



## Public Speaking Improves Every Area of Your Life

by

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*Whether you are having a casual telephone conversation, teaching a Sunday school class, having a conversation with your boss, or giving a formal presentation, you are involved in public speaking. Following are examples of how public speaking can positively influence your everyday life, your career, your relationships, your communication style, and much more.*

***Build success in your professional life.*** Most presidents and CEOs of companies possess strong speaking skills. I work with many high-level executives in the business world, and when I ask them why they feel they need coaching to improve their speaking skills, they all indicate that they know their success and their companies' future business ventures rely on their ability to speak well. Their promotions to the top were related directly to their ability to communicate effectively.

***Communicate with others more clearly.*** Many mistakes or misinterpretations are a result of not properly communicating your ideas. Good public speaking skills help you articulate ideas well and make them come alive for the listener. This was one of the most critical skills I needed to develop as an engineer, because I often had to speak to audiences that didn't know the first thing about how to "shore up" a building, for example, but had the authority and the money to fund my next project. If I was ineffective in conveying why they should invest more money, I might have been out of a job.

***Build overall confidence.*** As you become better at organizing and communicating your ideas effectively, you will start to exhibit more confidence. People with this ability have a "glow" of confidence when they speak in public. (Let's not confuse this with the red glow of terror on the face of someone who is scared to death.)

***Increase your comfort level in social situations.*** How many of you have ever been invited to a party and are afraid to strike up a conversation? (Don't be shy, no one can see you.) Social situations are, in fact, the perfect opportunity to practice your public speaking skills. Here's a little bonus: It is a known fact that people who speak well are

*perceived as better looking. Thank God, now I know why I worked so hard at it, and it wasn't just my cute smile that made me popular with the girls.*

***Speak more confidently on the telephone.*** *Whether you call to request information, make a cold call at work, communicate with a client, or just leave a phone message, others can hear your confidence level in the tone of your voice. Did you know that over 86 percent of your telephone message is communicated through the tone of your voice?*

***Run meetings or present new ideas more effectively.*** *I remember running my son's Cub Scout pack. Having the ability to conduct a Cub Scout meeting with six to eight screaming, energetic boys definitely challenged my public speaking skills (and required a lot of aspirin). Organizing and running a meeting with adults is more difficult, I think, because you can't bribe them with candy.*

***Become an effective member or volunteer.*** *At some point in your life, you may volunteer or even be affectionately coerced to lead or participate in a professional or social organization. Your success within the organization depends significantly on your ability to speak to a group and keep their attention engaged in order to achieve common goals and objectives.*

***Establish trust and respect from others with greater ease.*** *Your success in dealing with clients—or even your own children—depends a great deal on your speaking skills. The ability to convince people with words is key to establishing trust and respect. This can include not only what you say, but how you say it. If these examples describe characteristics you want to possess, then congratulations—you have the desire to succeed as a public speaker.*

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