THREE KEYS TO SCORING BIG AS A SPEAKER

The principle common to each of the following three strategies, by the way, is one that always works and is rarely tried because it's so "expensive:" servant leadership. [Servant leadership always runs counter to the overwhelmingly seductive territorial-imperative power of the following: “I’ve worked hard to get here. Now, be warned: it’s my turn to work you hard!”]

ONE

The Meet-and-Greet. It happens before you ever get on stage. Arrive early, maybe even the day before, and just mingle. Introduce yourself to this one, and then to that one, and then to the other one. Of course when you're new at this you run the risk of concluding, after just a few people, "They all want ABC and all I've prepared is XYZ!" Keep your head and make a 2- or 3-sentence reference to their XYZ then knock your ABC out of the park – do it right and you’ll get invited back to fill out those 2 or 3 sentences!

TWO

Don't namby-pamby into your introduction - instead, stride confidently to center

stage, pause, then start with a bang. Give a startling fact/statistic/quote.

Consider this: if the first words out of your mouth are "Imagine this," they'll be

exactly where you want them, right? Needless to say, your talk, from the very first phrase, is guaranteed to meet their needs, to exceed their expectations. It’s all about them, not about you.

THREE

Consider spending a few minutes at the end with the following: "Please share with us one or two takeaways from this talk." That question has two happy consequences:

A. The answering of that question brings latent activity from the depths of

the brain (the home of everything in the universe except the kitchen sink) one

step closer to the world of implementation. Does this create behavioral

momentum, or what? And

B. Not only are you going to receive higher scores on any post-presentation

evaluation forms but you're also far more likely to get booked by that organization

for another talk.

CONCLUSION: nothing succeeds like servant leadership – it’s rarely tried, it never fails!