

# Best Practices for Developing Speaking Skills & Your Speaking Brand

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# Getting Started

**Before you begin, ask yourself “What is my biggest challenge with public speaking?” Understand any limiting beliefs and challenge them.**

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# Public Speaking Tips

1. **Know Your Audience:** Tailor your message to the audience's interests and level of understanding
2. **Practice and Prepare:** Rehearse your key points multiple times to build confidence and reduce anxiety
3. **Organize Your Material:** Structure your presentation with a clear introduction, body, and conclusion
4. **Use Visual Aids Wisely:** Enhance your message with visuals, but don't let them distract from your speech
5. **Engage with Your Audience:** Make eye contact, ask questions, and respond to audience reactions
6. **Use Body Language:** Maintain good posture, use hand gestures, and ensure your facial expressions match your message
7. **Vocal Delivery:** Vary your tone, pace, and volume to keep the audience engaged
8. **Start Strong and End Strong:** Capture attention with a compelling opening and leave a lasting impression with a powerful conclusion
9. **Be Yourself:** Let your personality shine through to build a connection with your audience
10. **Manage Anxiety:** Use deep breathing, visualization, and positive affirmations to calm nerves

# Opportunities to Develop Your Speaker Skills

- **Master Internal Presentations Like a Pro**
  - Jumping into the spotlight at meetings or events is like a comfortable warm-up for your public speaking skills. You get to shine with your knowledge, soak up feedback from your coworkers, and slowly transform into a presentation superstar.
- **Shine as a Panelist**
  - Being a panelist is like having a front-row seat to share your wisdom on hot topics. Panel discussions give you the perfect stage to share insights, sharpen your quick-thinking abilities, and build connections. Whether answering tough questions or collaborating with fellow panelists, you'll strengthen your communication skills in a dynamic setting and establish yourself as a subject matter expert.

# Opportunities to Develop Your Speaker Skills

- **Lead the Charge on Company Committees**

- Stepping into a leadership role on company committees is an excellent way to build confidence in public speaking. Chair meetings, guide discussions, and present outcomes effectively—all while growing your leadership and presentation prowess.

- **Elevate Your Skills With Toastmasters**

- Toastmasters International is the ultimate playground for anyone wanting to level up their public speaking and leadership game. Joining a local Toastmasters group is like having a supportive cheer squad where you can practice your speeches, get helpful feedback, and soak up wisdom from fellow wordsmiths.



# Opportunities to Develop Your Speaker Skills

- **Get your voice out there in meetings and public chats**
  - Actively participating in meetings sharpens your communication skills and builds confidence. The more you contribute, the more polished and articulate you'll become—transforming into a trusted, impactful voice in any conversation.
- **Level Up as a Podcast Guest**
  - Being a guest on a podcast is like having a cozy coffee chat while the world listens in. You have the opportunity to articulate your thoughts clearly in a relaxed, conversational setting while connecting with a broad audience. It's an excellent opportunity to practice storytelling, public speaking in an engaging format, and establish yourself as a subject matter expert by expanding your personal brand.

# Opportunities to Develop Your Speaker Skills

- **Work With a Public Speaking Coach - Or Become One Yourself**
  - Even experienced speakers can gain valuable insights from targeted feedback. Partnering with a coach can help fine-tune your delivery, enhance your stage presence, and build confidence. Coaching is a rewarding way to guide others on their journey while deepening your expertise and learning from those you coach. It's a personalized path to mastering the art of impactful speaking.
- **Join a Speakers Bureau for a Greater Reach**
  - Speakers bureaus open doors to events and conferences where you can showcase your expertise, and expand your visibility. It's an invaluable step for building your speaker brand.
  - You can also request to be added to the Women in Hospitality Leadership Alliance Speaker Directory if you're not already listed.

# Opportunities to Develop Your Speaker Skills

- **Take the Lead as a Panel Moderator**
  - When you moderate a panel, you're the captain steering the ship! You'll spark conversations, toss out thought-provoking questions, and keep the dialogue flowing like a well-oiled machine. This gig is a fantastic way to flex those facilitation muscles and become a master of discussion dynamics!
- **Own the Stage With Workshops or Keynotes**
  - Leading workshops or delivering keynotes positions you as the expert in the room. Captivate your audience with engaging content, spark meaningful discussions, and leave attendees inspired with actionable takeaways.



# Opportunities to Develop Your Speaker Skills

- **Seek Constructive Feedback**
  - Solicit reviews from your audience or have a trusted individual observe and critique your presentation. Constructive feedback is an invaluable resource for personal and professional development.
- **Engage with Nonprofit Organizations**
  - By volunteering with nonprofit groups, either within your field or beyond, you can gain more opportunities to practice public speaking. This experience can help you hone persuasive communication skills and broaden your professional network.

# Develop Your Speaker Brand

- **Blog it Out and Show Off Your Smarts**

- Turn your expertise into dazzling blog posts or articles that scream, "I know my stuff!" Whether you're dropping leadership gems, productivity hacks, or industry insights, these pieces position you as the go-to guru. Share them on LinkedIn, your website, or anywhere the crowd gathers, and watch your audience—and your opportunities—grow.

- **Conference Connections = Speakers Gold**

- Conferences are your backstage pass to the world of public speaking. Connect with event organizers, network with fellow experts, and get yourself on the radar for future opportunities. Join panel discussions, volunteer to help out, or simply chat it up—you never know when that casual coffee line convo will land you your next big break.

# Develop Your Speaker Brand

- **Build Your Speaker Highlight Reel**
  - Grab those mic-drop moments and turn them into pure speaker magic! Collect video and audio clips from your past presentations, create an eye-catching highlight reel, and share it proudly on your website or social media. It's the perfect way to show event planners that you're the real deal—confident, compelling, and ready to shine.
- **Make LinkedIn Your Stage**
  - Your LinkedIn is your professional stage, so don't be shy! Add a spotlight section for your speaking highlights, showcasing events you've attended, topics you're knowledgeable on, and any achievements you've received. Add some multimedia flair with video clips, photos, or links to glowing reviews. Give people a front-row seat to your skills.

Have suggestions for content  
or resources? Contact us at  
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