

How not to bore people when you speak

Let me introduce myself

Surya raj balasubaramaniyan

Surya raj

Surya

Su

What did I do in life?

- ✓ AVP in Deutsche Bank
- ✓ 10+ years of experience in IT industry
- ✓ Predominantly worked in Banking domain
- ✓ Soft skill trainer
- ✓ A passionate public speaker

- ✓ AVP in Deutsche Bank
- ✓ 10+ years of experience in IT industry
- ✓ Predominantly worked in Banking domain
- ✓ Soft skill trainer
- ✓ A passionate public speaker

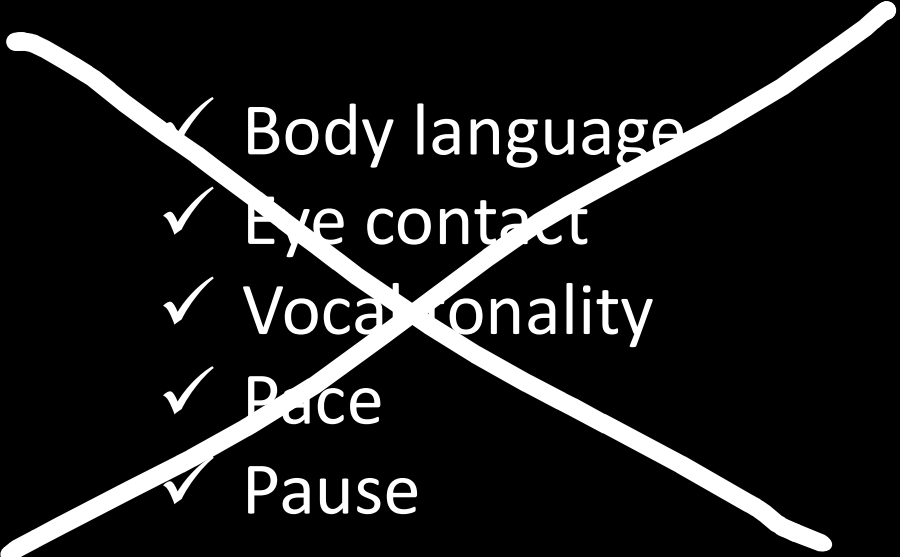
- ✓ AVP in Deutsche Bank
- ✓ 10+ years of experience in IT industry
- ✓ Predominantly worked in Banking domain
- ✓ Soft skill trainer
- ✓ A passionate public speaker

- ✓ AVP in Deutsche Bank
- ✓ 10+ years of experience in IT industry
- ✓ Predominantly worked in Banking domain
- ✓ **Soft skill trainer**
- ✓ A passionate public speaker

- ✓ AVP in Deutsche Bank
- ✓ 10+ years of experience in IT industry
- ✓ Predominantly worked in Banking domain
- ✓ Soft skill trainer
- ✓ A passionate public speaker

The topics we are going to discuss today

- ✓ Body language
- ✓ Eye contact
- ✓ Vocal tonality
- ✓ Pace
- ✓ Pause

- 
- ✓ Body language
 - ✓ Eye contact
 - ✓ Vocal tonality
 - ✓ Pace
 - ✓ Pause

Audience engagement

Story time

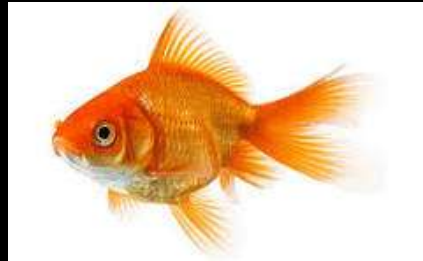
A good speaker don't ask for attention – they create it

There is a biggest challenge to create Audience
engagement

The average attention span of a human being
2000 -> 12 seconds

The average attention span of a human being
2015 -> 8 seconds

The average attention span of a goldfish
9 seconds



The biggest competitor for a public speaker

AUDIENCE ENGAGEMENT

```
graph TD; A[AUDIENCE ENGAGEMENT] --> B[WRITING LEVEL]; A --> C[STRUCTURE LEVEL]; A --> D[STORY LEVEL]
```

WRITING LEVEL

STRUCTURE
LEVEL

STORY LEVEL

AUDIENCE ENGAGEMENT

```
graph TD; A[AUDIENCE ENGAGEMENT] --> B[WRITING LEVEL]; A --> C[STRUCTURE LEVEL]; A --> D[STORY LEVEL]
```

WRITING LEVEL

STRUCTURE
LEVEL

STORY LEVEL

Words can create magic.
Craft your message with that magic!

WRITING LEVEL

- ✓ Foundational phrase

What is Foundational phrase?

“Habits make you or break you”

“Small steps create big changes”

“Happiness is a choice”

Why Foundational phrase works?

Foundational phrase < 10 words

“A good speaker don’t ask for attention – they create it”

WRITING LEVEL

- ✓ Foundational phrase
 - ✓ Chiasmus

What is Chiasmus?

Do whatever you love and
love whatever you do!

“Mankind must put an end to war or
War will put an end to mankind.”

“We must never negotiate out of fear,
but we must never fear to negotiate”

“Ask not what your country can do for
you, ask what you can do for your
country”



Why Chiasmus works?

If you use Chiasmus, you may not become a great public speaker!
But if you are a great public speaker, you may use Chiasmus!

WRITING LEVEL

- ✓ Foundational phrase
 - ✓ Chiasmus
 - ✓ Rule of 3

What is Rule of 3?

Reduce, Reuse, Recycle

“Government of the people, by the people, for the people” – Abraham Lincoln

“Ethos, Pathos, Logos” – Aristotle (on public speaking)

“We must act together, think together, and work together” – Nelson Mandela

“You gotta be hungry — hungry to win, hungry to succeed, hungry to be more.” – Les Brown

“Emotion is created by motion. Emotion is created by focus. Emotion is created by meaning.” – Tony Robins

“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.” – Maya Angelou

“Free at last! Free at last! Thank God Almighty, we are free at last!” – Martin Luther King Jr.

Why rule of 3 works?

It feels complete

It's memorable

It creates pattern

Rule of 3 can be used to add humor

Tips to improve dating life in Germany

- Always be humble
- Always be honest
- Always be **horny**

Setup -> Setup -> Punchline

WRITING LEVEL

- ✓ Foundational phrase
 - ✓ Chiasmus
 - ✓ Rule of 3
- ✓ Metaphors & similes

What is metaphor?

$A = B$

What is simile?

A is like B

“Trees are the lungs of Mother Earth”

Why metaphor and simile works?



Shaktimaan

WRITING LEVEL

- ✓ Foundational phrase
 - ✓ Chiasmus
 - ✓ Rule of 3
- ✓ Metaphors & similes

Time for action

AUDIENCE ENGAGEMENT

```
graph TD; A[AUDIENCE ENGAGEMENT] --> B[WRITING LEVEL]; A --> C[STRUCTURE LEVEL]; A --> D[STORY LEVEL]
```

WRITING LEVEL

STRUCTURE
LEVEL

STORY LEVEL

AUDIENCE ENGAGEMENT

```
graph TD; A[AUDIENCE ENGAGEMENT] --> B[WRITING LEVEL]; A --> C[STRUCTURE LEVEL]; A --> D[STORY LEVEL];
```

WRITING LEVEL

STRUCTURE
LEVEL

STORY LEVEL

STRUCTURE LEVEL

Anything that distracts people from the message is a problem

STRUCTURE LEVEL

- ✓ Dale Carnegie's structure

Tell them what you gonna tell them, Tell them, Tell them what you told
them

STRUCTURE LEVEL

- ✓ Dale Carnegie's structure
- ✓ Problem – Cause – Solution

Smartphone

Phone + email + Internet

**iPhone 1 - Steve Jobs MacWorld keynote in 2007 - Full Presentation,
80 mins**

STRUCTURE LEVEL

- ✓ Dale Carnegie's structure
- ✓ Problem – Cause – Solution
- ✓ Primacy and Recency effect

Think of a James Bond movie

STRUCTURE LEVEL

- ✓ Dale Carnegie's structure
- ✓ Problem – Cause – Solution
- ✓ Primacy and Recency effect
 - ✓ Call back technique



It means to take great joy in the pain

How NOT To Order At An Indian Restaurant! - Trevor Noah (From 'I Wish You Would' on Netflix)

STRUCTURE LEVEL

- ✓ Dale Carnegie's structure
- ✓ Problem – Cause – Solution
- ✓ Primacy and Recency effect
 - ✓ Call back technique

AUDIENCE ENGAGEMENT

```
graph TD; A[AUDIENCE ENGAGEMENT] --> B[WRITING LEVEL]; A --> C[STRUCTURE LEVEL]; A --> D[STORY LEVEL];
```

WRITING LEVEL

STRUCTURE
LEVEL

STORY LEVEL

AUDIENCE ENGAGEMENT

```
graph TD; A[AUDIENCE ENGAGEMENT] --> B[WRITING LEVEL]; A --> C[STRUCTURE LEVEL]; A --> D[STORY LEVEL];
```

WRITING LEVEL

STRUCTURE
LEVEL

STORY LEVEL

STORY LEVEL

How many of you still remember your favourite
school teacher?

A Journalist experiment



Original price = \$ 2.00

Auctioned price = \$ 40.06

Overall investment = \$ 250.00

Overall return = \$ 8000.00

STORY LEVEL

STORY LEVEL

- ✓ Buildup and payoff

A scientist and a frog

If there is no build up, the payoff won't be effective

If there is no pay off, the buildup is redundant

STORY LEVEL

- ✓ Buildup and payoff
 - ✓ VAKS

VAKS – Visual, Auditory, Kinesthetics, Sense

STORY LEVEL

- ✓ Buildup and payoff
 - ✓ VAKS
- ✓ Conflict and dialogue

A coffee from my dad

STORY LEVEL

- ✓ Buildup and payoff
 - ✓ VAKS
- ✓ Conflict and dialogue

Time for action

AUDIENCE ENGAGEMENT

```
graph TD; A[AUDIENCE ENGAGEMENT] --> B[WRITING LEVEL]; A --> C[STRUCTURE LEVEL]; A --> D[STORY LEVEL]
```

WRITING LEVEL

STRUCTURE
LEVEL

STORY LEVEL

Some Bonus Tips

Some Bonus Tips
Visualize

Some Bonus Tips
Study the speakers

Some Bonus Tips
Record and rewatch

Some Bonus Tips
Mind mapping technique

Some Bonus Tips
Coffee table mindset

One Final Point

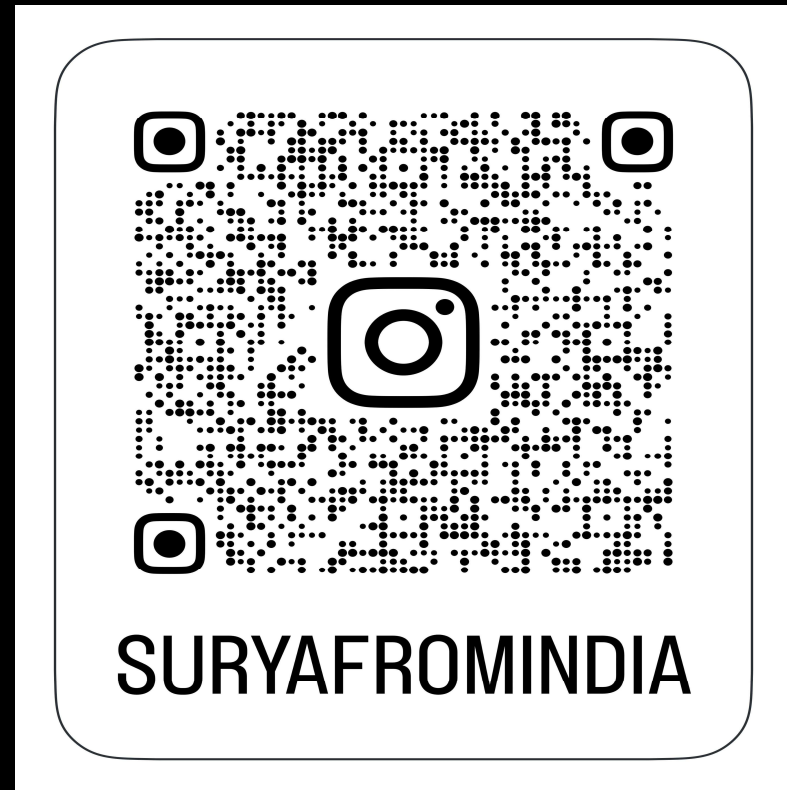
A good speaker don't ask for attention – they create it

Loooong Pause...

Love you all!!!



LinkedIn



Instagram