



## **Winning Speeches for Award Winners**

40 Speaking Tips for Business Award Winners

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***Mental Nutrition®***

Thinking flexibly. Speaking confidently.

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## **Congratulations, you've won a business award**

You're glowing with pleasure at being recognised by your peers, your industry, your community.

But hang on. Now you're being asked to speak at various functions. Breakfasts, dinners, business meetings, even conferences! This wasn't part of the deal!

Actually, yes it was. You just didn't pay attention.

So now you're faced with these invitations, what do you do to win opportunities, credibility and visibility?

This ebook takes you through 40 'nuts and bolts' elements of public speaking and provides between 5 and 9 details on what to do so you can quickly become professional, develop some skills and knowledge, and represent your award with credibility.

## **The 7 +/- 2 Series**

Life is short, complex, overloaded with information. Getting a result demands paying attention to detail.

Our working memories have limited capacity. There's a famous piece of research by cognitive psychologist George Miller ([http://en.wikipedia.org/wiki/The\\_Magical\\_Number\\_Seven,\\_Plus\\_or\\_Minus\\_Two](http://en.wikipedia.org/wiki/The_Magical_Number_Seven,_Plus_or_Minus_Two)) that suggests our capacity to remember chunks of information is about 7 plus or minus 2 items.

Business award winners are busy people. Speaking at functions is not their 'core business'. So as not to overload you I have reduced the memory burden to 7 +/- 2 items of critical detail. So on each of the 40 elements covered in this ebook there is between 5 and 9 details that are practical, and doable. Work on these and you become professional, confident and credible.

Enjoy your award winning journey.

## **Distribution rights**

This ebook contains vital information for business award winners so I'm giving you free electronic distribution rights. This means you can give it away to other people. The only restriction is that you must not change it in any way. This means that you must distribute it in its original PDF format in its entirety.

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## 1. How do you judge a good speaker?

As a business award winner you need to have an idea of what makes a good speaker. Is it simply that they don't bore the audience? They create a laugh? Drop a tip or two?

Here are some factors to consider.

1. Be real. People like speakers who are human and honest.
2. Tell engaging stories based on experience rather than an endless list of facts and figures.
3. Make sense. An audience needs to be able to follow the logic of what is said (structure), hear the speaker and understand the content.
4. Offer useful information. Audiences like receiving tips for success and traps to avoid.
5. Be professional to deal with. No surprises for the function organiser.
6. Be confident and credible.

### **Related elements:**

13. Convey confidence – even if you're bluffing
27. Ordering your thoughts
31. Stories persuade

## 2. How do you weigh up an invitation to speak?

When you are asked to be a speaker at a function weigh up whether to say yes or no. Just because you have won a business award and this is a business function doesn't automatically make you the right choice, either for them or you.

Consider these factors from their point of view:

1. Is there a 'fit' between the nature of the function, the theme or purpose, and your business and award?
2. How are you going to contribute to the value of their meeting?
3. Do they have a specific reason for asking you?
4. Are they looking to make good use of what you have to offer or are you just filling a slot?

Consider these factors from your point of view:

1. Does the time, date and location suit your current commitments?
2. Do you have the time to prepare for this event? Can you be your best?
3. Does the audience fit with the sort of people you wish to be in front of, such members of your industry, potential clients, people who will 'spread the word'?
4. Do you feel comfortable with this event? Can you genuinely support their cause?
5. Are they going to do the right thing by you or are you going to feel exploited?

When you have weighed up the options you then have choices:

- A definite yes.
- A tentative yes subject to gaining further information.
- A polite no based on reasons such as fit, clashing commitments, type of function (e.g. you don't do breakfasts)
- A polite no with a suggestion of an alternative speaker.

### 3. What is your purpose for speaking?

Give some thought to what you are trying to achieve when you speak. This will help with your preparations.

Here are the broad options:

1. To inspire: You wish to arouse your audience to take their business to a higher level, to follow in your footsteps by nominating for an award, to go an extra mile.
2. To motivate: You wish to influence your audience to take action, to shift from where they are to go somewhere else with their business.
3. To persuade: You wish to influence your audience to believe in themselves, in the value of taking different action, in a particular cause (such as the awards or some aspect of your industry).
4. To teach: You wish to pass on information, tips and techniques, strategies, ideas that you have found useful in your business.
5. To entertain: You wish your audience to have some fun, enjoy the function, have a laugh.
6. To challenge: You wish to provoke people to consider new ideas or different action.

Some of these are closely related. While passing on information you can also entertain, challenge and motivate and it is desirable to do so.

Work out what your primary and secondary objectives are as these will affect decisions about accepting invitations and content.

#### **Related elements:**

26. Pick a punchy title
31. Stories persuade
32. Offer success tips

## 4. What you should know about your audience

Knowing your audience is essential to presenting a top-notch speech.

These are some of the key details to find out from the organiser. They can be included on your logistics sheet.

1. How many are expected to attend? This information will help you decide whether to accept or not and will affect the logistics and your delivery.
2. Do they know each other? Your content and delivery will shift depending on the answer to this question.
3. What do they have in common and why are they coming? Are they from the same industry, are they coming to gain information, be inspired, meet up with colleagues?
4. Demographic details (e.g. cultural mix, nationality, age, gender). Your content and delivery will need to adapt to this information.
5. Are any VIPs attending? Who are they? You may need to acknowledge these people in your presentation.
6. Is their attendance voluntary or involuntary? You may have to work harder if people have been told to come.
7. What is their level of expertise? How much do they know about what you are going to talk about?

### Related elements:

36. Understand what can be difficult to grasp

## 5. What you should know about the venue

Details about the venue can dramatically affect how well you present. Expecting a flat floor room and finding you're in a tiered theatre or expecting reasonable lighting and finding the room is in semi darkness can be enough to throw you off balance. Learning this information beforehand helps you make decisions about your presentation.

Here's what to find out:

1. What is the location. Find out the exact street address. If it's in a main city find out what the nearest intersection is so you can easily find the venue.
2. What type of venue is it? Is it a hotel, business premises, meeting room, community hall, lecture theatre? This detail signals something about the formality, likely audience, and dress code.
3. How big is the venue? Does it have pillars? How high is the ceiling? What is it usually used for?
4. What is the seating layout? Is it tiered? Theatre style? Round tables? Does it have aisles?
5. Is there a stage or is it flat floor?
6. What is the lighting like? Daylight? Dim lighting? Is it adjustable? Generally, the more light the better. You don't want to be a voice from the dark.
7. Are there windows? Will you be facing windows, in which case this could be hard on your eyes and you may have trouble seeing your audience. Are you positioned in front of windows, in which case your audience will have trouble seeing you. Neither are helpful.

### Related elements:

7.How to develop a logistics sheet

35.Using and abusing PowerPoint

## 6. What you should know about the function

The type of function will make a difference to your preparation. How you present as an after-dinner speaker is different from a business seminar and different again from an in-house briefing.

Details to find out include:

1. Type of function: Is it a business meeting, a seminar, a conference. This will affect the level of formality and numbers attending.
2. Is it breakfast, lunch or dinner? You may not be a 'morning person' or you may have parenting responsibilities in the evening. There are hidden traps speaking to people who are eating and drinking.
3. Is it a professional or industry association? You will need to be relevant.
4. Is it sponsored by another business? How do they relate to your business?
5. Is it in-house or public? In-house presentations may need more tailoring to the organisation's needs.

### Related elements:

7.How to develop a logistics sheet

24. Courtesies count

## 7. How to develop a logistics sheet

A logistics sheet is a short document you send to the function organiser that identifies information you need to know or provide about the function, venue, set-up details, equipment, room layout and anything else that impacts on your presentation.

Asking the function organiser to fill this out helps to reduce misunderstandings, clarifies commitments and details, and avoids assumptions which can trigger Murphy's Law (i.e. something going wrong on the day).

Here's some broad headings you can include on your logistics sheet:

1. Function organiser: Name, organisation, address, contact details,
2. Function details: Date, venue details, street address, length of time for your speech, start and finishing times, purpose, theme, type of function, dress code, audience numbers
3. Your needs: Identify when you will arrive and leave, whether you will provide an introduction, any dietary requirements, whether you need access to a sound technician, whether you will bring handouts, promotional material, equipment, gifts, any special arrangements such as a business display table.
4. Room layout needs: If your presentation depends on a certain room layout you should ask for these. For example, if you are using audio visual support material, then a room set up that enables the audience to see and hear clearly will be important.
5. Equipment needs: List the equipment you need and don't need. Be specific. Include tables, microphones, lectern, audio-visual equipment, chairs, clock.

### Related elements:

4. What you should know about your audience
5. What you should know about the venue
6. What you should know about the function

## 8. How to prepare an introduction

How you are introduced will be important for these reasons:

- It leads into and supports your speech
- It raises audience expectations
- It adds to your profile.

Therefore you don't want to leave this up to the function organiser. You are the business award winner so you want to prepare an introduction that:

1. Tells the audience who you are: Identify the key details about the award, your business and your background so that people know why you are there and have some credibility to speak.
2. Gives some hint as to what will be covered in your speech: Make this punchy and enticing.
3. Invites the audience to acknowledge your presence: This can be as simple as 'Please join me in welcoming ...'
4. Find out who is going to introduce you and send your introduction ahead of time. Introduce yourself to them when you arrive.

PLUS:

5. Make clear that you would like the introduction read as it is written.
6. Take a copy, in at least 14 point, to the function as back up.

Here's an example of an introduction I used at a meeting of the Australian Institute of Office Professionals in 2004.

Ann Villiers is Australia's only *Mental Nutritionist*®. Convinced that getting the best out of life is mainly a mind activity, what she'd like to see us all doing is paying more attention to how we feed and exercise our minds.

Ann specialises in the sense-making process. Drawing on over 20 years of business and senior management experience, Ann has figured out some of the mysteries of how we can take charge, tackle challenges and make things happen. Much of it has to do with what is going on between our ears!

Author of *Gorgeous Daring Dames, How to grow in confidence, clarity and commitment*, Ann won the 2003 ACT Women In Business Division of the Micro Business Awards. Her observation over the years is that women can get in their own way, holding beliefs that hamper, hinder and hobble their full experience of life.

Tonight Ann offers a smorgasbord of do-able, self-promotion ideas for speaking up and being heard so we can expand our sense of what is possible. Please join me in welcoming Ann Villiers.

## 9. What to read in preparation

Part of your preparation for speaking as a business award winner is to conduct some research, learn new skills, refine your existing skills.

1. Public speaking: Your main window of opportunity for speaking will likely be short – perhaps 12 to 18 months – so you need to use it well. Learn as much as you can about public speaking and how to do it well.
2. Join an organisation that helps build public speaking skills, such as Toastmasters International. ([www.toastmastersinternational.com](http://www.toastmastersinternational.com))
3. Learn from people who are professional speakers. Visit the National Speakers Association of Australia web site – [www.nationalspeakers.asn.au](http://www.nationalspeakers.asn.au).
4. Business: If you have trouble identifying what you did to make your business special or how to express it, dip into some books on business. Check that you cater for the right size of business – micro, small, medium, large.
5. Industry: If your award is industry-related, such as real estate or tourism, refresh your knowledge about the latest trends, issues and developments. You don't want to sound out-of-date and you may be asked questions that test your industry knowledge.

### Learn more:

Dip into Peter Switzer's *350 Ways to Grow Your Small Business*, Harper Collins, Australia, 2002

Search for current books at Dymocks: [www.dymocks.com.au](http://www.dymocks.com.au)

### Related elements:

10. You are a role model – but of what?
15. Rehearse rather than wing it
13. Convey confidence – even if you're bluffing

## 10. You are a role model – but of what?

Once you gain your 15 minutes of fame as a business award winning public speaker your visibility increases along with your reputation.

People will hear about you, notice you, look to you as a shining light to emulate.

But are you worth emulating? Are you a pleasant person to connect with, easy to talk to? Or do you come across as arrogant, superior, a know-it-all? Are you a person of integrity and high ethical standards? How generous are you with information?

As part of your preparation, learn more about yourself and assess your reputation.

1. Gain some self-knowledge: Think about the sort of person you want to model to others as a successful business person. What is your reputation? Use some tools to understand your communication, management and leadership styles.
2. Seek some feedback: Ask your family and friends, colleagues and clients for comments on what they see as your strengths, what you are known for, what you stand for.
3. Support your professional standards: If you belong to a profession or industry chances are there will be codes of conduct governing behaviour. Do you support this code? How is it expressed in your business?
4. Walk your talk: If you stand for something in your business (e.g. customer service) make sure you model these behaviours. Your audience will be quick to pick any gaps between your business PR and what you actually do.
5. Become your own 'Designer Label'. How do you want to describe and define yourself? How do you reflect those labels?

### Learn more:

For details on becoming your own 'Designer Label' read *Gorgeous Daring Dames, How to grow in confidence, clarity & commitment*. Visit Product Store at [www.mentalnutrition.com](http://www.mentalnutrition.com).

"Don't concentrate on making a lot of money, but rather concentrate on becoming the type of person people want to do business with, and you most likely will make a lot of money." A.H. Fripp Use a quote to open your talk, Patricia Fripp, CSP CPAE, [www.fripp.com/art.use\\_a\\_quote.html](http://www.fripp.com/art.use_a_quote.html)

## 11. Learn the art of mixing and mingling

When you attend a function at which you are the guest speaker be prepared to mix and mingle with the other people attending. Why?

1. People like to meet speakers and feel they have rubbed shoulders with someone important.
2. It will also put them at ease when they discover you don't have two heads, are just like them, and are easy to talk to.
3. You will learn valuable information from those attending. This information will help confirm that what you are going to say is appropriate. If you discover otherwise you have the chance to do a quick rethink.
4. You will connect with at least some of the people in your audience so you will feel more comfortable about speaking. Speaking to a room of complete strangers is far more daunting.
5. If mixing and mingling is not your strong point then it's time to learn how to:
  - Walk into a room of strangers with confidence.
  - Carry on conversations with a wide range of people.
  - Introduce yourself memorably.
  - Connect with people by building rapport.
  - Listen with genuine interest and curiosity.
  - Follow-up if necessary.

You will need to allow time for this so turn up early enough to be able to fit this in.

### Learn more:

You can learn these skills by reading books, going to seminars, practicing. Here's a couple of books to start with:

Robyn Henderson, *How To Master Networking*, Prentice Hall, Sydney, 1997

Ivan Misner and Don Morgan, *Masters of Networking, Building relationships for your pocketbook and soul*, Bard Press, Georgia, 2001

Tips and articles on networking by Robyn Henderson  
[www.networkingtowin.com.au/nettips.html](http://www.networkingtowin.com.au/nettips.html)

## 12. Enjoy speaking – manage nerves

You'll have heard the oft-repeated line about people's fear of public speaking. Even experienced actors and professional speakers experience some nervousness before 'going on'. The task is to manage your nerves so they don't sabotage your presentation.

There is plenty of advice around on handling stress and nerves. Here's some of the key tips. You'll need to work out what works for you.

1. Relaxation techniques: These include meditating, yoga, breathing techniques.
2. Building an appropriate 'state': Feel ready and eager to meet your audience by nurturing a speaker-ready mind state with inspiring music.
3. Feeding the mind: Build positive expectations for the function by using affirmations and mental rehearsal.
4. Three questions: Ask yourself – what is the worst thing that can happen? How likely is this to happen? (If it's low, decide whether you need to worry) If it did happen what would I do about it? (Knowing your options reduces the stress.)
5. Believe your audience wants you to do well. They're glad it's you and not them.

Some of the other issues covered in this ebook help with managing nerves:

1. Learn to mix and mingle. Knowing the audience is friendly and looking forward to what you have to say. (Element 11.)
2. Be prepared. Taking care of all the details on your logistics sheet reduces the chances of last-minute hiccups that trigger stress. (Elements 7 and 14.)
3. Planning: Planning your presentation and how you deliver it will also reduce your stress levels. (Element 27.)
4. Turn up early. Arriving five minutes before the event starts or before you are on will add to your stress. It is also unprofessional. (Element 24.)

### 13. Convey confidence – even if you're bluffing

Your audience wants you to hear what you have to say. Your introduction raises their expectations. You've come prepared and know what you want to contribute. Support this foundation by conveying confidence.

You can convey confidence by:

1. Your walk: If you shuffle and hesitate when you walk into a room or approach the lectern you will send a clear signal that you lack confidence. Practice walking with purpose.
2. Your posture: If you slouch, stand lop-sided, or hold your head to the side you may also undermine people's perception of you. Stand tall and even. You're not on parade so a military style is not needed. Women need to also pay attention as they tend to be more lop-sided than men in their stance.
3. Your clothes: Dress in a way that is appropriate to the occasion and reflects who you are and what you stand for. (Your logistics sheet identifies the dress code.)
4. Your voice: A clear voice that can be heard is essential. You may need to take voice lessons to help with voice projection, variation and articulation.
5. Your eye contact: When you meet people look at them in the area of the eyes. If possible, look at your audience when speaking to them. Rather than sweeping over them look at specific individuals.

#### Learn more:

"Of course it is the inner you that counts, but dress up and look good so you can attract people so they can find out how nice you are, how smart you are, and how valuable you can be to them." Edie Fripp.

Use a quote to open your talk, Patricia Fripp, CSP CPAE  
[www.fripp.com/art.use\\_a\\_quote.html](http://www.fripp.com/art.use_a_quote.html)

#### Related elements:

15. Rehearse rather than wing it

21. Zest adds flavour

## 14. Go prepared – what to take with you

If you are giving a number of speeches your life can be made easier if you make a list of what you need to take with you.

Some of the details will come from your logistics sheet. Others will be personal.

Here's some of the topics you may wish to include on your checklist:

1. Promotional materials: Business cards, brochures, banners, samples.
2. Presentation support materials: Handouts, CD/memory stick of presentation.
3. Equipment: Lap top, data projector, CDs, business equipment, clock.
4. Personal items: Clothes, toilet bag.
5. Logistical details: Copy of your logistics sheet.
6. A copy of your introduction.

### Related elements:

7. How to develop a logistics sheet
8. How to prepare an introduction
38. Take aways give a longer life

## 15. Rehearse rather than wing it

Few people can stand in front of a group and talk for 15 or 20 minutes in a coherent and engaging way and say something worthwhile without some preparation.

But preparation is not enough. You also want to rehearse your presentation. By that I mean practice it by performing it in private. Not in your head, but out loud, with or without an audience. Why?

1. You want to know how long it will actually take. If you have been given an amount of time for your talk, you want to know for sure that you will stop at the appointed time and that you have finished your talk at that time. You can only establish this by practicing your speech as you intend to deliver it – at the same pace using the material you have prepared.
2. You want to know that your mouth will be comfortable saying what you have prepared. If you have written your speech, chances are that you have written it as you would write rather than as you would talk. You may have to 'translate' some of what you have written into more informal, conversational language.
3. You want to know that your mind will be comfortable saying what you have prepared. Until you actually say it out loud you won't know what feelings you might trigger, what doubts might spring to mind, what ambiguities you unearth.
4. You want to be familiar with what you are going to say. No surprises. You don't want your mind to be thinking 'Did I really write this stuff?'
5. You want to know how you will deliver your speech. Reading a prepared text is the least engaging way to deliver it. You want to work out how you are going to say your words – where to pause, place emphasis, look at your audience, move around.
6. You want to think through the details of what can happen between when someone starts reading your introduction and when you start talking. What will you do with your notes? Where will you stand? How much time do you allow to reach the lectern?

### Related elements:

22. Choose words wisely

## 16. When to use a microphone

Much of the benefit of your speech is lost if people cannot hear what you say.

You may be tempted to avoid a microphone or to think that by raising your voice you'll get by. You won't. All you'll do is strain your vocal chords, run out of energy and alienate your audience when they can't hear you.

Times to use a microphone:

1. If you have a soft voice.
2. If you have more than 25 –30 people in a room. This is not a hard and fast rule as it depends on the size of the room and the acoustics. If there's a wooden floor and high ceiling it may be difficult to hear you with only 20 people in the room.
3. Even if a room is small, background noise can make a microphone essential. Air conditioners, heaters, food preparation, other nearby functions can generate enough noise to disturb your speech.

And

4. Resist the temptation to say you have a loud voice and strong voice projection. A shouting speaker is not a pretty sight.
5. Avoid:
  - Tapping a microphone to see if it works (arrive early and test it)
  - Asking "Can you hear me up the back?"
  - Playing technician by saying "Testing – 1, 2, 1, 2."

### Related elements:

17. How to use a lapel microphone
18. How to use a lectern microphone
19. How to work with a technician

## 17. How to use a lapel microphone

A lapel microphone consists of a transmitter unit, lapel mic and cable.

Here's how to use one professionally.

1. Pin the microphone to a jacket lapel about 20 cm below your mouth.
2. Clip the transmitter to your waist band, belt or place it in a jacket or skirt pocket out of sight.
3. Hide the cable under your clothing so it is not dangling down your front. This is not attractive.
4. Ensure jewelry or items of clothing (e.g. tie) are not going to knock or rub against the microphone.
5. If you turn your mouth away from the microphone you may become difficult to hear.
6. Always test a microphone before using it, preferably before the start of your speech. This means you arrive early.
7. Have access to a sound technician.

### **A note for women:**

If you know you are addressing a large audience pay attention to your choice of clothes. You don't want to turn up and find you have no where to pin a microphone or put the transmitter.

### **Related elements:**

18. How to use a lectern microphone
19. How to work with a technician
25. Value your voice

## 18. How to use a lectern microphone

A lectern may have a microphone attached to it, usually at one corner. Or there could be a microphone on a stand at one side of the lectern.

Consider these details:

1. Before you start, adjust the microphone to your height. If you are too close you will 'pop' and if you are too far away people may not hear you or you will be stooping. This is another reason to arrive early.
2. Speak into the microphone, keeping your mouth about 20 cm away.
3. Resist the temptation to avoid using the mic.
4. Keep your mouth pointing at the mic. If you turn to look at people to your side you need to turn your head so your mouth stays near the mic.
5. Test the mic before using it. It's embarrassing to find it doesn't work when you launch into your speech. Turn up early to do this.
6. Have access to a sound technician.

### Related elements:

- 19. How to work with a technician
- 20. Script, notes or off the cuff?
- 25. Value your voice

## 19. How to work with a technician

A skilled, service-oriented audio visual technician or sound engineer is essential for a big event at which you are using technology. Even for a small event where the only technology is the lectern microphone, having someone who knows the equipment can make or break your speech.

Here's some tips on working with technicians.

1. Know what your equipment needs are and identify if technical support is available. (You will do this via your logistics sheet.)
2. If you need technical support make sure they will be available at the time your arrive.
3. Arrive early so that everything is ready to go before any of the audience arrives. You want to have checked the microphone, checked the data projector works and is compatible with your CD, briefed the technician if they are working any of the equipment. You will look more professional if everything is ready before any one arrives. You will also be free to mix and mingle with ease.
4. If you are one of several speakers then arrive at a time when you can achieve the details in the previous point. This could be during a refreshment break or meal break.
5. Test the microphone from where you will use it in the way you will use it. If it's on a stage, get up on the stage. Testing a mic from the back of the room with a small voice is of no use. You want to know if you can be heard in every corner of the room without straining your voice.

### Related elements:

20. Script, notes or off the cuff?
25. Value your voice
35. Using and abusing PowerPoint

## 20. Script, notes or off the cuff?

Should you use a script, notes, rely on memory or just say whatever comes to mind? Some people may believe that to speak without the support of notes is somehow 'better' than using a script or notes.

Such a view doesn't take into account the type of presentation and what is appropriate to the occasion. Some presentations require a fully scripted approach while for others a more casual style is appropriate. But style is not the same as what type of notes to use.

What is right for you will depend on your level of confidence and your memory skills. Consider these points in making your choice:

1. Reading from a prepared script is potentially going to be a less interesting presentation because: you may have written it in the way you write rather than as you speak; your level of eye contact is reduced; and you may slip into a monotonous reading style.
2. Speech notes, which set out headings and prompts, enable you to stay on track with your theme and structure, talk more conversationally, and engage in more eye contact with your audience.
3. From reading this ebook you will have figured out that I don't encourage winging it. Making it up as you go along will likely damage your reputation.
4. If you are telling your own story, then you should know this without having to script it. However, this doesn't mean you make it up as you go along. You think about what are the key points to make based on your purpose, theme and structure.
5. If you don't have access to a lectern or table then notes are a potential problem. Where will you put them? Will your shaking notes reveal how nervous you are? Will holding notes limit your style (e.g. restrict your movements)?
6. If you do use notes or a script, number the pages so if you drop your notes you can quickly get them back in order.
7. Prepare your notes in at least 14 point and double space for ease of reading.

### Related elements:

15. Rehearse rather than wing it

## 21. Zest adds flavour

Your audience is likely to pay more attention if you show some energy, some enthusiasm for your subject. Putting your audience to sleep should not be your goal.

Ways to add zest:

1. Use your voice: If you mumble, speak in a monotone, don't articulate clearly, the additional listening effort for the audience is likely to be a turn-off.
2. Use voice variation – in pitch, tone, loudness. This adds colour, emphasis and keeps people awake.
3. Movement: Standing still in the one, fixed posture can also help minds to wander, particularly if combined with a monotonous voice. Even if you are at a lectern you can vary your posture and arms.
4. Emotion: Your audience doesn't just want the facts. They want to get to know you. Revealing vulnerabilities, successes and disappointments through your stories will convey your joy and enthusiasm. Emotions are contagious. As you share your pleasure at winning the award so your audience will feel some of this and aspire to have more for themselves.
5. Pause: Your speech doesn't have to be a continuous stream of information. Pausing for a couple of seconds for emphasis and for breath adds interest and conveys confidence.

### Related elements:

12. Enjoy speaking – manage nerves
13. Convey confidence – even if you're bluffing
15. Rehearse rather than wing it

## 22. Choose words wisely

One of the great myths of communication is that words don't matter, that they convey little of the meaning people gain. Certainly our voice and non-verbal communication are important. But when you are speaking, words do matter.

You want to have useful content and you want to think about the words you use. Which is another reason why rehearsal is so important. Look out for:

### 1. Jargon, Acronyms and initialisms

Jargon is language that insiders know. Acronyms are strings of initial letters pronounced as a word. Examples are TAFE, Anzac, Qantas. Initialisms are strings of initial letters not pronounced as a word, such as NSW, ANU, CPI.

Knowing your audience means you can reduce or avoid using these in your speech. If there is a key term you must use then you can give the full set of words and then use the acronym or initialism. That way people know what you are talking about. Where appropriate substitute commonly used words.

### 2. Clichés

Every day talk is riddled with clichés – trite, overused expressions that have lost much of their meaning. Choose vivid, original language.

### 3. Fillers

You may have speech habits that are distracting for an audience. Fillers, or oft-repeated words and expressions, like um, okay, all right, is one type of habit. You don't want people counting your ums rather than your success tips.

### 4. Management speak

Public language has copped much flak for being over-loaded with over-used management terms. If you are tempted to say: 'My business has a strategy for optimising stakeholder interaction and delivering outputs to clients,' think again.

### 5. Profanity

There's no place for swearing, jokes in poor taste or comments that may offend people in your audience.

### Learn more:

Words have tremendous power. Build your verbal intelligence. Read Tony Buzan, *The Power of Verbal Intelligence*, Thorsons, London 2002

Don Watson, *Death Sentence, The decay of public language*, Knopf, NSW, 2003

## 23. Words to avoid

To avoid sounding like an amateur you need to avoid saying words that undermine your credibility. Here are some of them.

1. 'Can you hear me up the back?' Use a microphone. Test it.
2. 'I was thinking about what I'd say as I drove here today.' People expect you to have prepared earlier than this. Even if you did think about it en route don't tell people.
3. 'I'm not very good at public speaking.' Your level of talent will be self-evident. You don't need to draw attention to it.
4. 'I know this subject is boring.' No subject is boring. Speakers are boring.
5. 'I know you can't read this but ...' If your audience can't read your slides, change your slides.
6. 'Without further ado ...' This is a cliché. Don't use it.

### Related elements:

16. When to use a microphone
28. Grab their attention

## 24. Courtesies count

Part of your professionalism is to extend appropriate courtesies to the function organiser, your audience and to others such as sponsors and VIPs.

Consider these options:

1. Acknowledge who is present: Depending on the occasion you may need to acknowledge that certain people are present such as Parliamentarians, other dignitaries and supporters.
2. Acknowledge country: It may be appropriate to acknowledge the Traditional Owners of the land where the function is being held.
3. Acknowledge the privilege of being a guest speaker: You may wish to acknowledge to your audience that you recognise that it is a privilege to be asked to speak at their meeting, conference, seminar.
4. Thank the organiser: Send a thank you letter to the function organiser after the event.
5. Thank any helpers: Make sure you thank anyone who helped you. This includes the technician, venue staff, people other than the function organiser.
6. Acknowledge sponsors: If the event and/or award is made possible by sponsor contribution you may wish to acknowledge this support in your speech, particularly if it is a business with whom you have something in common.
7. In considering these options, do try to avoid the clichéd opening that goes like this: “Ladies and gentlemen. It is a pleasure for me to be here today and I’d like to thank .....” Zzzzzzzzz
8. One more consideration: If after you’ve said ‘Yes’ you find you cannot meet your commitment, do contact the function organiser and let them know. Even better, suggest a replacement.
9. Honour time. Turn up early. Stick to your time allowance. Stop on time.

### Related elements:

10. You are a role model – but of what?

## 25. Value your voice

Your voice is your key asset for speaking. Respect it and use it wisely. You might even consider training it.

1. Speaking is a physical activity. The breath, voice and speech are powered by the body. If there is tension in the body then full vocal release is difficult to achieve. So keep fit and learn to relax.
2. Adopt good posture. Take a centred position. Stand comfortably.
3. Learn to breathe correctly. Inhale and exhale from the abdomen. Avoid lifting the shoulders or upper chest while breathing.
4. Use some warm-up exercises such as lightly humming, yawning, moving the lips in all directions.
5. Avoid alcohol and smoking.
6. Avoid iced drinks. Drink room temperature water.
7. Use the microphone.
8. Don't eat too much beforehand, even if the three course lunch is delicious.

### Related elements:

22. Choose words wisely
23. Words to avoid
37. Handling questions with panache

## 26. Pick a punchy title

The title of your speech is a key selling tool both for the function organiser and your audience. If the title doesn't immediately fly off the page and grab interest, then expectations are reduced. I will sound much better if my introduction says something like:

'Ann is here tonight to share her Six sizzling tips for business success...' rather than:

'Ann will talk about how she won this business award.'

To create a juicy title consider these options:

1. Research book titles, newspaper headlines, quotations, film and song titles.
2. Examine the titles used in the *Readers' Digest*. Typical titles are 'Soccer sleuths tackle the hooligans' and 'Dial M for memories'
3. Keep your title short.
4. Try alliteration – repetition of letters.
5. Include the words 'how to ...' and a specific number. 'How to overcome the top three problems that dog most businesses.'
6. Be provocative. Compare: 'Salinity – a national crisis' with 'The Strangler'.
7. Ask a question: 'The skills shortage – myth or reality?'

### Related elements:

3. What is your purpose in speaking?
8. How to prepare an introduction

## 27. Ordering your thoughts

Part of your preparation is to give some structure to what you wish to say. You want to make it easy for people to follow the gems you are offering.

Think about how you order your information and how you make links between the parts.

1. Restrict how much information you cover. In 20 minutes you can only cover 3 or 4 main points.
2. 'My story' structure: This structure covers a chronology of your business. How far back in time you go is your choice. The story includes key dates and milestones, your background, how you grew your business to its current success.
3. 'What I learned' structure: This structure identifies key learnings from your business success journey. You would offer tips for success, mistakes to avoid.
4. 'Highlights' structure: You select some key business points you wish to raise and illustrate them with anecdotes. The selection may be based on interest and entertainment rather than lessons learned.
5. 'Past-present-future' structure: This structure covers where your business was, is now, and will be in the future.
6. Use verbal signposts and transitions to signal movement from one point to the next. Examples are:
  - First, next, as a result
  - In addition to ... notice that ...
  - Turning now to ...
  - In contrast ...
  - Similar to this ...
7. Use verbal summaries so people know where you are, where you're going and where you've been. For example, 'Today I'd like to cover three factors that lead to my winning this award.' 'I've covered three factors that ...'

### Related elements:

31. Stories persuade

## 28. Grab their attention

You've possibly already heard that the opening of a speech is important. It creates impressions, establishes credibility, fosters audience interest. Chances are you also already know the commonly used methods for grabbing attention.

Here's a reminder of some of them:

1. Interesting facts and figures about your business, your industry or profession, our society, the global market. Make sure it's relevant.
2. A catchy quotation. 'Experience is that marvelous thing that enables you to recognise a mistake when you make it again.' Anonymous\*
3. Asking a rhetorical question. This is a question for which you don't expect an answer. 'Has there been a time in your life when you wished you'd never registered that business name?'
4. Making a startling statement of fact or opinion. 'Australian manufacturing will be dead in five years from now.'
5. Issuing a challenge. 'When are you going to start taking your business seriously?'
6. Making a startling statement about yourself or your business. 'My business nearly failed three times.'
7. Quote from a business report or survey.

\* Make wise choices about who you quote. Is there an Australian you can quote?

### Learn more:

Philip R Theibert, *How to Give a Damn Good Speech*, Career Press, NJ, 1997

### Related elements:

27. Ordering your thoughts

29. Leave them longing

## 29. Leave them longing

Just as important is how you end. You want to avoid just running out of steam. This will undermine your credibility and the audience will be left wondering whether to clap or not.

Consider these ideas for ending with a bang rather than a whimper (this is a cliché!):

1. If your talk includes question time, consider incorporating it into your speech. You do this by presenting 90 per cent of your material. You then tell the audience that before you make your closing comments you would like to open the floor for questions. You take the questions. Then when you are within 5-7 minutes of your time, (you need to be able to see a clock,) you return to your closing comments. By doing this you end on a strong note, you are not at the mercy of the last question, and the audience knows when you have finished.
2. You don't have to share everything in your talk. Refer to places where your audience can obtain more information.
3. Summarise the main tips you have offered.
4. Issue a challenge to take action.
5. Use an appropriate quotation.
6. Use a well-chosen story with a message.
7. State a personal intention, goal or vision.

### Related elements:

26. Pick a punchy title
27. Ordering your thoughts
38. Take aways give a longer life

### 30. Modest bragging

You are an award winner. People expect you to be pleased and have something worth mentioning. So be prepared to modestly brag about your achievements.

According to Peggy Klaus, author of *Brag! The Art of Tooting Your Own Horn Without Blowing It*, to brag is “To talk about your best self (interests, ideas, and accomplishments) with pride and passion in a conversational manner intended to excite admiration, interest and wonder, without pretense or overstatement – in other words, without being obnoxious.”

Here’s some tips for doing this:

1. Ask yourself: Are you expressing your success in a way that’s interesting, colourful, and showcases your competence?
2. Think through how what you are going to say is of benefit to your audience. A shopping list of big names you know or have worked with is of little interest. Your bragging campaign needs to have specific value and meaning for your audience.
3. Be secure and confident in blazing your own trail. Yes, acknowledge those who have helped. And identify what you have done.
4. The self-serving approach goes like this: “You won’t believe all the great things that have happened to me during the last five years! ...” Avoid aggrandising. Use a conversational style your audience.
5. How do you think about words like: entrepreneur, success, leader, risk-taker? What thoughts come to mind? Are they undermining your self-belief? Take steps to feel comfortable with these words.

#### Learn more:

Take the Take 12 questionnaire to help you think about what makes you memorable:

[www.klausact.com/bragbook.html](http://www.klausact.com/bragbook.html)

#### Related elements:

13. Convey confidence – even if you’re bluffing

21. Zest adds flavour

## 31. Stories persuade

The amateur speaker is likely to focus on information. And the more the better. Not so. This book is part of the 7 +/- 2 Series because people can absorb only so much information. Information overload, combined with 200 slides, will drown your audience.

Stories are memorable. They bring information to life. They give focus, context, colour, feeling and meaning to information. To give winning speeches you need to translate your business experience into stories.

Here's some details to consider about finding and sharing your stories:

1. What are the stories you have to share about your business? Is it the journey story, how you got started, the triumph over obstacles story, the great mentor story? Jot down some notes about the stories of your business.
2. When faced with a presentation, choose relevant stories that match your purpose and the needs of the function organiser and your audience.
3. Make sure the story has a lesson. Don't leave the lesson to chance. Make sure your audience understands the lesson.
4. Be yourself as you tell the story. Keep it simple. Stick to the essentials.
5. Does the story 'create a path to possibility'?\* If you want to inspire your audience choose a story where hardship was overcome, good arose out of bad, or an unexpected surprise gave a benefit. These stories help people understand that the future can be better than the past or the present

### Learn more:

\* Craig Wortmann, *What's Your Story, Using stories to ignite performance and be more successful*, Kaplan Publishing, USA, 2006

Stephen Denning, *The Leader's Guide to Storytelling*, Jossey-Bass, San Francisco, 2005

Doug Stevenson, Story Theater, [www.storytheater.net](http://www.storytheater.net)

### Related elements:

27. Ordering your thoughts

## 32. Offer success tips

As a business award winner your audience is going to want to know how you did it. This is not a time to be shy. People want to be successful like you so offer them doable tips that they can easily try out.

Think about your experience and what you are willing to share:

1. How did you build your empire?
2. How did you enter overseas markets?
3. How did you manage 50 staff?
4. How do you use technology to advantage?
5. How have you used marketing or innovation to advantage?
6. What partnerships have you formed and how?
7. How did you manage your finances? Environmental issues?
8. In offering tips, be specific. It's of little use to say: 'We're successful because of our great customer service.' What people want to know is what specifically you do to provide customer service that makes a difference.

### Learn more:

Dip into Lowell Tarling, *17 Small Business Success Stories*, The Business Library, Melbourne 1991

### Related elements:

13. Convey confidence – even if you're bluffing
30. Modest bragging
31. Stories persuade

### 33. Admit your mistakes

None of us is perfect, not even an award winner. Your audience will appreciate hearing about what went wrong so they can avoid your mistakes. They'll also benefit from your reflections on what you learnt from your mistakes.

Think about your experience and what you are willing to share:

1. Even within your successes there'll be things that went wrong or didn't work so well.
2. What are three things you'd encourage people to avoid?
3. What are some mistakes in life and in business?
4. What were poor decisions you made?
5. If you had your time over again, what would you do differently?
6. What did you plan that had unanticipated consequences?
7. What was a risk you took that didn't pay off?
8. Was there someone you trusted who proved to be a poor choice?
9. Be careful though, that in sharing your mistakes you don't undermine your credibility as a success.

#### Related elements:

10. You are a role model – but of what?
38. Take aways give a longer life

## 34. Help them hear, see and remember

Help people to remember your speech by including vivid word pictures that capture their imagination.

Consider these options:

1. **Mnemonics:** A mnemonic is a memory aid, a device used to help people remember points in your presentation. A mnemonic can take the form of a slogan (e.g. 'Slip, Slop, Slap'), a word, the letters of which stand for an idea. (e.g. the ABC of cardiopulmonary resuscitation: clear the Airwaves, check the Breathing, start chest Compressions) or a verse (e.g. 'Kids Alive Do the Five' – "Kids Alive, do the five ... fence the pool, shut the gate, Teach your kids to swim, it's great! Supervise ... watch your mate ... and learn how to resuscitate.").
2. **Power of three:** When giving tips, reasons, facts, slogans, consider offering three. (e.g. 'Slip, Slop, Slap', three tips for success, three reasons I chose real estate.)
3. **Analogies:** Draw a similarity to aid understanding. For example: "More than 350 Olympic swimming pools worth of water have been saved by Canberrans since mandatory restrictions came into force on December 16, slashing the region's water consumption rate by a massive 25 per cent." *The Canberra Times*, December 31, 2002
4. **Metaphors:** A metaphor uses something familiar to convey a less familiar idea. For example, I use the sulphur crested cockatoo as a metaphor for *Mental Nutrition*®. You may have a metaphor for your business, your journey to success, the ideas you wish to share.
5. **Diagrams, Graphs, charts, tables:** Make sense of them, don't assume they are 'self-explanatory'. Orient people to what they are looking at.
  - Line charts—show trends
  - Bar charts—show comparisons among different sizes and different amounts
  - Pie charts—show comparisons among proportions or percentages, 2-5 segments
  - Tables—orderly arrangements of numbers, words, symbols in rows and columns

### Related elements:

38. Take aways give a longer life

## 35. Using and abusing 'PowerPoint'

When faced with an opportunity to present information, stop yourself automatically reaching for Powerpoint. First ask yourself if this is the most effective method for supporting your ideas. If it is, then keep the following points in mind.

1. Remember you are the main event. Visual aids support and complement you.
2. What you see on the computer screen is not necessarily what the audience will see.
3. 6-7 words per line. At least 18 pts for small groups, 36 points for large groups.
4. Proofread your visuals. Typos reduce your credibility.
5. Have back up – if something can go wrong, it will.
6. Don't leave people in the dark. Poor lighting encourages people to nod off.
7. Be seen. Stay in the light. You are the main event. People need to see you.
8. Don't talk to the screen. Talk to your audience.

### Learn more:

Read Gihan Perera's ebook *The Busy Speaker's Guide to PowerPoint and the Internet*

<http://gihanperera.com/busy-speaker-powerpoint.html>

### Related elements:

24. How to work with a technician

## 36. Understand what can be difficult to grasp

One of the challenges of talking about your business is how to make sense of it so other people understand it. What we do makes sense to us. Other people though, may be mystified or confused.

There are at least nine factors about a business that can generate confusion or uncertainty for people. Here's five of them.

1. Multiple features with unclear benefits: Do your products and services come with many bells and whistles?
2. Technical know-how: Does your audience need to have some technical know-how in order to use your services or products?
3. Financial know-how: Does your audience need to have some financial know-how in order to use your services or products?
4. Emotional undercurrents: Would your audience experience some discomfort when discussing matters related to your business?
5. Never been seen before: Would your audience be uncertain about what you have to offer because it is new?

These questions may help you identify how to explain your business:

1. What is your audience likely to be fairly ill-informed about in relation to your business? For example, if you're a graphic designer, people may not understand how your work differs from a writer, proof reader and editor.
2. What is your audience likely to know a little about in an amateur capacity whereas you know a lot in a professional capacity? For example, how does a professional photographer differ from an amateur?
3. What are some common tasks or problems your audience faces on a regular basis that you can help them with. For example, if you are an accountant you could draw up a list of 20 steps to take when preparing a tax return.

### Learn more:

Ann Villiers, How sense-making impacts your business', *Work from Home*, December 2003, pp.18-19

Also [www.mentalnutrition.com/resources/sensebus.html](http://www.mentalnutrition.com/resources/sensebus.html)

## 37. Handling questions with panache

Speakers may not like question time because they feel vulnerable. Will I know the answers? Will I look stupid? Will someone know more than me? These are legitimate concerns.

Keep in mind that most people want their speakers to do well and will not go out of their way to make your life difficult.

Here's some tips on making question time more manageable, more enjoyable and more professional.

1. Know how much time you have for questions and know what time it is. (Make sure you can see a clock.)
2. Set the scene for questions by making an opening statement. Rather than saying 'Any questions?' try something like this:  
  
'I've covered a lot of ground today and there may be sections that are not entirely clear. I'd welcome the opportunity to give further clarification to the information I've presented.'
3. If acoustics are poor, repeat questions for the rest of the audience so they understand your response.
4. When asked a question, listen carefully and clarify anything that is unclear.
5. Admit it if you don't know the answer. Don't guess. If appropriate, go away and find out and get back to the person. (Make sure you obtain their business card.)
6. Anticipate questions you might be asked and prepare for them.
7. Avoid debates with your questioner and becoming personal.

### Related elements:

9. You are a role model – but of what?
16. When to use a microphone
25. Value your voice

### **38. Take aways give a longer life**

One way to make yourself memorable and give a longer life to your talk is to make sure members of your audience have something to take away with them.

Take aways can also win business opportunities when audience members later decide to contact you.

Consider these take aways:

1. Promotional material.
2. Your business card.
3. A short handout summarising the main points you make in your talk.
4. Free samples of your business.
5. Gift vouchers.
6. Prizes for lucky draws.
7. Follow up: Offer to email interested people more information.
8. Media release and background information for journalists.

#### **Related elements:**

14. Go prepared – what to take with you
40. Seek publicity

### 39. Seek speaking opportunities

As a business award winner you want to make the most of your window of speaking opportunity. Most of these awards are made on an annual basis so you really only have 12 months.

Part of your marketing strategy becomes seeking opportunities to share your wisdom.

Let people know you are available and happy to speak. You could send them a media release as well as some promotional material.

Places to learn about speaking opportunities:

1. Women's Business Information Resource – [www.cwb.org.au/wbir](http://www.cwb.org.au/wbir)
2. Business information sections on State, Territory and Local Government web sites
3. Chambers of Commerce
4. Business Enterprise Centres
5. Business Councils
6. Women's groups
7. Community groups and service clubs

#### Learn more:

Patricia Fripp is an award winning US-based speaker. You can pick up plenty of tips on speaking, using Powerpoint, dealing with nerves in her articles at: [www.fripp.com/articleslist.html](http://www.fripp.com/articleslist.html)

#### Related elements:

11. Learn the art of mixing and mingline
40. Seek publicity

## 40. Seek publicity

When you win an award you need to gain the maximum amount of publicity. The organisation offering the awards may organise some publicity however you need to take action as well. You can either use a PR firm or create your own media release both for the award and for speaking opportunities.

Here's some tips:

1. Learn about how to gain publicity by reading books and searching the web.
2. Prepare your own media release. (See my example on page 44.)
3. Make a list of media contacts in your area – radio, television, press, newsletters etc. to send your release to.
4. Prepare the main points you want to make to the media. Think of the questions they are likely to ask you.
5. Be available for interviews.
6. Plus – let your clients know about your success.
7. Put details on your web site.
8. Obtain a quality photo of yourself.

### Learn more:

Tom Murrell gives tips on using the media  
Read free articles at [www.8mmedia.com/](http://www.8mmedia.com/)

### Related elements:

1. How do you judge a good speaker?
30. Modest bragging
39. Seek speaking opportunities

Example of my media release that resulted in articles in both *The Canberra Times* and *The Chronicle* in the ACT.

MEDIA RELEASE—For immediate release

***Awards recognise the power of the mind***

Ann Villiers, Australia's only *Mental Nutritionist*®, last night won both a division and category award at the ACT Micro Business Awards. She won:

- the Women in Business Division, sponsored by the Office for the Status of Women, and
- the Education, Training and Publishing Category.

'In my workshops I encourage women to learn the art of blowing their own trumpet. Entering business awards means you are willing to put your business up for scrutiny. Winning then gives you the opportunity to publicly say your success has been recognised,' she said.

Ann specialises in the sense-making process, encouraging people to restock their 'mental pantry' so they can create more fruitful results. 'The person who sticks to believing that 'She'll be right, It's not my problem, If only ..., They oughta' may well have a different experience of life from those who reach out, speak up and step forward. In business, you can't afford to sit around waiting for things to happen.'

Author of *Gorgeous Daring Dames, How to grow in confidence, clarity & commitment*, Ann presents conference keynotes and workshops on confidence-building for women.

Ann was recently elected to the executive committee of the ACT Chamber of Women in Business and is a director of the YWCA Canberra.

The Micro Business Awards are organised by the Micro Business Network.

----- Ends -----

**Contact:** Ann Villiers, *Mental Nutritionist*®, 6254 5023

Date: 23 November 2003

## Business Awards

There are many business and industry awards offered in Australia by Federal, State/Territory and local governments, businesses and associations.

Here are some sources of information:

1. Women's Business Information Resource: Go to [www.cwb.org.au/wbir](http://www.cwb.org.au/wbir) and click on Business Awards in the right menu.

2. Young Business Network List of Awards  
[www.youngbusinessnetwork.sbdc.com.au/04\\_02\\_awards.asp](http://www.youngbusinessnetwork.sbdc.com.au/04_02_awards.asp)

3. Telstra Business Womens Awards  
[www.businesswomensawards.telstra.com.au](http://www.businesswomensawards.telstra.com.au)

4. Telstra Business Awards  
[www.telstrabusinessawards.telstra.com](http://www.telstrabusinessawards.telstra.com)

5. City of Sydney Awards  
[www.cityofsydney.nsw.gov.au/business/awardsandrecognition.asp](http://www.cityofsydney.nsw.gov.au/business/awardsandrecognition.asp)

6. The Prime Ministers Awards For Excellence In Community Business Partnerships  
[www.partnerships.gov.au/awards/awards.shtml](http://www.partnerships.gov.au/awards/awards.shtml)

7. Australian Business Excellence Awards  
[www.sai-global.com/professionalservices/Awards/default.htm](http://www.sai-global.com/professionalservices/Awards/default.htm)

8. My Business Magazine Awards  
[www.mybusiness.com.au/awards/](http://www.mybusiness.com.au/awards/)

9. Ernst & Young Entrepreneur of the Year  
[www.ey.com/GLOBAL/content.nsf/International/EGC\\_-\\_Events\\_-\\_EoY](http://www.ey.com/GLOBAL/content.nsf/International/EGC_-_Events_-_EoY)

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Dr Ann Villiers is Australia's only *Mental Nutritionist*® specialising in mind and language practices that build flexible thinking, confident speaking and quality connections.

Her professional speaking career spans nearly a decade and is preceded by senior management and academic careers.

Dr Villiers won the 2003 Micro Business Awards for:

- the Women in Business Division, sponsored by the Office for the Status of Women, and
- the Education, Training and Publishing Category.

Her book *How to Write and Talk to Selection Criteria* was short listed in the 2006 ACT Writing and Publishing Awards. In 1999 Ann received the NSAA ACT Branch President's Award for her contribution.

Ann was Program Director for the 2000 National Convention of the National Speakers Association of Australia (NSAA), has invited business award winners to speak at meetings and conferences and observed many in action.

Ann's presentations and coaching include guiding award winners to modestly brag, grab their talents, speak up and be heard