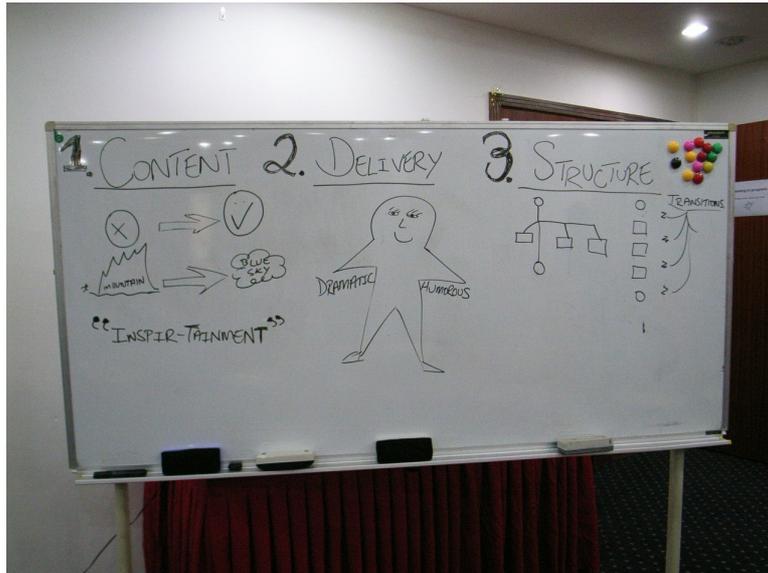


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Listen to the audio file "The 18 essentials of a benchmark contest speech" at <http://www.warwickjohnfahy.com/warwicktm.html>

You can read about this speech in Mandarin at <http://xiaoxiaosun1978.blog.sohu.com/111097185.html>



18 Essentials of a benchmark contest speech

Content has "Inspir-tainment"

1. Personal stories
2. That move from disaster to victory
3. And is accessible to the audience
4. Topics include love, family, career, health, relationships
5. Refresh C9 and C10 speeches and see past champion speeches on YouTube (search "toastmasters contest champions")
6. Answer the audience's question "Why should I listen?" Use your own unique spin to connect your topic to the audience.

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Delivery is “Dramatic & Humorous”

7. Relive and act out your stories (step in and out of the story)
8. High energy (ranging from 7 to 9/10). But in your control
9. Vocal energy and variety is essential
10. Props are simple, no moving parts (not music)
11. Use a *pause* after key messages
12. Avoid jokes but self-deprecating humour works well (laugh at yourself, keep your credibility)

Structure is “Clear ideas separated with transitions”

13. Problem - Solution - Call to Action is a good outline
14. Open with creativity and grab attention (under 1 minute)
15. Get to the key problem directly. Build it up in ~2 minutes
16. Solution comes in two parts. First, what you did to overcome the problem.(specific) Second, what the audience could do now they have heard your experience (more general). Total time 4 mins (2 minutes per section)
17. Call to action finishes the story strongly in around 30 -45 seconds
18. Use the full 7 minutes 30 seconds. If you have a script, calculate your time with a word count (my winning speech was about 900 words). Allow time for audience reaction and laughter.

Bonus Tip:

19. Rehearse so you know your script (in your sleep). If you want to win, rehearse 5, 10, 15 ... times. Move from content to focusing on your acting skills. Ensure your message is in synch with your gestures, movement and vocal variety. Use a video camera to help you see what you look like.

Good luck! Let the speaking champion inside you, come out!

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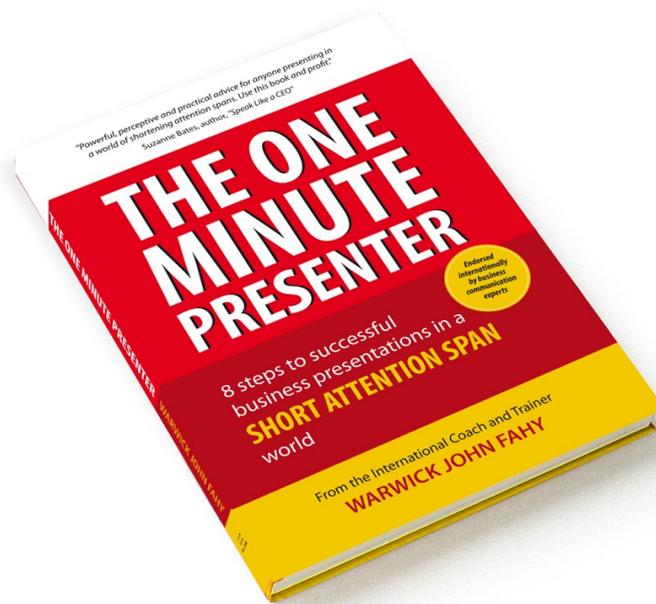
Your Fast Track to Executive Communication

These 18 tips are offered in the spirit of sharing, so please forward them to your Toastmaster friends and feel free to post on your web sites, blog and social media. Appreciate if you can keep the audio and text files in their original format and offer a link back to my web site at www.warwickjohnfahy.com. Happy Toastmastering!

Warwick John Fahy, 24 February 2009

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Your Fast Track to Executive Communication



Warwick is the author of *The One Minute Presenter : 8 steps to successful business presentations in a short attention span world*.

The book gives business managers a roadmap on the necessary skills needed to connect with a modern, tech-savvy audience.

You can learn more about the book, read *The One Minute Presenter* blog and sign up to Warwick's quick tips at www.oneminutepresenter.com

www.warwickjohnfahy.com

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Warwick John Fahy

Warwick is a business facilitator known for helping teams grow and facilitating business results with multinational companies going through organizational development and change.

Since moving to Asia from London in 1994, Warwick has supported leaders and managers as a qualified and experienced consultant with a proven track record for bringing executives and teams to their full potential. He demonstrates deep cultural intelligence, while collaborating with teams across China, Asia, India and the Middle East. Warwick trains and coaches in the key soft skills of communication and leadership needed to build effective and productive leaders. As an insightful coach, Warwick's unique ability is to precisely assess development gaps and to provide a step-by-step, practical and supportive program that boosts skills in a systematic way.

Community and business leader

Warwick is currently an elected At Large Committee member of the British Chamber of Commerce in Shanghai. He is general manager of TEAMSWORK China, who help retain and develop talent for multinationals through consulting, training and executive coaching services across Asia Pacific and the Middle East. TEAMSWORK China is an accredited Social Enterprise and invest 10% of revenue back into the education of the community, particularly orphans and girls in under-developed regions.

Public Speaking Pioneer

Warwick is author of *The One Minute Presenter*: a guide to successful business presentations. Warwick has been a catalyst to the expansion and development of Toastmasters in China. Under his leadership as Chairman, the organization doubled in size across China. Warwick continues to positively influence and mentor young and aspiring Toastmasters talent to become leaders themselves. Warwick is the first and only person from China to be invited into the International Hall of Fame in August 2007.

Professional Speaker

He is founding President of the Professional Speakers Association of China and runs a mentoring program for aspiring professional speakers. He is a Certified Professional Facilitator (CPF) - granted after demonstrating evidence of competency in five core facilitation competency areas. Warwick also promotes lifestyle design as a healthy living vegetarian, competing in triathlons around Asia.

www.warwickjohnfahy.com