

Public Speaking Basics

In Forté's From Nervous to Nailing It webinar, Ashley Lautzenheiser shared tips for becoming a better public speaker. Missed the webinar? [Watch the replay.](#)



FORTÉ FOUR

Whether you're on a panel or giving a presentation, here are 4 easy Forté tips to help you go from Nervous to Nailing It!

1 Know Your Audience

Who are you talking to, and why? If you don't know your audience in advance, ask someone who does. If that's not possible, you can always ask the audience to help start the conversation!



Pro Tip: Use polls or ask short, open-ended questions to get a feel for who they are, how much they know about your topic, and what they're interested in.

2 Be Mindful of Nonverbal Communication

Did you know that 93% of communication is nonverbal? That breaks down to 55% body language, 38% tone of voice, and just 7% what you actually say. We often focus on the words we use, but it's just as important to pay attention to how we say them.



Pro Tip: Record yourself! Listen to your tone and watch your gestures. Do you speak too fast? Pause too often? How do you sound? Excited, engaged, or bored? Pay attention to your mannerisms – they can really make your message come alive.

3 Practice, Practice, Practice

The best speakers make it look easy, but it's all about preparation.



Pro Tip: Don't memorize your speech word for word. Instead, write down your points in your own words and practice speaking naturally. This will help you stay on track without sounding scripted.

4 Be Real!

Find ways to connect with your audience and show them you're just like them. Share a personal story, drop an interesting fact, or, if you're at a bigger event, mention something another speaker said that caught your attention.



Pro Tip: If you stumble or forget a word, own it! Mistakes happen, and acknowledging them makes you more relatable.