

Show: The Diary of a CEO with Steven Bartlett

Episode: The Public Speaking Expert: This Speaking Mistake Makes People Ignore You.
(March 10, 2025, 2h 27m)

Guest: Vinh Giang, communication coach & magician

How to Listen (links): [YouTube](#), [Spotify](#), [Apple](#)

Note: Anything underlined is a website link

KEY INSIGHTS BY TIME STAMP

00:00–10:57 – Acknowledging the frustration of working hard and being talented, yet still getting passed over. Vinh highlights that others may outshine you simply because they communicate their value more clearly.

20:28–36:46 – Explore the concept of vocal image and the power of volume, melody, and pausing to command attention and convey confidence.

41:31–43:56 – Master the storytelling formula and use the VAKS (Visual, Auditory, Kinesthetic, Smell) method to live your stories—don't just report them.

1:39:57–1:44:58 – Vinh teaches small talk strategies, including the F-O-R-D technique (Family, Occupation, Recreation, Dreams) to deepen conversations.

1:06:20–1:14:32 – Learn how body language plays a silent but powerful role in how you're perceived—as Vanessa Van Edwards often shows, nonverbal cues can speak louder than words.

Philosophy of Improvement – Throughout the episode, the idea of Kaizen (relentless, incremental improvement) is at play, encouraging listeners to continuously refine the new behaviors and vocal techniques they learn.

QUICK TAKE

If you feel overlooked despite your hard work and talent, this episode offers the toolkit to shine your light brighter. From mastering vocal elements (speed, tone, presence) to telling immersive stories and engaging deeply in casual conversations—Vinh Giang's approach is all about learning new behaviors that help you truly connect and be seen.

MORE INFO

- Vinh Giang is an award-winning magician, entrepreneur (founder of several businesses), and keynote speaker known for his unique ability to combine magic with business and communication principles.
- Steven Bartlett is an Entrepreneur, speaker, investor, author, Dragon on Dragon's Den and the host of Europe's leading podcast 'The Diary of a CEO'.



October 23, 2025



DISCUSSION GUIDE



Discussion guides are designed to keep the conversation flowing, but they are not mandatory.

Diary of a CEO with Steven Bartlett ft. Vinh Giang: How to Become a World-Class Communicator

Part 1 – The Big Question

“Have you ever felt like you’ve worked hard, had talent, but still got passed over—while others, sometimes less qualified, moved ahead?”

Discuss:

- Why do you think this happens?
- How much of success is about talent vs. how you communicate your value?

Tips for Shining Your Light (from Vinh):

- Claim your space – Posture and hand presence matter.
- Use your voice intentionally – Volume, melody, and pausing add weight to your words.
- Tell stories, not stats – Stories connect emotionally and are remembered.
- Bring energy – Enthusiasm draws people in.

Optional Mini-Exercise: Take 30 seconds to introduce yourself as if you’re shining your light—stand tall, smile, and share something with energy.



Part 3 – Practical Applications

- Share one specific behavior you’d like to practice this week (e.g., pausing more when I speak, standing taller, or reframing a “win” into a story).
- Pair & share: Practice with someone in the room for 2 minutes.

Part 2 – Key Insights & Takeaways

Communicating Value

- Many people don’t get ahead because they don’t signal their value effectively.
- **Discuss:** How can you better highlight your strengths in daily conversations?

The Role of Voice & Presence

- Volume, melody, and pacing shift how people perceive you.
- Body language (hands, posture, eye contact) makes or breaks connection.
- **Discuss:** Have you noticed when someone’s presence made them memorable?

The Power of Storytelling

- Information is forgotten, but stories stick.
- Kaizen approach: aim for tiny, relentless improvement in how you share your story.
- **Discuss:** What’s one story you could tell that highlights your strengths or values?

Small Talk & Connection

- Being able to genuinely connect in small moments builds trust.
- **Discuss:** What’s one way to make small talk more meaningful instead of surface-level?

Part 4 – Wrap-Up & Reflection

- What’s your biggest insight from today’s discussion?
- How can we support each other in becoming stronger communicators?

Remember: Communication is a skill, not a talent. Anyone can learn to shine.

