

## **CONNECT: HOW TO ENGAGE YOUR AUDIENCE AND DELIVER A WORLD CHAMPIONSHIP MESSAGE**

Whether you are speaking to an audience of one or one thousand; or giving an ice-breaker or competing in a world championship speech contest, you should be focused on connecting with your audience. Use the **C.O.N.N.E.C.T. Framework** to engage your audience and make your messages memorable:

### **C – Customize & Clarify your Message**

Determine the one message that you want to share with the audience, customize everything you share to support that message. Structure the message to provide the audience with clarity on why you are speaking.

### **O – Optimize Your Words**

Great speeches are not just written, they are finely crafted. Your choice of words brings clarity to your message and influences the audience and its perception of you. Select your words wisely.

### **N – Non-verbal Communication**

Align your non-verbal communication, including your body movement, facial expressions, and vocal tone, with your content to support and strengthen your message.

### **N – No Time Like Showtime**

The audience feedback you get from frequent stage time is crucial to sharpening your message and delivery. Do not memorize your speech. Internalize your message!

### **E – Enthusiasm + Emotion = Engagement**

Take your audience on a journey, through a range or roller coaster of emotions, and your speech will be memorable. If you become monotonous, you will lose them and it is hard to get them back.

### **C – Control Your Nervousness**

Prepare thoroughly and manage ALL presentation details so that your only focus, while on stage, is to connect with the audience. Visualize yourself giving a successful speech over and over again, prior to getting on stage.

### **T – Train Like A World Champion**

Top speakers, like world-class athletes, are committed to improving their performance every day; train actively with a coach or mentor; and don't get ready to compete...they stay ready to compete!

The goals and objectives of this workshop are to help you:

1. Understand the difference between communicating and connecting,
2. Utilize the CONNECT Framework to craft and deliver world class speeches, and
3. Learn how to control your nervousness, and how to stay ready to speak, rather than get ready to speak.