFECTIVE SPEAKING**

Recently, while driving to office, I listened to a morning radio show on CBS, “program Omukeeze,” by Patrico Mujuuka and Anne Ssebunya the topic of discussion was, “in case a young man fell in love and found himself in an affair sharing the same woman with his father”

I listened to a thrilling discussion on this subject.

Practically, all who called in to comment spoke fabulously. They moved me with their analysis, accounts of the case and verdicts. Moreover, all the debaters sounded confident and had good sense of humor. I was compelled to respect every caller’s point of view. I became glued to the radio, and, I believed, so were the other passengers in my car.

Does an individual require a three years university degree to learn to speak in public? The people who call in on a radio program like the one aforementioned, in my experience, have not received any formal training in speech nor do they have extensive hand on experience making speeches yet they make first class delivery on the show.

We have been speaking all our lives, since we were one year old, why do we become stilted, wooden and nervous when facing an audience, now that we have grown old? Here lets catch a significant fact on the subject of public speaking. If you master the three cardinal rules of effective

speaking, you will have learned to speak effectively in public, the quick and easy way. .

## **THE THREE CARDINAL RULES OF EFFECTIVE SPEAKING**

### **EARN THE RIGHT TO SPEAK ABOUT THE SUBJECT**

The listeners who called in and debated on the above CBS radio program, themselves had experienced similar challenges like the one under discussion. They were sharing tales from their own lives.

In their debate, they used proverbs from their native 'Luganda' language, they used dialogue, and they were down-to-earth. They spoke on a subject they had earned the right to speak about.

When you should stand up before any audience, and if you aim to be a speaker of consequence, speak about something you have earned the right to speak about through experience, research or study.

"Talk about something that you know and know that you know," Dale Carnegie wrote. "Don't spend ten minutes or ten hours preparing a talk, spend ten weeks or ten months. Better still spend ten years".

Recall the time you were invited to discuss a topical issue, may be on TV, may be on radio or probably it was a roundtable discussion. I suppose it was on a topic your hosts knew you had command over, not where you are not accustomed. As army spokesperson you are on the show to speak about the army, Minister OF Agriculture, to speak about drought in the country not on religion or engineering. This is where they expect

you to speak with distinction because you have earned the right to speak on that subject.

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Reverend Fathers take over ten years in the seminaries earning the right to give homilies we listen to during Mass in the church. Invariably, every Father has spoken with confidence giving each of these talks and attracted interested attention from his listeners. This has been true even on complicated subjects like the one marriage on which the men of God have not directly experienced.

The Fathers have been preparing to make these talks from the time they joined the seminary. They have earned the right to speak on the subject.

To deserve to win the interested attention of an audience, any audience, and if you may win their cooperation, speak on the subject where you have command: where you have earned the right to speak through experience or study.

If you have been requested to speak before an audience, both of you have been honored. Please live up to your expectation and stick to the subject of your life, the subject of your long research, the subject of your long study. Your mind will freely summon to its aid human interest cases and stories that life has stored in it. Cases that will make your speech come alive.

In my experience criticizing speakers, I have observed this fact. A speaker with only a surface impression of his subject and with no sincere convictions generally lacks authenticity and does not captivate an audience.

### **THE THREE CARDINAL RULES OF EFFECTIVE SPEAKING**

One evening in 2016, together with my friend renowned musician Sr. Mathias Walukagga, were hosted to Bukedde FM, a state owned radio in Kampala. Mathias gave a thrilling story of his early struggles. His first business coming to the city. How he was ridiculed. How he saved to buy his first car. How he felt great on the occasion of his first real musical hit. When the radio host opened the lines for the listeners to call in, I realized how much Mathias had interested his hearers. We had been invited to speak on how the youth could make it to their success.

“I knew what I had inside of me. I knew I was better than so many people in the industry and I knew what I wanted.” Mathias Walukaga said at one point.

The first step of the quick and easy way to speak effectively: speak on something you have earned the right to speak through experience or study.

Legendary businessman Warren Buffet said, “the first of the four biggest lessons i learnt during my training in public speaking was, ‘learn as much as you can, and because you are learning, then you are continuously building up the cache of topics on which you can speak authoritatively.”

## **SECOND/ BE EXCITED ABOUT YOUR SUBJECT**

One time, on TV, I watched a government minister reading his speech from a script. This he did with a faraway look in his eyes and without showing a sense of excitement for the subject. He was delivering a report

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on his department in which he had been known to have served for long. The information he gave was right, but the experience we got with his speech was horrible. He looked to be delivering a disagreeable task. This, though not typical of government ministers, was a painful experience for us who listened, and it looked painful to him as well. It was devoid of passion for the subject.

This introduces us to the second of the three essentials to the quick and easy way to speak effectively namely: be excited about your subject.

When you relate a message that has stirred you up emotionally, you will have no difficulty igniting the interested attention of your listeners.

On the 1<sup>st</sup> May 2017, at Lake Victoria Serena Hotel, I listened to Professor Josephine a friend, who had hosted us to celebrate her promotion to the honor of a Professor. About 30 people were in attendance, mostly members of senior management of Makerere University.

Josephine's speech had no structure, no introduction, body or conclusion. She just told us her story and we all enjoyed. She didn't have any notes; she was only intent upon telling her story. She could recall every key date in her struggle, every name of the people who mattered. She was so concrete and her speech had plenty of human interest

materials. Her heart was in her words. She spoke in earnest. She was excited.

To be successful on the platform or in any area of public speaking you must be excited about your subject.

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At countless occasions, I have been requested to speak at only a moment's notice.

I am seated enjoying the remarks of the master of ceremonies, then I realize, it's me he is talking about. "we are honored to have Mr. Kimbowa in our midst," the MC starts, " since we all need a word of courage, and he is a motivational speaker, let me request him to give a few remarks." On these occasions, I have invariably talked about public speaking, leadership or enthusiasm, and I have always had the stories to relate. Ensure you are excited about the subject of your speech, and then you will be on safe ground.

### **BE EAGER TO SHARE YOUR SUBJECT WITH THE LISTENERS**

I listened to Col. Dr. Kiiza Besigye during the 2016 presidential campaigns. He was running for Ugandan presidency. One of his outstanding qualities is known to be his ability to adopt his speeches to particular audiences. He is known to speak on key realistic statistics and challenges affecting particular regions that he visited during his campaigns. A fraction of the population considered him to be a people's president because in his speeches they saw their own desires and

challenges. While speaking to the peasants, he centered attention on speech to increase government expenditure on agriculture and primary education.

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Though he lost the elections, there is evidence that he succeeded in these speeches because he got over 40% of the total vote. This was achieved because he made his listeners feel that the speech was made for them and them alone. He prepared and delivered his speeches with a specific audience in mind. He was eager to make that audience understand him. The third essential of effective speaking therefore is to be eager to share your subject with the listeners.

The speaker must adopt the speech to the audience in order to have a sense of communication. Adopt the speech to their interest; level of understanding, attitudes and beliefs.

Victor Aliguma, a friend once while commenting on my trainings on public speaking, said, "I have attended countless trainings of yours, when you spoke on the same topics. It's amazing that you have never given the same talk twice".

Be eager to share your talk with the listeners. Make the audience part and partial of your goal, be eager to make them learn from you, to make them enjoy their time with you and to make them feel what you feel about the subject.

Norman Vincent Peale was a speaker, preacher and author of “the power of positive thinking”. When asked what was his secret of success as a preacher, he said “I never ascend a pulpit, until I have felt deep affection for the men and women I am about to speak to”.

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Why should you be eager? when your emotions are right with that particular audience, you become irresistible. You will take every one captive. Secondly, the listener will see you appealing to his or her selfish interests.

So next time, when you set to speak to the boda-boda riders about the need for proper nutrition, let’s hear you giving examples of people they know, of foods they can afford. Let’s hear you speaking in the language they can hear and lets not hear your scientific jargons that they will not understand.

While preparing, do your analysis of your audience, understand what in your topic will be of value to them. If you have been contracted to speak to a new congregation, ask the organizers about your audience, what lessons could those people have from your story and which anecdotes could you share.

## CHAPTER 2

### DEVELOPING CONFIDENCE

Before you can conquer the realm of public speaking, you must master the monster of fear. Fear is a monster, because it takes away what by creation, belongs to you.

An unsettled mind is helpless. It cannot draw from the great store-house of powers that resides within you.

Napoleon Hill called it a ghost, “ghost of fear,” he said,” Without surmounting the major ghosts of fear, you are still cursed by poverty”.

Emerson said,” fear defeats more people than any other one thing in the world.”

Look at fear as you would at any other deadly enemy. In the first place, before we may conquer any enemy, we must know its name. Likewise, we must know the breeding place of fear of public speaking. Don't leave it to remain vague in your mind, point it out. Fear stems from the unknown. The chief cause of your fear is, the fact that you are not accustomed to speaking in that environment.

Most professional speakers I have spoken to have never totally got rid of the fear of public speaking that it's almost always present the few movements before they arise to speak. This small amount of fear is

useful for the speaker to respect the responsibility that lies ahead. It prompts the speaker to do proper preparation.

Personally when I get an engagement to speak, but before I am clear about what I am going to say to my audience, I will be nervous. I hardly concentrate on anything during that time. As a personal custom, I

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am always quick to decide on what I wish to say to that audience and i embark on preparation for that particular presentation well in time and make it clear in my mind. At this point my fear vanishes. Step by step, let's examine how to develop confidence in public speaking.

### **SELF CONFIDENCE THROUGH PREPARATION**

To overcome fear of public speaking, prepare in the proper way. Look at it this way. You are on program to visit your spouse's parents. An invitation was sent to you well in time. You sent facilitation to the in-laws to help organize your visit. In your company, a few of your friends confirmed they will be with you, in line with the number you promised to go with on the visit. You have enough money on you, and you already have, in your wardrobe, the traditional wear suitable for the function. You are in love and with the right person in your dreams. Will you be very terrified going to your in-laws? I don't think so. You will be confident because you are well prepared.

Preparation means the same in public speaking. The Apostle John wrote "perfect love casts out fear." So does perfect preparation.

On countless occasions, but let me point out one. In 2016, one day, while as Personal Assistant to the Minister of State for Youth and Children Affairs in the Ugandan Government; I was delegated by the boss to officiate as guest of honor for a speech day at Seeta High Secondary School in Mukono Uganda. It was at a two days' notice, a quite short

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one, though this was not the real problem. The issue was that I had many other official demands upon my time. The following moments after getting those instructions, I became increasingly restless and unable to execute my other duties.

This is what I did: I switched off my phones for an hour and sat for ideas. I called the organizer of the speech day to orient me on the function and on my audience. I visualized my audience, protocol. I then wrote and refined my speech script. After that, I got an air of relief, switched back my phone and enjoyed the rest of my day.

I have learnt this, from my association with the highly successful people. They attend to roles and matters as and when they arise. They don't put off matters until the last moments. The reverse breeds uncertainty and unsettledness. It breeds failure.

I was sufficiently confident going for my delegated duty above because I had prepared in the proper way. Preparation will give you security as a speaker. It will give you confidence.

Abraham Lincoln one of the four greatest American presidents said "I will never be old enough to speak without embarrassment if I have nothing

to say.” This was a US president with a very busy schedule and countless speeches to make. If he only spoke after proper preparation, how about me and you?

Like any other virtue a speech must be prepared and called to order to be successful.

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Napoleon said of the art of war. “It is a science in which nothing succeeds that has not been carefully planned. This is as true of shooting as it is of speaking.

No category of speech ought to be delivered without preparation.

Whenever I listen to a lengthy speech that refuses to end, my diagnosis shows me, the problem stemmed from preparation.

Many people talk on and on and offend their listeners and even defeat their purpose. Others have nothing to say and it’s evident when they arise to speak. The hearers are disappointed and say “Oh no,..... I always thought he knew better.....”

In addition, what many people consider to be preparation is defective in my view.

Many speakers will scabble on a notepad every idea they think people may need to hear and then say to themselves, “if time allows, i will cover them all. This is dangerous!

Others and mostly high profile officials choose to write their speeches word for word and then read it out. Fairly good; you will speak out the message, but you will be distinguished for nothing other than having attended and having spoken.

How should we then organize our information and prepare to speak effectively?

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We may not give hard and fast rules but at any rate you are on the safe ground if you followed this method.

First, your subject is already known. Recall the emphasis we made in chapter one on the need to speak on what you have earned the right to speak about.

Second, mull about your audience or the speech engagement that you have at hand. At this point you visualize and use your imagination. You want to prepare a talk that your audience will call their own. A talk that will meet your purpose as well as their own.

Third, decide on your purpose. What is it you want to achieve? Dale Carnegie said, "a speech is a voyage with a purpose, and should be chattered." According to this inventor of effective speaking techniques, your speech will achieve one or more of four purposes: You may set out to Inform them, persuade them to take some action, Convince or impress or you may aim to Entertain them. Choose one of the four purposes after considering the reason for which the audience will

convene. Your purpose should be harmonized with the purpose that will bring the people together.

Fourth, Select the specific subject of your talk. Remember your topic is broad. Narrow it to the subject you wish to cover for this particular audience and under the time at your disposal.

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Fifth, write down the information that your mind can produce on the subject and any that you can collect. Go any depth that is necessary.

Have many ideas and cases, you will discard some at the latter stage. Cover more ground than you will use. In other words, develop reserve power. In case of changes like areas of emphasis, audience, composition, time allotment or even subject your reserve power will be there in time to come to your rescue.

In case of the unforeseen circumstances, you will concur with me, as a speaker you need far more subject knowledge, wisdom and firmness of mind to give a shining talk than in the planned normal circumstances.

A surgeon once said, " I can teach you in four hours how to remove an appendix, but I need four years to teach you what to do in case something goes wrong".

Sixth, write down the points of your presentation in outline form. Only those you wish to cover in the time at your disposal. Also indicate, briefly, the illustrations or evidence you wish to use on each point.

Seventh, develop and write the opening to your talk that will have the desired impact upon your audience.

Eighth, develop and write out your closing, the exact way you wish to end.

Ninth, re-write your speech outline, the final presenter's script in the standard shape of opening- body- closing. A brief outline can serve to Jog

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your memory and keep you on task. Don't read from a script or slide as this will fracture the emotional connection you need with the audience and detract your eye contact.

Tenth, Practice your speech by sharing with your friends.

You have your script at hand, but please you're not yet done with the preparation. Before the event of your delivery, share the talk with friends, relatives or those for whom you care. Have them comment or react to your messages. This can be done informally and with them not realizing that you are practicing a talk. I say this because know you will benefit from keeping the process spontaneous.

Practicing before a mirror or an artificial audience is wooden and artificial. I discourage this.

### **SELF CONFIDENCE THROUGH PRACTICE**

My first time on TV was when I had been hosted on a Bukedde TV show on Nutrition in 2013. Bukedde was the top TV station in Kampala and still

is. I was terrified; not because I was afraid to speak, I had been training public speaking, speaking to packed houses for about 8 years. I was terrified because it was my first time on TV.

Most of our fear is fear of the unknown. We always fear on our debut especially if all attention is aimed towards us.

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Jose Mourinho, Manchester United Manager had advised the club's fans to allow Paul Pogba, a midfielder, his new signing, time to settle in before demanding for goals, and in his explanation, he communicated that, consciousness that the whole world of attention was on him could make him restive and nervous in the beginning.

By the same token, if you are new to a speaking situation, you are bound to fear. The chief cause of your fear is because you are not accustomed to speaking in public or to speaking in that kind of setting. The way to go is to speak and to again speak. Give one speech and then give another and put a record of successful experiences behind you, then fear will be overpowered.

Many of our radio presenters have become adept at their work, proficiently conducting talk shows, not because of native ability or formal training, but because they have performed the roles day in and day out.

Recently, I attended a TV talk show hosted by Innocent Tegusulwa Of Bukedde TV and the program had been scheduled to begin at 10:30 am. I

arrived earlier, at 10:00am, expecting him to have time with me and plan out the flow of the show. Tegusulwa did not show up until 10:30am, the exact show time. “Should we discuss the show plan?” I asked him. He said, “no need! I will ask you questions, then as you answer, we shall develop the flow.” Indeed we developed the flow and the show was a success. I particularly liked his sharpness and ability to read the minds of

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the viewers and my own. Long years of practice had brought about confidence to Tegusulwa in handling Television interviews.

The ability to speak effectively is an all important asset. A lack of self-confidence should not hold you from harnessing this asset and make it pay the price that you ask of it. Practice and persevere. You will soon experience excitement whenever you anticipate duty to speak and you will turn every speaking intercourse into an enjoyable adventure.

So, the first way, the last way and the never failing way to develop self-confidence in speaking is to speak.

### **THE WILL TO BE YOURSELF**

Fear robs us of our invaluable faith in the self. It undermines creativity and turns our willpower into nothingness. It robs us of the spontaneity that we possessed while as kids and as babies. Look at it this way, a baby being carried in a taxi is not afraid of touching the chin of the neighboring seated old man. Is not afraid to giggle or smile at the next

stranger. But what happens when we grow up? Do we retain the spontaneity we possessed as babies or kids?

In my trainings on parenting, I have implored parents to help save one of the greatest assets that their children owned. Individuality. The quality of being an individual.

Dale Carnegie wrote in his book, *The Quick and Easy Way To Speak in Public*, “Anyone can give a great talk when he or she is mad.” He said that if you knocked down the most ignorant person you know in town,

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on rising back to his feet, he will give a powerful talk that will rival many of the greats you have known.

Have you observed that at funerals, members of the immediate bereaved family invariably give passionate, moving speeches? They speak and regularly listeners shade their tears in emotional response. This is because these people have been robbed of a loved one; they are in an emotional state that has no room for fear of other people.

Dale Carnegie once said, “Speak as if you are fighting bees.”

The point though is this: When you are yourself, your true qualities come to the surface and you are able to do your best. You achieve greatness. Be yourself and you will master self-consciousness.

## **CHAPTER 3**

### **DELIVERY**

Preparation will be of no purpose unless a good speech is delivered. As a speaker, you face your “Acid test” when you face your hearers to deliver. It is at this point that you are measured and evaluated.

“There are only four ways in the world by which we are evaluated and classified.” Wrote Dale Carnegie. “We are measured by those four ways. By How we look, What we do, by What we say, and How we say it.” This section is addressing the fourth element of how we are measured; How we say it.

What is delivery? On my way up, I once served as Office Attendant. In that position you are the messenger for your department. I would deliver correspondences to other offices with the aid of a delivery book. On receipt of the letters, the officer would sign my delivery book in

acknowledgement of receipt. He or she had to receive it by hand before signing.

Delivering a talk is like that. The speaker must convey a message from his or her heart and mind to the hearts and minds of the listeners.

“A speech is a voyage with a purpose.” Dale Carnegie wrote. “and it must be chartered.” It means there is a special message to be delivered to a specific audience by a special person.

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When you are selected to deliver a talk, yourself as well as the audience are specifically privileged. The affair ought to be enjoyable. But does it always? The majority of cases, the speaker is at battle, he becomes stiff and nervous. He acts to be on a grossly disagreeable task.

## **THE SHELL OF SELF CONCIIOUSNESS**

Students of my classes have indicated this, as their main reason for enrolling to learn public speaking. “when an called upon to speak, I experience a lot of pain. I get so disturbed, I don’t concentrate on anything, I forget all I had prepared. I feel so inferior to my audience and I become wooden.

How does a chick crash out of its egg shell?

Act and then action will bring confidence. Don’t wait for the conditions of the day to favor you. Granted that you know what to talk about and you have practiced, forget yourself, consider that you are more qualified to speak on that subject than anyone else in your audience, rise to your

hind legs, take a deep breath and then speak to the audience as if every one of them owed you money.

“Action seems to follow feeling, but really action and feeling go together. And by regulating the action which is under the more direct control of the will, we can regulate the feeling which is not.” Professor William James. So confident action will bring about confidence.

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### **BE YOURSELF, DON'T IMITATE OTHER PEOPLE**

When I had just started out as a motivational speaker between 2001 and 2004, I had a number of engagements to give inspirational, career guidance in schools. I would read self-help books for my research. From *The Magic Of Thinking Big* to *gifted hands*. From *The 7 Habits Of Highly Effective People*, to *How a Man Thinketh*. However, I would read not with the purpose of my own self-help but rather to Xerox and directly duplicate the messages to my students. One experience stands out in my memory because of the impact it had upon me at the time. In 2003, I spoke to the students of senior four and six classes of Mityana central college speaking directly from David Schwartz's "Magic of Thinking Big." I feel sorry for the young people who listened, for i never gave a single example or story from my own experience. I only gave examples and phrases by David Swartz. It was an unfortunate talk and it was evident that they did not enjoy it.

Why did these people invite me? They did not know David Swartz. They knew me. I should have spoken spontaneously from my heart. I should

have made the talk come down to earth. I should have given them a piece of myself.

You have an individuality. Identify your own style, use your own voice, give your own account of the topic at hand, and then the audience will be your loyal listeners.

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“All fords are exactly alike,” Henry Ford said, “but no two men are just alike. Every new life is a new thing under the sun; there has never been anything just like it before, never will be again. A young man ought to get that idea about himself; he should look for the single spark of individuality that makes him different from other folks, and develop that for all he is worth. Society and schools may try to iron it out of him; their tendency is to put us all in the Same mold, but I say don’t let that spark be lost; it is your only real claim to importance”.

That is doubly true of a speaker. The power within you is new in nature. You have your own mind, voice, methods, predisposition, characteristics, background, and experiences. That’s what the audience needs a piece of.

Do not imitate the great so and so, and there by lose your distinctiveness. Look for the single spark that differentiates you from all the rest. It’s that spark that will put originality, force and candor into your speech. It’s your only true claim to importance.

So read and listen from the great, to the effect that you will learn and develop your own positions. Then when you arise to speak, give us ore from your own mine.

You realize that when you speak spontaneously, you are yourself and your memories just vent up as freely as magma from an active volcano. That's what the audience wants, your true tones of eloquence.

Like in music, you will only reach your top if you are original. Please I beg you. Do not imitate other people, be yourself.

## **DELIVERY**

### **ENLARGED CONVERSATION**

Audiences are made up of individuals and they think and react as individuals. We are nervous and threatened by big audiences because we forget that they are filled up by individuals.

Speak to a hundred people in an audience as directly and spontaneously as you would when speaking to one of them in a conversation. By doing this, every one of them will feel and see that you are speaking with him or her. Use your natural tones of eloquence, but enlarged a bit. To sound natural to a listener in a one hundred people audience, you will need to use more energy than you would to ten listeners seated on a roundtable with you.

Just like a statue on the top of a building, needs to be of heroic size to appear to be of life-like proportions to the viewer on the ground.

In a conversation, your voice is not flat, your eyes are not transfixed on one person, you are friendly, and you are a partner with your listeners. You speak freely and you are not terrified. It's not a monologue. You don't talk to your audience, you talk with them. It should be the same when speaking before a large audience.

If you use the language and tone that your listeners identify you with and have heard you using during everyday conversation, then you will be an effective communicator.

An average audience, whether its ten people on a round table or one hundred under a tent, would like you to speak to them as directly and in

### **DELIVERY**

the same conversational manner as you would with one of them under a garden shed. With the same manner, tone and voice but enlarged a bit.

So, in speaking to a small group of say twenty people, put them in a matching small room, cloud them together so that they can feel each other. Don't choose a high platform for this size of the audience, get down to the same level with them. This will create a conversational atmosphere and you will be more effective.

So when you arise to speak to a group, view them as individuals that have formed a group and then speak with your natural tones as you would, to one of them. Enlarged naturalness.

Of course, this will be aided by good character. Character is the best way to earn credit. If the speaker's character is right, then its logical to assume that what comes out of him when speaking conversationally, will

also be right. You will not be betrayed. That's why Dale Carnegie said, "All art is autobiography; you can only speak who you are." so to improve on your output during true conversation, during self-expression, improve on your character.

### **SPEAK YOUR HEART OUT.**

Owekitibwa Charles Peter Mayiga the Katikiro of Buganda kingdom is the leader with unwavering will-power and diplomacy. He will be remembered for the way he rallied his team of leaders and the Buganda people. His influence surpassed the boundaries of his kingdom and country.

### **DELIVERY**

In May 2017, while speaking to open the Buganda lukiiko {the official parliament of the kingdom of Buganda}, he introduced the key members of his leadership, and for each one turn, he would mention the name, tactfully give his clan and that of his or her mother, then remarks on the milestone the individual had achieved.

His voice rang with conviction and vigor when he recited each of the five milestones set for his term of office {ensonga ssemasonga e taano}.

He spoke for over thirty minutes, but all his remarks were concrete and replete with anecdotes and primary facts. He showed that his heart was in his work. He did not read his speech, though it evidently had been very well prepared. It just seemed to grow out of the occasion.

He sounded wholly faithful that his kingdom had been on track towards the achievements of the five milestones, a fever that affected and energized all the deliberations and debates that followed his speech.

This fine performance was not an isolated one. It's the known tradition of the Katikiro. He puts his heart into his speaking and he has achieved greatness.

“Nothing great was ever been achieved without enthusiasm.” Said Ralph Waldo Emerson.

When a man is under the influence of his feelings, there is no boundary to what he can achieve. So when you arise to speak, visualize your audience as ready to cooperate as long as you speak your heart out and are sincere.

## **DELIVERY**

### **PRACTICE MAKING YOUR VOICE STRONG AND FLEXIBLE**

You will need to be heard as a confident, passionate and energetic speaker. By nature, your body is enabled to use breath to regulate the voice.

Take a deep breath in and then exhale. “when we breathe in, the rib cage expands and our diaphragm lowers. Then as we breathe out, the air leaves our lungs and creates a stream in the trachea which energizes the vocal cords and vocal box to produce sound. Think of a wind instrument

like a flute or a trumpet without the air rushing through it. It's just collecting dust in silence.

So breath in deeply and then out, and this will make your voice strong.

I attend mass in the catholic church. Our Parish Priest Reverend Fr. Edward Ssebuliba advised us at Buloba parish, to observe a moment of silence after reading the first or second reading but before concluding with, "that's the word of God."

In public speaking, this is very helpful. Pause before voicing key messages; your most effective communication is made during these silent moments.

## **DELIVERY**

Similarly, when you vary your voice along the talk, you are touching at the heart of your hearers. Raising your voice, and lowering it, sometimes whispering; you may be looked up to as a speaker of unusual ability.

Make your speech a living thing! Communicate to us with natural tones, pitch, and body language, and then we shall catch the same emotion that you have.

This is where speaking comes close to its sister art of acting. One of the reasons people are glued to their TV sets for soaps and series is because, there they see people communicating without bondages, freely radiating their emotions.

So make your voice flexible. This will say to the hearers, “he is confident.” It will underpin your points of emphasis. It will radiate charisma and diplomacy.

## **CHAPTER 4**

### **THE PURPOSE OF SPEAKING**

You are standing on the stage. The flood-lights are bright and all beaming towards you. There is nothing else on stage with you, except a lectern, a glass of water and a microphone. Out beyond the lights, over 200 pairs of eyes are all looking at you. And they all have their own individual expectations. On top of those 200 different expectations, there is your own expectations, that you need to be achieved. And the one way you know if you have excelled your expectations is if you see some form of approval from the 200 pairs of eyes out there.

Welcome to the wonderful world of public speaking. Dale Carnegie said, “the listeners are your auditors”. Yes, and they are your ultimate judges.

Occasionally, I get a little self-conscious when I have to speak and it's a large audience in an usual environment. Naturally this comes to me out of my strife to leave a strong impression. I have felt indebted to my listeners, because I am a speech trainer, I imagine they expect me to be the best they have listened to. This makes me a little nervous.

This should not be the case. I should not be self-centered. I should be intent upon communicating with my audience. That should be the mindset.

“Public speaking is not a performance”, said Dr. Steven Lucas. “it's an act of communication.

Dale Carnegie said “a speech is a voyage with a purpose, and it should be chartered.”

## **THE PURPOSE OF SPEAKING**

Be intent upon your purpose in speaking and the purpose for which the audience have convened, not upon your person and greatness you wish to attain.

“A good window, calls no attention to itself, it only lets in the air.”

Dale Carnegie said “if you spoke in a way that it will be realized you have been trained, then you will not be a credit to your instructor. A good speaker speaks with such naturalness that his/her hearers never notice his manner of speech, they are only conscious about his matter.”

Every time you speak, you are on call to satisfy one or more of these four purposes namely; to inform, to persuade, to impress or convince, or to entertain.

## **SPEAKING TO PERSUADE OR GET ACTION**

This section is committed to the talk to inspire the audience to act.

Speaking to persuade requires us to be sufficiently prepared, have a clear action we desire the listeners to take, and able to provide a compelling reason to take the action we desire.

Dale Carnegie recommended a simple three step structure that has been named “the magic formula,” that I know will improve our ability to persuade. The formula provides the structure to capture attention, build credibility, eliminate nervousness, and call others to action, and it increases the likelihood that we will get results with others.

## **THE PURPOSE OF SPEAKING**

### **EVIDENCE**

Relive a vivid, personal experience or incident relevant to the appeal you intend to make. Provide tangible evidence that will substantiate your call to action. Aristotle said, “The speaker’s character is one of his most effective agents of persuasion.” We must, therefore, be credible in our example and evidence. We must have earned the right to share our example or to give the direction.

A personal incident is a sure-fire way to grab favorable attention; it pulls people in, opens them up to persuasion, and serves evidence as to why an idea is worth of investment. On this area, we spend about two thirds of our available time of the presentation to persuade. We provide the situation and evidence before we ask the listeners to do anything

I attended a rotary convention at hotel Africana in Kampala in 2015, where among the key guests, was Dr. Grace Nambatya Kyeyune, Director of Research Ministry of Health in the Ugandan Government. She had just published a book on nutrition which I saw and thought was a must read. She wanted the Rotarians to buy on site. On the function, when she requested the chief guest, Mr. Robert Kabushenga, the Executive Director Vision Group to launch the book, the chief gave moving words and sincere remarks of credit about the author whom he also said, he highly respected. “When Dr. Nambatya brought this book to my office,” The Chief Guest said, “I thought I would read the preface, but I ended up reading the entire book, committing the entire morning of my office day on her book. I can say it is a wonderful book.” Thunderous claps

### **THE PURPOSE OF SPEAKING**

followed. This was an appropriate incident, and it prepared the Rotarians for any appeal that he would make.

### **ACTION**

Too often we assume that our listeners will know what to do once one we have presented our evidence to change their thinking and direction

and excited them. That's not the case. The fact is that, we fail to persuade them if we don't clearly explain what we want them to do. Other times, we may give a clear action, but may ask them to do several things, leaving them unsure about which action should be priority.

In Mr. Robert Kabushenga's incident above, he followed with these remarks. "I am sure you will not go wrong if you took with you a copy of Dr. Nambatya's book which I know has been placed on a table at the main entrance."

I was sited near the table where the books under launch had been displayed and I witnessed a competition to buy the book by the Rotarians. They were not concerned about the price. The whole stock was cleared.

The point is this, tell the listeners to take a single specific and simplified action and then you will effectively persuade them.

## **THE PURPOSE OF SPEAKING**

### **BENEFIT**

Human beings are selfish. Consider them willing to do what you recommend only if they hear it is to their benefit. Clearly emphasize how the listener will benefit from taking your recommended action.

Again this portion of the communication must be clear, specific and direct. It also must be based on reality, if the benefit we provide sounds

too good to be true, the listeners will doubt us. If what we are recommending benefits us more than listeners, the persuasion will seem manipulative and self-serving. So consider the listeners point of view to be sure the recommended action is truly in his or her best interest.

In the talk to persuade like we have read earlier in these pages, demonstrate that you have earned the right to give direction and are communicating from a position of solid character in order to be compelling and persuasive. These two factors are a winning combination in our ability to communicate and persuade.

### **SPEAKING TO INFORM**

Many speakers fail to come across effectively, not because they don't know their Material or their industry. The necessary ingredient is getting across to your audience in a clear, concise and compelling manner.

A Short time ago, I was contracted by a top radio station to train public speaking to executive members of its fans club. In our first meeting to discuss the knowledge gaps, their national chairman informed me, the

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key issue was not ability to speak in public; all these executives headed branches and often presented to the board and spoke on radio shows.

“The problem however is that none of these people inspires confidence in their listeners. They have a tendency to cloud the message and appear unfocussed”, the chairman told me.

“Everything that can be thought at all can be thought clearly. Everything that can be said can be said clearly.” Said Ludwig Wittgenstein.

Few things are worse than, an audience that says, five minutes into a speech, “what is this about anyway.” Your speech should reveal - in as exciting a way as you can muster, the journey, you and the audience will be taking together.

The listener should be able to say at any point, “I know where he is.”

This is how speech hero Dale Carnegie put it. “Tell them what you are going to tell them, then tell them and finally tell them what you have told them”.

How are we going to achieve this exceptional quality in public speaking?

## **RESTRICT YOUR SUBJECT TO FIT THE TIME AT YOUR DISPOSAL**

### **“FIT WITH IN THE TIME LIMIT”**

Time since 2002, it has been a part of my profession to critique speeches. From talk shows, to conference presentations, from community sensitization forums to deliberations in corporate meetings, from

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program launch speeches to report presentations. I have discovered a big predicament. Most speakers bite off what they cannot swallow.

You defeat your own purpose when you refuse to restrict your subject to suit the time you have. Let’s look at it this way:

Speaking to inform means that people will learn as a development of having listened. And learning is of no consequence unless knowledge is retained. Consider the natural laws of remembering; impression, repetition and association. The speaker should be on the right side of the natural laws of remembering. Let's briefly look at these laws.

Impression: Help the listener to concentrate ones attention intensively on a point so as to achieve a clear and lasting impression of it in the mind.

Intelligent repetition: Give a few points and emphasize them through repetition. Recall what Dale Carnegie said, "Tell them what you are going to tell them, then tell them, and finally tell them what you have told them.

Association: Build concrete cases around your points to make them come down to earth, to make the listeners associate the message with something familiar.

Many people drop into this trap. A few years ago, at a graduation party in Kampala, a guest, a university professor who had been allocated five minutes spoke for some forty five minutes. I was on the clock. He had good evidence, narrated family experience and suitable words of advice

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to the happy couple, but did not receive an ounce of applause, not even from the celebrants. A speaker should not become a burden. You should stop when they want more.

Restrict your subject, give a few points and illustrate each one with a concrete case. Resist the temptation to cover very large ground, it's usually fatal to effectiveness.

Some lecturers have labored to cover syllabus especially where they have several classes to serve. You see them literally racing in a marathon, skimming on the surface. Shouldn't the students retain the information taught? Where are the natural laws of remembering?

UNWESO highlighted four pillars of education, learning to know, learning to do, learning to be and learning to live together. In my view you fail to satisfy these pillars when you skim the surface.

Learning to know has one of its meanings. To know where to get knowledge when you need it. So cover sufficient ground for the time available when lecturing and point the students to where they will find more information.

If your purpose is to inform, a key factor is to decide on which bounds of your subject you will cover now that you are to speak to that particular audience and are limited by time.

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### **PLAN OUT THE PROPER FLOW**

When you speak, does your audience click? If your audience doesn't grasp your message (even though your topic is one you and themselves

are interested in,) then know you have work to do with the way you present it. You need to organize your ideas to promote understanding. You need to use a sequence which aids understanding. As well, you need to smoothly transition from one point to another.

I would recommend one of the three sequences below to help organize your presentation or talk.

- 1) The classic “three supporting points”
- 2) Chronological sequence
- 3) Geographical sequence

### **THE CLASSIC THREE SUPPORTING POINTS METHOD**

Start by stating a premise in your introduction, support it with three reasons or three supporting points in your body, and then summarize in your conclusion. Nobody will ask you, however, which method you have employed. They only, wish to get your points. It doesn't therefore need to be three points, though this is good number that fits well within a five to seven minutes speech.

Let us illustrate the method using the talk i prepared on “the digital migration project.”

1. Opening- state topic: the what, who, and why of Digital migration project.

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2. What is digit migration project?
  - Global process involving switching from analogue to digital broadcasting signals.(illustration to aid understanding)
  - Countries that are already on board.

- Transition. “Something this large that has taken the world by a storm must affect some people.
3. Who is affected by digital migration project?
    - The transition from analogue to digital impacts TV members, media companies and TV channels in different ways. (illustrate each)
    - Transition: “what inspires 52 countries to commit huge resources on a TV development?” (This naturally leads into the why.)
  4. Why is Digital migration project important?
    - New spectrum for broad band wires.
    - Better pictures and sound quality.
    - Possibility of more channels.
    - Extending the transmission coverage.
  5. Conclusion- summary of the three main points and a call-to-action to upgrade to digital.

Let’s have a second illustration of a classic three supporting point method but a different perspective.

TOPIC: How Dance has helped me in the Real Estate Business.

Opening: “nine years ago, I was a dancer.....” Which leads into starting 3 dance principles which help in real estate.

Principle 1: Practice perfect performance

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Principle 2: Visualize the result you desire.

Principle 3: Get out and see the people.

Conclusion; Restate the three principles.





“Three hours after a presentation, only seventy percent of people can remember content presented verbally,” California state university data. “The retention of information reinforced with visual content, however, is much higher after 3 hours; 85 percent”.

The impact of visual aid on the retention of content in speech is even more impressive after 3 days. Sixty percent of listeners can remember visually enhanced content compared with only ten percent remembering exclusively verbal presentations.

Visual aids comprise a wide variety of items; handouts, slides, moving pictures, posters, models, objects, demonstrations and many others.

If you set out to inform your audience, an important question will be which visual aids will I need to reinforce my message now that am going to speak to this particular group?

I have emphasized earlier in these pages, the need to be yourself. That the listeners should identify you in your speech, as a different person from all the rest. You should live the quality of being an individual.

In the application of your visual aids, you should still be the “cake” and then your visual aids, should be the frosting on the cake. Not at any point should you allow them to take the centrality of attention. Your individuality is your only true claim to importance.

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For the visual aids to effectively be of help, I have provided the following guideposts:

**First/ Explain The Content Of The Visual Aid When You First Show It:**

As soon as show your listeners an object, they will look at it even if you are talking about something else. Explain the object, therefore, in order not to have divided attention.

**Second/ Limit The Amount Of Material On Any One Visual Aid:**

If you are using power point, use each slide to convey a single point. Explain, illustrate, or substantiate that one point.

**Third/ When You Are Done With The Visual Aid, Remove It, Cover It, Or Turn It Off:**

When you are using power point, tap the B key and the screen will go to black. Tap any other key and the screen lights up again.

**Forth Be Prepared To Give Your Presentation Without Your Visual Aids:**

Murphy's law states "if anything can go wrong, it will" This applies in spades to anything involving technology and audiences. Have a backup plan, therefore, in case something goes wrong. Take a hard copy of your slides.

**Fifth/ Stand To The Side Of The Visual Aids**

Do not obscure the visual aid if at all possible. Traditionally, speakers have the visual aid on their left.

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Everything that enters the mind is as a relative of something already there. “You cannot teach a man anything,” said Galileo Galilee, “you can only help him find it within himself.” This statement underscores the need to relate technical knowledge with the “day- to- day” goings – on of the listener.

You are describing the size of United Kingdom to a group in Masaka Uganda, don’t just say the UK is 93,628m<sup>2</sup>, tell them “the country is the same as the size of Uganda”.

### **EXPLAIN TECHNICAL TERMS**

If you belong to a profession with specialized lines of endeavor, your terminologies will go down well with your peers and the reasonably educated, but to the uninitiated, you may create offense. Remember the primary aim of a speech to inform is to be understood.

In the words of Dale Carnegie; “Prepare as skilled people do, but speak like ordinary people do.”

### **SPEAKING TO ENTERTAIN**

Are you due to make a toast at a friend’s wedding? or to deliver an acceptance speech following your re-election into office? Are you on call to make a motivational talk to university finalist? Is it a? roast at a boss’ farewell party, or is it a speech to present an award. Maybe you are a high reputation person and are to make a keynote address to a national conference. Is it a eulogy following a requiem mass? These are some of the speeches we categorize as speeches to entertain.

### **THE PURPOSE OF SPEAKING**

An entertainment speech is prepared to captivate on audiences' attention and amuse them while delivering a message.

Recall what we underscored in the tropics on speeches to inform and speeches to persuade; here too you need to communicate a clear message. The manner of speaking, however used in an entertainment speech is typically different. Be able to stir the audience's emotions. Let me again call your attention to the subject of individuality. On your way to greatness in delivering these speeches don't accept to lose your distinctiveness. To be important, you must be yourself.

Because speeches in this category are delivered to mark the significance of particular events, we may also call them special occasion speeches.

In this chapter, we will examine the key types of entertaining speeches, when they are made and important notes on each.

### **A TOAST**

A toast is a brief tribute to a person or event.

Brief, about 30 to 60 seconds, the toast ordinarily is delivered to acknowledge accomplishments and express best wishes for the future.

Timing of this speech is also critical, usually delivered at a well-chosen time which is when guests are seated for a dinner or when everyone has a drink in hand.

### **THE PURPOSE OF SPEAKING**

Many people are nervous at a thought of giving a toast. For that reason, preparation and practice will help if you are to make the delivery enjoyable and memorable.

If you have been tipped to deliver a toast, you should prepare ahead of time. An effective way that I recommend, have in mind one or two things that set the person or event apart. Then secondly, keep a positive tone and stay brief. I also recommend that you practice in front of a friend to become more comfortable for the event ahead of you.

“We lit our glasses to Ms. Becky Mukasa, who has devoted twenty years to our organization. Not only have we benefited from her tireless hours building this company, but there is no way to measure how much she has touched each of our lives. So it is Becky Mukasa that we humbly toast this evening.” If delivered in earnest and positive pleasure, this sample would qualify as an effective toast.

Note, however, that while a toast should be prepared, try your best to come across as spontaneous. A toast should never appear to be memorized; neither should you deliver a toast from a manuscript. Plan some key points but use your impromptu skills to deliver the words in a conversational informal manner.

### **A ROAST**

On 27<sup>th</sup> May 2017 at Dr. Vincent Ssembarya’s surprise forty eighth birthday party, I listened to people giving words of tribute, taking the flour one after another, honoring the celebrant for his fine

### **THE PURPOSE OF SPEAKING**

achievements. Dr. Ssembatya, is the Director Quality Assurance Makerere University and a person of no mean achievement.

Charles Muyimba Ssonko, the master of ceremonies, would charmingly nominate the next speaker at random, and specify questions to which the speaker would direct his or her remarks of tribute.

I would see the celebrant and the guests loosing themselves into laughter. The event had both charm and power. As the microphone went around, one of the guests, Hon. Derogations Kiyingi in his remarks said “Nga maliriza, ssinaba kulya ku birthday ya MEN. Men ono, ye Best man wa Dr. Ssembatya. kati omukolo ogudako tuli wa MEN” ( as I conclude, we have been friends with MEN, Dr. Vincent’s best-man, but he has never hosted a birthday party. The next birthday is at MEN’s home)

The central idea though is that, everyone who stood up, made remarks of tribute to the celebrant. These were examples of roasts.

A roast is a particular kind of toast that is humorous, pokes fun and delivers a message of tribute to the honored person in a friendly way.

A roast can be given for someone who is moving away or has achieved noteworthy success in his or her life time. It is generally considered a honor to be roasted, and we reserve roasts in most cases, for individuals who have achieved, respect and noteworthy reputation.

Usually, there is a roast master, someone who serves as master of ceremonies, and this one ensures the ultimate goal is achieved, that of paying tribute to the person being honored.

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Regardless of the joke and insults used, the goal above should be achieved; the roaster should never lose sight of that objective. One should also be aware of effective and appropriate uses of humor in such a context. “I like to praise and reward loudly, but to blame quietly” said Catherine the Great.

### **SPEECH TO PRESENT AN AWARD**

The primary purpose of this speech is to give recognition to the recipient and his or her accomplishments pertaining to that specific accolade.

While presentational speeches might vary in length and content, they all should contain a few key elements. First, the person presenting the award should only highlight the merits of the award recipient. Second, point out the purpose and significance of the award being given.

Another element is this: Personalize the speech to make the award and event as meaningful as possible for the recipient as well as for the audience.

“Our next award is the outstanding graduate research award, which goes to the graduate student who has made the most significant contribution to our department. The recipient of this award certainly deserves this honor, for he does today what others do not, in order to achieve tomorrow what others will not. Therefore I proudly present this year’s outstanding graduate research award to Mr. XY (not the real names). One speaker quoted by Oltair and Stewart 1999 gave this speech of presentation.

### **THE PURPOSE OF SPEAKING**

These guidelines below, provide advice on making an effective speech of presentation.

First/ Hold off mentioning the recipient's name until the end, as you have seen in the previous example. Create some anxiety.

Second/ Let the audience know how the recipient met or even surpassed the criteria for the award.

Third/ Ensure the focus of attention is on the recipient of the award not on the one presenting it.

Forth/ Finally, to facilitate a smooth transfer of the award to the recipient, It's a good idea for the presenter to hold the award in his or her left hand while using the right to shake the recipients' hand.

### **ACCEPTANCE SPEECH**

The presentation of an award is usually followed by an acceptance speech, which the recipient delivers upon immediate receipt of the award, honor, office or reward.

“Viola Davis has been named to have given the most powerful Emmy Award acceptance speech of all time.

Viola became the first African American woman to win the Emmy Award for the best actress, for her role on how to get away with murder, then delivered then delivered the most powerful speech of acceptance.

Davis began with a quote from Harriet Tubman. “In my mind, I see a line”, she said, “And over that line I see green fields and lovely flowers and beautiful

### **THE PURPOSE OF SPEAKING**

white women with their arms stretched out to me over that line but I can't seem to get there. I can't seem to get over that line." She then said, "The only thing that separates women of color from everyone else is opportunity".

Davis acceptance speech quickly became a powerful homage to women of color, including to her fellow nominee Taraj. P. Henson. "You cannot win an Emmy for roles that are simply not there." Davis said. "Here is to all the writers, Peter Nowalk, Shonda Rhimes," Davis went on. "People who have redefined what it means to be beautiful, sexy, to be a leading woman, to be black. And to all the Taraj. P. Hensons and Kerry Washington's.... To Gabrielle Union, thank you for taking us over that line."

Looking at the example above, it is important that we capture the principles which will make us great too in making such speeches.

In the first place, prepare to accept your award or honor with grace and humility. Tell personal stories and after thanks to everyone involved.

Secondly, It is an honor to be rewarded and recognized for your work. Giving a strong acceptance speech shows your appreciation. Accept your award, therefore, with grace and humility.

Then equally important, make the speech personal by telling a good story, followed by thanking everyone involved. There is no bigger power than the power of a story well told, in captivating any audience.

Also make it a point to invest the honor. Make it not just about you. Promise that the honor is to the merit of some other special people. "A good window

## **THE PURPOSE OF SPEAKING**

calls no attention to itself”, said Dale Carnegie, “it only lets in the air.” So don’t show in your words that you are the hero. Show how everyone wins.

Oprah Winfrey’s 54<sup>th</sup> Emmy award famous speech on September 22, 2002 will for a long time remain a classic. “Thank you everybody, thank you Tom, and Bob and Dolores, who are home watching, I hope, thank you so much and to everyone who voted for me.

There really is nothing more important to me than striving to be a good human being. So to be here tonight and to be acknowledged as the first to receive the honor, is beyond expression in words for me.

“I am a human being, nothing human is alien to me.” Terence said that in 154BC and when I first read it many years ago, I had no idea of the depth of that meaning.

I grew up in Nashville with a father who owned a barbershop, winfrey’s barbershop, he still does, I can’t get him to retire. And every holiday, all of the transients and the guys who I thought were just losers who hung out at the shop, and were always bumming haircuts from my father and borrowing money from my dad, all those guys always ended up at our dinner table. They were a cast of real character - it was Fox and Shorty and Bootsy, could you pass the peas please? And I would often say to my father afterwards, ‘Dad, why can’t we just have regular people at our Christmas dinner? And my father said to me, “they are regular people. They are just like you. They want the same thing you want”. And I would say, “What?” and he would say, “To be fed.” And at the time, I just thought he was talking about dinner. But I have

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since learned how profound he really was, because we all are just regular people seeking the same thing.

The guy on the street, the woman in the class room, the Israel, the Afghani, the Zuni, the Apache, the Irish, the protestant, the catholic, the gay, the straight, you, me, we all just want to know that we matter. We want validation. We want the same things. We want safety and we want to live a long life. We want to find somebody to love. Stedman, thank you. We want to find someone to laugh with and have power and the place to cry with when necessary.

The greatest plan in life is to be invisible. What I've learned is that we all just want to be heard. And I thank all the people who continue to let me hear your stories, and by sharing your stories, you let other people see themselves and for a moment, glimpse the power to change and the power to triumph.

Maya Angelon said, "When you learn, teach. When you get, give. I want you to know that this award to me means that I will continue to strive to give back to the world what it has given to me, so that I might even be more worth of tonight's honor.

Thank you."

Oprah's is an example of a well prepared and delivered acceptance. Her speech sounds a living thing, even as you read it. You realize it was given by a good human being as she confessed in her words. A person of character.

When she quoted Terence and when she quoted Maya Angelon, she gave us expert advice, a method that will always charm people during speech.

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Her way of words when telling her early life story should be of special note.

She gave her acceptance speech with words and manner that were highly honest and sincere.

### **KEY NOTE ADDRESS.**

This address is designed to present the issues of primary interest to an assembly, conference or an assembly, conference or convention, and often delivered to arouse unity and enthusiasm.

Most conferences, expositions or conventions are organized around a central idea, and the keynote address is what summarizes they central message revolving around the general theme.

Take a hypothetical example: We are organizing a conference with the theme: "Looking Forward - Looking Back". We might want the keynote speaker to celebrate the history of that organization, recount its past accomplishments, predict future directions of the organization and invite audience members to embrace the future mission and vision.

The person giving the keynote is usually one who has earned a national or international reputation within his or her professional field. Such a person would likely be invited to speak because of his or her expertise or particular claim to fame, which would be alluded to in the speech.

In addition, the keynote speaker is wise to be mindful of the conference theme and to incorporate that theme in the speech. Regardless of the conference theme, the typical speech might allude to such topics as

### **THE PURPOSE OF SPEAKING**

organizational growth, team building, goals and aspirations, leadership, change, or achievements.

Some of these themes are evident in Dr. Neal Lane's (1996) keynote address during the 50<sup>th</sup> anniversary celebration of Cornell University School Of Applied And Engineering Physics; "When we look across science and engineering, we can see..... stories and subplots developing, both in terms of the excitement they generate and in terms of their potential impact on society.

These don't always generate banner headlines about little green microorganisms. But they never the less hold the potential to revolutionize how we remedy social ills and spark economic growth. In fact there is wide agreement that we are entering an era where science, engineering, and technology will exert greater influence on daily life than at any time in human history."

### **COMMENCEMENT SPEECH.**

A special type of keynote speech that is given to mark the occasion of a school and graduation ceremony during which awards are made to graduating students.

The commencement speech is celebratory in nature in that it marks an important milestone in the graduates' lives. At the same time it can be a call to action for its audience.

Billie Jean King once made these remark, "Find a mentor and be a mentor. Give back. And when people tell you not to believe in your dreams, and they say, " why?" say, " why not?"

### **THE PURPOSE OF SPEAKING**

On one level a commencement speech can bring attention to certain social or political issues of the day, such as HIV/AIDS, economic inequality, or education.

Additionally, such speeches typically layout paths the audience can take beyond their education years as well as what specific tools for changes are needed for an individual to make an impact, for example use of the internet, acquiring and disseminating information.

Finally, commencement speeches often touch on aspects that contribute to a good life; examples include finding ones passion, showing compassion to others, and appreciating diversity.

In general, the commencement speech emphasizes celebration and looking ahead towards the future.

Lisa Kudrow in her 2010 address to the graduating class at Vassar college encouraged her audience to look to the future with a purpose of finding oneself. “I did actually hear from a little more than two of you that, because I went here, you wanted to know about my experience after graduating and I understand that because the twenties are that time in your life when you are really getting acquainted with your own adult self and seeing how you respond to self-doubt when there is so much seemingly at stake.

So let me re-assume you. It is not supposed to be easy, but it doesn't have to be torture. You are supposed to have moments of uncertainty about which path to take because the 20's are full of cross roads.

## **THE PURPOSE OF SPEAKING**

## **EULOGIES**

“One way to evaluate your own reputation is to think about what would be said of you at your eulogy.” Brain Koslow. He meant that we should care what will be said of us when we are gone.

A eulogy is a speech given to someone who has died.

When preparing a eulogy, having ample information about the person, helps you make a speech personal, which is a key ingredient here. While you can rely on your own information if you were close to the deceased, it is always good to ask the friends and relatives for their memories, as these people may add important facets that may not have occurred to you.

Second, although eulogies are delivered on the serious and sad occasion of a funeral or memorial service for the deceased, it is very helpful to look for at least one point to be lighter or humorous. Why? Because a eulogy is intended to provide hope and to turn the bereaved people’s mind away from the sorrow at least momentarily. In some cultures, in fact, the friends and family attending the funeral will expect the eulogy to be highly entertaining and amusing.

Yes, while eulogies are not roasts, one goal of the lighter aspects of this speech is to relieve the tension that is created by the serious nature of the occasion.

Lastly, remember to tell the deceased’s story. Tell the audience about who this person was and what the person stood for in life. To be touching to the family and friends, be as personal as you can in your words.

## **THE PURPOSE OF SPEAKING**

The eulogy should remind the audience to celebrate the person's life as well as mourn their death.

## **FAREWELL SPEECHES**

A speech of farewell allows someone to say good bye to one part of his or her life as he or she is moving on to the next page of life. May be you have accepted a new job and are leaving your current job station or you're graduation from college and entering the work force. Whatever the case, periods of transition are often marked by speeches of farewell

When preparing a speech of farewell, the goal should be to thank the people in your current position and let them know how much you appreciate them as you make the move to your next position in life.

Second, you want to express to your audience how much the experience has meant to you. A farewell speech is a time to commemorate and think about the good times you've had. As such you should avoid negativity during this speech.

Lastly, you want to make sure that you end on a high note.

## **CHAPTER 5**

### **CHARACTER TO PUBLIC SPEAKING**

June 29<sup>th</sup> 2017, Robert Kyagulanyi A.K.A Bobi wine, a top musician was very popularly elected to the 10<sup>th</sup> parliament of Uganda to represent Bukoto East. He had not been known in the realm of politics. Also it hadn't been known that he was the greatest speaker among those in the race. The key political parties had fronted candidates, and Bobi Wine had registered as an independent. He won because Ugandans knew him to be true, he has a reputation of fighting for the ordinary person which had become his trademark even in music. He is a man of the people.

That is character.

Having character means you are honorable and honest. You have integrity and are credible. You are reliable and responsible. As a speaker, make those qualities your own. On the opposite end of the spectrum, there are people who lie, cheat or steal. They may also be lazy, unreliable or inconsiderate of others.

If you are reputed to be an honest, honorable and credible speaker. You are known as a person who is reliable and responsible. People will respect you. Your speaking audience, as well as the community will trust you, knowing they can depend on you and want to hear what you have to say.

Additionally, character is not a one-off that you achieve and then relax. Avoid developing cracks in your character. A defect in character may be hard to correct. Having character requires a constant effort. Always do the right thing.

## **CHARACTER TO PUBLIC SPEAKING**

Quintilian described an Orator as “A good man skilled in speaking.” He was talking about character. Aristotle said, “Character may also be called the most effective means of persuasion.” In all we have said about public speaking, and in all that will be said, nothing weighs bigger than character. Character is the best way to earn credit.

As a speaker, even before you speak, you are already either condemned or approved. This is credibility as an element of character

Among all the dimensions of character, let’s commit to the study of the speakers’ credibility because of its power in influencing people and the promptness with which we can control it.

## **BUILDING CREDIBILITY TO INFLUENCE YOUR AUDIENCE**

In this section we present the case for credibility, the three types of credibility and how to build these characteristics in your speech.

Credibility is one of the characteristic of being trustworthy. If the audience can’t trust you, then they won’t believe you.

The credibility of some personalities has influenced people to buy a product, to vote a candidate, to sign a petition, to do business. We have seen this in 2017 when Africell Uganda engaged top celebrities including Bebe Cool, Sheebah, Ziza Bafana and David Lutalo to run an intensive promotion and recommend their internet services in what we call ‘celebrity endorsement.’

Credibility is often related directly to the audience’s perception of the speaker’s competence and character.

## **CHARACTER TO PUBLIC SPEAKING**

Directly in keeping with the three cardinal rules to speak effectively, to be credible, the audience must believe that you are a competent speaker that you are capable of creating valid arguments and sound reasoning. That you have earned the right to speak on the subject.

The reputation of the speaker, too, points to credibility. If you kept up to a reputation; it means you have achieved milestones in a line of endeavor. You are not only an expert on the topic, but you have created change, you have made transformation.

It's in your power as a speaker to develop and utilize any or all the three types of credibility.

### **TYPES OF CREDIBILITY**

**INITIAL CREDIBILITY:** The credibility an individual has before beginning his or her speech. It's mostly based on the perceived competence and the reputation of the speaker if he or she is known to the audience.

Hon. Bobi wine, going into the parliamentary campaigns, had for a long time defended the case of the ordinary Ugandan, which worked for him as initial credibility.

In another perspective, initial credibility may be earned from the level of self-confidence you appear to have, how prepared you seem and even your appearance.

### **CHARACTER TO PUBLIC SPEAKING**

## DERIVED CREDIBILITY

During your delivery, the quality of your speech, support services and materials, your professionalism as a speaker and command of the subject will create credibility.

Dale Carnegie wrote that there are only four ways in the world by which we are evaluated and classified. By what we do, how we look, what we say and how we say it. The two ways at the bottom, that is, What we say and How we say it, show us that the speaker's words plus the manner, will create a rating.

Derived credibility should provide hope to the speaker who thinks "but I am not very well known?" you have the power over the influence you will have on the listeners.

When Frank W. Gunsaulus made his "what I would do if I had a million dollars" Speech that persuaded Mr. Phillip D Armour who offered him the million dollars, he had been strangers with the people in his audience. Mr Armour did not know Gunsaulus. He only spoke in earnest with deep abiding desire of what he would do if he had the money, and described the plan he had. This shows us that your way of words, your power of self-expression have high influence power.

**Mahatma Gandhi** of India influenced 200 million people in India to move in unison a feat hardly ever achieved by any other human being. Gandhi had no money, he had no home. He did not even own a suit, yet he had power. He influenced the hundreds of millions of people and won independence for his country. You too can influence anybody.

## TERMINAL CREDIBILITY

On your way up as a speaker of name, each successive time you speak adds or sometimes detracts. When they say “He is a speaker of unusual ability, it means you have a record of successful speaking experiences behind you.

Terminal credibility is what you have added or reduced on your previous rating by the end of your speech. Think of terminal credibility as the lasting impression that an audience has of a speech and a speaker.

## **CHAPTER 6**

## **IMPROMPTU SPEAKING**

It is 8:30 am and you've just made a cup of coffee in office to start the day. It's a beautiful Monday morning. Suddenly, your Chief Executive Officer pokes into your office and says. "Miriam called that is not well yet she had a customer product presentation this morning in the briefing Centre. Can you cover it?"

Calls like this one may be an opportunity. If you accept with aptness and execute the speaking duty diplomatically and convincingly, you will be esteemed and rewarded. Very many people will freeze in the face of such a situation.

The ability to put your thoughts together, comprehend intelligently and speak compellingly at a moments' notice, is a quality with a high price tag.

An impromptu speech is one with little time to prepare. You speak off the cuff. It's important to note from the start that meager as the time notice may appear, an impromptu speech does not exonerate you from your obligation to prepare.

Based on research, the majority of speeches you make as an individual are impromptu in nature.

We observe that in today's world, events are so casually conducted; business transactions are so swift that management's call to speak is almost instantaneous. Most of the decisions that run industry and corporations today are made on a round table and on abrupt notice.

Have a quick look at the business in the house of parliament. Recently the Redpepper, a newspaper in Uganda published a list of all delegates and the

## **IMPROMPTU SPEAKING**

number of times they had spoken in the house. As a matter of fact, you have to be a good impromptu speaker to debate in parliament.

Let's explore the process to improve the art of impromptu speaking;

### **BEGIN WITH A STORY OR EXAMPLE**

Open your speech by divulging the details of your example. Recall the 5Ws every journalist uses when casting a news story. They are as immortal as the oceans. When? Who? What? Where? and Why?

The speaker who begins with a story is on safe ground. People follow because they find themselves as part of a dramatic situation.

In the second place, you will not grope for words and phraseology, yet this is normally a problem. A story is easy to comprehend even in impromptu situations because you were there, you saw it, and you heard it.

Thirdly, as old as human kind, stories have been the best way to captivate an audience. You attest to this every time you read the Holy Bible. Emerson said, "in the art of readable writing, only stories are really readable."

So start in the middle of your story especially when called upon to say a few words on short notice.

## **IMPROMPTU SPEAKING**

Thirdly, naturally, for an impromptu speech, you will be expected to speak only for a short time, rarely exceeding five minutes. Mostly of the cases, you are expected to make remarks on a territory, area or topic you are known to have command. We already emphasized in the three cardinal rules that you should speak where you have earned the right to speak.

### **KNOW THERE IS A BEGINNING, MIDDLE AND END**

Refer to my writing on speaking to inform. We observed that a speaker should make his or her meaning clear. Its equally true for impromptu speaking; you should be seen to have a message and as well, you should create an impression. That's what Ludwing meant "Whatever can be thought at all can be thought clearly, whatever can be said can be said clearly.

Impromptu talks can't just be a series of un related sentences strung together or a story not substantiated, it require structure, a beginning, middle and end that are bridged together.

### **BE ENGAGING- SPEAK WITH ANIMATION AND FORCE**

Your external forcefulness and earnestness will have an effect on your thought processes. It will also be beneficial in enlisting audience attention since interest is contagious. A speaker who is under the influence of his or her feelings will get ideas venting up his mind as naturally as how magma vents up in a volcano.

## **IMPROMPTU SPEAKING**

### **PRACTICE IMPROMPTU SPEAKING**

Here is a methodology founded by Dale Carnegie which we also use our own. The instructor will require participants to generate speech topics they can comfortably deliver for a one or two minute speech. Then the instructor

raffles the topics and invites the participants to speak one after another. You will not know which topic until you are on your feet and due for the speech.

If your prepared on “ my favorite book,” you find you have to speak on “ the pride of the farmer”, and there you go.

This method trains you to comprehend intelligently and to think fast. It also orients you to speak on a myriad of topics. It trains you to think while on your feet an attribute associated with high profile people.

### **USE THE PRINCIPLE OF HERE AND NOW**

Dale Carnegie said once on the radio interview, when asked, the most important lesson he had learnt in his long years training public speaking. “The astounding importance of what we think,” he said.

If you are at a function busy enjoying a one – on –one conversation with a friend, and suddenly someone taps you on the shoulder, “It is you the MC is talking about. He says you the next speaker.” If you think it’s very hard to speak under these conditions, then it’s hard.

## **IMPROMPTU SPEAKING**

If ever, this is the time for you to remain calm. If you have been listening attentively to the previous speakers, you may speak to indicate your appreciation for some messages that were shared. Or you can share a particular aspect of your favorite topic. Keep it short, but please prepare quickly and show-up.

When you arise to speak, you are in a show case. Your character is on display. The audience is able to judge you and they will make a rating for your as a speaker. You don't want people to have an unjust or low opinion about who you are.

The ability to speak impromptu effectively means that you are able to say the right thing at the right time, in the right place and in the right way.