

Dental Consultant Master Academy
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Transcript - Week 44
Craft Your Speech Part I

Hello this is Debbie and welcome to this weeks training video!

This week will be part 1 of how to craft a speech. This week I will share with you how to develop a WOW experience for your audience in as little as 11 seconds, how to organize your speech, what you need to know about your audience before you speak and how to make yourself memorable. So let's get started now!

I know that you have chosen a hot topic. Last week I gave you a resource a book called POP by Sam Horn that you can use to look up ideas for your hot topic title. Now that you have your hot topic you will need to develop a story which you begin with that will grab the audience's attention.

Ineffective speeches are usually the ones that are written and memorized and sweated over and made artificial. Good speeches are the ones that well up within you as a fountain. Many people talk the way I swim and I am a horrible swimmer! I struggle and fight the water and wear myself out and go one-tenth as fast as the experts. Poor speakers like poor swimmers, get taut and tense and twist themselves up into knots—and defeat their own purpose

Even people with only mediocre speaking ability may make superb speeches if they will speak about something that has deeply stirred them. You need to be passionate about your topic when you are speaking and if you are going to make any money speaking.

Here is a striking illustration of this years ago when I was first a member of Toastmasters in Southern California. This is an example that I will remember for a lifetime. Here is what occurred:

We were having a toastmaster's session devoted to impromptu talks. After the members assembled, we were asked them to speak on this topic: "What, if Anything, Is Wrong with Religion?" One member (a man, by the way, who had never finished high school) did something to the audience that I have never seen any other speaker do.

His talk was so moving that when he finished, every person in the room stood up in silent tribute. This man told about the greatest tragedy of his life: the death of his mother. He was so devastated, so grief-stricken, that he no longer wanted to live. He said that when he went out of doors, even on a sunny day, it seemed as if he were wandering in a fog. He longed to die. In desperation, he went to his church and knelt and wept and said the rosary, and a great peace came over him—a divine peace of resignation: "Not my will, but Thine be done."

As he finished his talk to us Toastmaster Members, he said, in the voice of one who has had a revelation: "There is nothing wrong with religion! There is nothing wrong with God's love."

I'll never forget that talk because of its emotional impact. When I congratulated the speaker on his deeply moving talk, he replied: "Yes, and I made it without any preparation." Preparation? Well, if he hadn't prepared that talk, I don't know what preparation is. He meant, of course, that he had had no advance notice that he would have to talk on that subject. I am glad he didn't, because if he had had advance notice, his talk might have been far less effective. He might have labored over it and tried to make a speech and been artificial. Instead, he stood up and opened his heart and talked like one human being conversing with another.

The truth of the matter is that he was preparing to make that talk when he knelt and wept and said the rosary. Living, feeling, thinking, enduring "the slings and arrows of outrageous fortune"—that is the finest preparation ever yet devised for either speaking or writing.

I have a story that I have told many times to begin my speeches about my mother who died from endocarditis. I believe I have talked about this before but she originally had a tooth infection and months later the endocarditis. I tell this story to my audience. Many times, depending upon my hot topic, I begin with this story about my mother. It has really helped me to identify the various personality types that are in my audience. Once I know where those different types are seated I will talk directly to them in the manner which know suits their personality type. I have a list of these personality types in your guides and forms. This is a different type of personality profile because this is what my speaking coach taught me. She had me write out my beginning message to begin with a BANG. I wrote my story out and then practiced just that story dozens of times. My coach helped me to refine this so I can get up and give this short message about my mom and really grab the attention of my audience. AND I know who the various types of people are in my audience. Sometimes people will shed a few tears and then others will not show any emotion. This story helps me in so many ways as I begin my speech.

When trying to develop your attention grabbing opening think about one of these ideas to develop your powerful opening. First is maybe start with a question. I begin sometimes with a statistic that is not so good and then ask the audience "How can we flip this situation 180 degree?" I then have a chance to tell them "Well, in my speech today called ABCXYZ, I will show you how to over come this." Another suggestion is pay a compliment to the attendees of your speech. When I just spoke to the graduating dental students I begin my speech by saying "CONGRATULATIONS! All of you in this room have accomplished something not many people in this world will do! You have achieved the American Dream! You are all -- I imagine amazing technicians but what happens after graduation and after you pass your boards?"

How will you accomplish your dream of success if you wish to now own your own dental practice? What do you know about running a business?" Those eleven, maybe fifteen seconds really played, I believe, a huge part of the impact I had on those dental students. They ran up to me at the end asking that I return to speak to the second and third year dental students and not wait to deliver this message until just before graduation. They have emailed me since I gave that speech. If you don't have one of the above to begin with possibly relate to an incident that occurred. For me that was discovering my mother had an infection in her tooth after she had her mitral valve replaced.

Next after you have your story to begin your speech you will dive into your key message. What is it that you want your audience to walk away with? When you begin to develop your speech ask yourself what's the one thing I want my audience to walk away thinking or doing?

To get your point across you can use statistics, research, case studies, analogies, demonstrations and incidents that have occurred when applicable.

Almost equally important as defining your key message is clearly identifying and assessing your audience. Ask "**Who will be attending your presentation?**"

The answer to this question will frame every other step you take. It will determine things like how in depth you should go into the topic, the types of examples you give and the handouts you provide. It will even determine your word choice.

Find out as much as you can about your audience by asking the following question: "**What is the size of the audience?**"

This question is essential because it will, in part, determine what you will or will not be able to do with your audience. For example, if you have an intimate group – say 10 or less – you can be much more interactive. When I have a group of about fifty people I will bring those huge post-it notes that you can stick on the wall and then I have a specific way to break people up into about six groups of eight or more. Then they can work on what I am teaching and provide feedback. Everyone learns from one another and they also learn by what I speak about. I love that format where they can break-out into groups.

You also want to ask yourself when you are in the preparation stage: "**What is their role in dentistry?**" I often speak to groups that have dentists but there are usually always office managers, assistants and a lot of hygienists.

The various roles of people in a dental office have different needs.

If you're talking to a group of team members and they need information about communication with patients or for example I speak about case acceptance, then building trust is important to know with regarding to getting their patients to say "Yes" to their care. These people in your course will need to apply this information with their patients right away. In this example, you will want to address development of trust with your patients. If you are speaking to a group of dental accountants and measuring case acceptance you will take a different approach because they will not need to understand the process of getting a "Yes." If you are not speaking to the decision makers the likely hood of selling at your speech is unlikely so you will need to adjust what you will offer. Maybe if this is a group of dental assistants and or hygienists you will only receive an opt-in to your list and then purchasing a program or service will come much later.

One more thing you want to ask yourself when preparing your speech is "**How familiar is the audience with the topic?**" It is possible that some people or many of the people listening to you will be new to this topic so you will want to focus on basic concepts. When I first went out there to speak, I noticed my critiques said that I was giving information that was too basic so I had to really work hard to dive deep into my topic and not try to cover so much information. One of the pitfalls I discovered in the beginning was trying to cover too much in too little amount of time. I now really enjoy developing my speeches because I really find that I learn a lot!

Bottom line is that you need to make sure you are speaking at the right level for your audience. I find that as I move across the United States and speak, my audiences become more educated the more west I go in the US. I mean a group of hygienists in California will get bored easily and find my speech too basic where in New York or Oklahoma they think the same speech is wonderful! So be aware that you will have the same topic but your location will dictate the level at which you will speak to your audience.

I also want to remind you not to assume that your audience is familiar with a particular topic. Find out as much as you can from the organizer of the conference or meeting planning. Once you find out the level at which you should speak at, keep your speech to at the lowest common denominator.

For a presentation to truly be powerful, it has to be useful. To make something useful, you must understand what your goal is. What do the audience members need to walk away knowing in order for you to have done your job well? Keep in mind that people aren't there for the sheer joy of knowledge. They want your information to help them do a better job. Remember WIIFM: What's In It for Me?---otherwise known as the "So What?" test. Something may be an interesting tidbit of information, but if it's not helpful, *so what?*

Now that you know what you will speak about and to whom, it's time to start working on the actual presentation.

You are prepared right now to make at least a dozen good speeches —speeches that no one else on earth could make except you, because no one else has ever had precisely the same experience that you have had. What are these topics? I don't know. But you do.

If you have had difficulty getting together your three Hot Topics and even if you have, you will need to develop more topics so I want to suggest that you carry a sheet of paper with you for a few weeks or at the very least make notes in your cell phone if you can jot down notes. Write down ideas and thoughts as you think of them, write all the subjects that you are prepared to talk about through experience—subjects such as “The Biggest Regret in the Dental Office,” “My Biggest Ambition after dental school graduation,” and “Why I Liked (Disliked) Dental School.” Do that and you will be surprised how quickly your list of topics will grow. I now have an entire folder of possible topics and hot topic titles on my desktop. At any moment I can open that folder and view thoughts and ideas from years past.

History has repeatedly been changed by people who had the desire and the ability to transfer their convictions and emotions to their listeners. If Hitler had not had the innate ability to transfer his hate and bitterness to his listeners, he could not have seized power in Germany and plunged the world into war.

Here is good news for you: your progress as a speaker will depend far more on your choosing the right topic to talk about than upon your native ability as a speaker. You can feel at ease and make a fine talk immediately if you will only talk about an experience that has affected you deeply, some experience you have been thinking about for ten, maybe twenty years. But you may never feel completely at ease if you try to make speeches about “Mussolini's Invasion of Ethiopia” or “Democracy at the Crossroads.”

Talking about your own experiences is obviously the quickest way to develop courage and self-confidence. But after you have gained a bit of experience, you will want to talk about other subjects.

No matter how familiar you are with the topic, it's still beneficial - not to mention prudent - to do fresh research. In 2000, it was estimated that the production of new information was 37,000 times as much as the Library of Congress, and it has been multiplying by about 66% every year since. In fact, some researchers believe that information is the “fastest-growing thing on the planet.” Chances are a quick search of news, various dental publications and the Internet will reveal some new, relevant piece of information you hadn't considered or thought about.

So what should you be looking for? Search for information that will help you get your message across clearly and memorably, such as:

- Statistics
- Articles and headlines
- Photos
- Cartoons
- White papers
- Video clips
- Famous quotes
- Graphs and charts
- Music

Along the same lines, even if you've spoken on this topic before, you should always be sure to update your material. I never give the same presentation twice. Yes, I use the same topic over and over again for years, but I always refresh it each time I speak.

Make sure your facts and figures are as current as possible. A good rule is to look for information from the past five years; otherwise, you risk giving people irrelevant information.

I recently attended a presentation where the speaker used data from 1993! I'm sure that everyone else in the room, like me, was questioning his credibility. After all, if he was using statistics that were over a decade and a half old, what else in the presentation was similarly outmoded?

Now that you have your information, you need to decide how to present it. This week in your action sheet I have it outlined for you the various steps to developing your speech. You will first start with something to grab their attention. Next you will provide an outline of what they can expect during your presentation. If you will have breaks then you will also explain when those will be held. Keep things moving fast. Use video clips, quotes, humor and your statistics if these are appropriate. Make sure you transition between your topics. How I transition is to ask questions before we move on. For example I will ask "What is one thing you will no longer do once you get back to your office tomorrow?" Or I will say "What is one thing you will do differently tomorrow?" I have developed various questions that I always ask during the transition. If someone answers and I hope to have at least two people answer. I really have to work the crowd and encourage them to answer because no one wants to go first but I have prizes and these are something they can use in their office. I have my own customized whitening gel so I package that up with an order form and give these away as prizes.

At the end of your speech you will summarize and then ask your questions again to see what people are going to take away from your speech. I will talk more next week about your memorable close.

Everyone have a great week and I will see you on next week's video where we will continue putting your speeches together. Bye for now.

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