

SPEAKING FOR SUCCESS!

A success and survival skill for business.

Are you interested in learning a skill that will **make a major difference in your career** success? Are you interested in acquiring a skill that will develop your abilities to work with other people and foster a sense of team? Are you interested in changing or enhancing careers? Want to learn an interviewing technique to give you an edge on your competition? Want to feel more comfortable speaking in public? **Then read on my new friend!**

Why do some people succeed in advancing their careers while others do not? A few years ago, AT&T commissioned Stanford University to conduct a survey to see if there were any reliable indicators. Surprisingly, their results revealed that ***“the top predictors of success and upward mobility, professionally, were how much you enjoy public speaking and how effective you are at it!”***

Based on observation from my management and leadership experience over the past 29 years, this is no surprise. **People, who become proficient** at something that most of us fear, **are bound to be noticed!**

According to the Book of Lists, **the number one fear** for most of us is speaking in public. The old joke, “Most people are so afraid of giving a speech they’d rather be in the casket than giving the eulogy!” certainly applies. Additionally, their self-confidence filters through to other areas of their professional lives and actions. I’ve seen this happen time and time again with my students as I teach at various colleges. I’ve seen it demonstrated even more dramatically, when I coach on a one-to-one basis or in small group settings. **Mastering this skill may be the pivotal point in your life and career.**

My focus is to always share basic guidelines that will help you to improve your presentation skills and help position you to succeed in your chosen field of endeavor. It will take **work** on your part. No skill is acquired without concentrated effort on the part of the student. But it can also be fun! I’ve seen this proven in the lives and improved abilities of thousands who’ve applied these guidelines and techniques.

In my coaching and training sessions, I draw on my personal experience as a paid professional speaker and trainer, my work and management background, my extremely **(how did I ever survive without it!!!)** helpful experience and learning curve in Toastmasters International.

I have un-ashamedly drawn on the wisdom and techniques gleaned from my association with some of North America’s top speaking professionals, from the National Speakers Association, the Canadian Association of Professional Speakers, and the newly formed International Federation for Professional Speakers. **PROVEN** techniques, demonstrated in front of live audiences around the world that, with practice and application, you can turn into communication and career enhancement tools.

Most of you will not have the dream of being a professional speaker, but we can certainly learn from those whose practice of these results-oriented skills earns their livelihood.

Bestselling author, management guru, and successful speaker, Peter Drucker wisely forecasts, ***“As soon as you move one step up from the bottom, your effectiveness depends on your ability***

to reach others through the spoken or written word.” I believe sharing these techniques and use-proven tips will prove invaluable as you pursue your new career or advance your existing position. They have certainly worked for me!

I have long considered effective communications training to be a **“Foundation for Success!”** I have dedicated a significant portion of my time and energy in learning, applying and teaching these SIMPLE techniques.

My **workbook** was designed as a stand-alone piece, augmented by videos and lots of class participation and practice when I teach presentation skills or personally coach a client. You can apply and practice these skills alone or by enlisting supportive friends or family to act as evaluators or audience. Better yet, **join a Toastmasters Club in your area**. It’s a great, cost-effective way to learn and reinforce these **newfound skills** with great people who are also learning. <http://www.toastmasters.org> Tell them Bob Hooey, DTM, A/S (Club 3435-21) says hello. I have been a member almost 12 years, and even as a professional speaker get good value from my involvement.

I can assure you that your ability to speak in front of audiences will improve in direct proportion to the amount of time you dedicate to prepare and practice your skills. These skills are not learned from a book; (although there are some great ones available) but from ‘experience’ in front of a ‘live’ audience.

Whether your desire is to simply overcome your fear of standing and delivering a presentation in front of an audience or stepping onto the stage as a paid professional speaker; these tips and techniques will form the foundation to see either desire fulfilled. Speaking can be fun (**yes, I said fun!**) if you’ve done your homework and keep your focus on the audience. The hard work is done before you walk on stage.

The hardest part of my job, as a professional speaker, is the work I do before I walk on stage. Once I’ve done my homework, I simply get up and share my stories and messages with my audience. **Knowing my audience, my topic and myself, allows me to be more confident when I speak.** It gets easier as I apply my skills and refine my focus on making sure that what I share is of value for my audiences. You can too!

I would like to thank the thousands of people in my various audiences, Toastmasters Clubs, and my fellow speakers for their investment in my life and growth as a speaker. I hope, in passing on some of the secrets we’ve shared, to partially repay their faith and contribution to my life.

SPEAKING FOR SUCCESS! I wish you a fun filled, life-long adventure in following through on this major step you’ve just undertaken. It can be a richly rewarding journey, one that you will pause and reflect upon in years to come. You’ll look back and see the significant changes you’ve made in your life, career, and your personal effectiveness.

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Bob ‘Idea Man’ Hooey, DTM, PRA, CKD-Emeritus, Accredited Speaker, 2011 Spirit of CAPS recipient is an inspirational leader, speaker, and a prolific author whose works include **‘Legacy of Leadership, Strive for significance – lead on purpose!’**, **‘Speaking for Success’** and **‘The Courage to Lead!’** His articles have been featured in a multitude of North American trade and global consumer publications. He is a respected leader who has been honored by CAPS, NSA, Toastmasters, and the United Nations for his leadership contributions. His creative Ideas At Work have allowed him to travel the globe sharing

*insights, encouragement in 61 countries, so far. With Covid-19 he has been zooming around the globe to share his ideas. His **innovative Ideas At Work!** have been successfully applied by global leaders as well as Canada's 50 Best Managed Companies.*