

Best Practices for Developing Speaking Skills & Your Speaking Brand



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Additional Resources

“If you can speak, you can influence. If you can influence, you can change lives.” — Unknown

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Resource Articles and Posts

1. 10 Strategies to Prepare for Speaking Engagements
2. How to Shine When You're Put on the Spot
3. Five Tips for Giving a Great Speech
4. Are You Making These 6 Public Speaking Mistakes?
5. Three Essential Public Speaking Skills Every Leader Needs
6. Want to be a Better Public Speaker? Imagine Yourself on the Titanic, Says Vice President Kamala Harris
7. Six Best AI Tools for Public Speaking (September 2024).
8. Rohan Mahtani's Favorite Public Speaking Hacks
9. Speech Anxiety
10. 10 Tips for Speaking to an Audience

Videos and Podcasts

Listen & Learn:

- *How to Get Media Coverage That Builds Your Hospitality Brand & Career with hertelier and Hospitality Daily*
- *Three Levels of Public Speaker – Which Level are You?*
- *The “You”-”I” Ratio – Speaking Tip Video*
- *The CARE Factor: Being an Authentic Speaker*
- *It’s Personal Stories: A Hospitality Podcast*
- *Why do Women’s Voices Get Critiqued More Than Men’s?*
- *Your Body Language May Shape Who You Are | Amy Cuddy | TED*
- *How to Connect Your Story With a Compelling Message*

Be a Guest on a Podcast:

- *The Travel Leader*
- *No Vacancy*
- *Modern Hotelier*
- *Inspiring Women in Hospitality*
- *Checking Inn: A Lodging DEI Chat*
- *Top Floor*
- *Hospitality Daily*

Books

- Trust Your Own Voice by Karen Laos
- TED Talks: The Official Guide to Public Speaking
- HBR's 10 Must Reads on Public Speaking and Presenting
- Stories That Stick by Kindra Hall
- A Framework for Public Speaking Card Deck

Public Speaking Programs/Trainings

- IHI Speaker Training Accessible via It's Personal Stories Interview
- Executive Media Training with CJ Media Solutions LLC
- Pathway to the Podium with The Travel Leader
- Speak Up, Stand Out with Pinnacle Enterprises Group
- Speechworks
- Toastmasters
- Presentation Skills: Harvard ManageMentor Course
- The Art of Presenting Course with Simon Sinek
- Immersive Storytelling Program with Larkspur Hospitality Consulting

Public Speaking Coaches

- Anne B. Freedman, Executive Coach at Speakout
- Marilyn Ringo, MA Communication Coach at Speechworks

Overview of the Speaker Support Provided by Our Women in Hospitality Leadership Alliance Members

These organizations can provide a variety of
opportunities to grow as a speaker and leader



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Speaker Support Provided by Women in Hospitality Leadership Alliance Members

Organization Name	Networking / relationship building	General speaking development	Panel / Moderator Opportunities	Executive / leadership presence	General professional development / confidence building	Thought leadership	Storytelling	Personal branding	Voice training	DEI related trainings for leaders
AAHOA/HerOwnership	✓			✓	✓			✓		
African Association of Women in Hospitality and Tourism (AAWTH)	✓	✓		✓	✓	✓		✓		✓
Accelerate Women Leaders in Travel	✓	✓	✓		✓					
AHEAD	✓									
AHLA Foundation - ForWard	✓	✓		✓	✓					
Alliance for Hospitality Equity and Diversity										✓
Black Women of Hospitality	✓			✓	✓	✓				
Choice Hotels International - HerTels	✓									
Female Founders in Hospitality	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Hertelier										
Hospitality Hued	✓			✓	✓					
Hospitality Women’s Innovation Council										
IHG Lift										
Inspiring Women in Hospitality	✓	✓	✓	✓	✓			✓		
It’s Personal Stories										
Latino Hotel Association	✓		✓	✓						

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Light Her Way G6										
New York City Women of Hospitality - NYC WOH	✓									
Pinnacle Enterprises Group	✓	✓	✓	✓	✓	✓	✓	✓		
RaizUp		✓								✓
RIDE and SHE with Red Roof	✓		✓				✓	✓		
She Has a Deal.	✓	✓		✓		✓	✓			
TIEWN & BLLA	✓	✓	✓	✓	✓	✓	✓	✓		
Unlocking Doors - Hilton	✓			✓	✓					
WINiTby GBA										
Witti					✓					
Women in Travel CIC	✓	✓	✓	✓	✓		✓	✓		
WITH Organization	✓	✓	✓	✓	✓	✓	✓	✓		
Women in Travel THRIVE	✓			✓	✓					
Women Leading Travel & Hospitality	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Women’s Executive Council (WIC)	✓	✓	✓	✓	✓		✓	✓		
WORTH Association for women of recreation, tourism and hospitality			✓	✓	✓	✓				
Wyndham Hotels & Resorts - Women Own the Room	✓		✓		✓					

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or resources? Contact us at
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