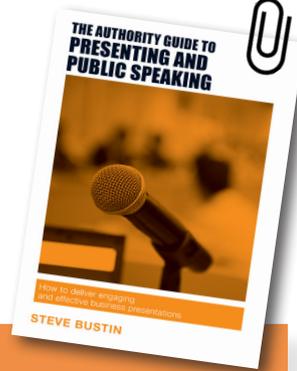


# 10 ways to be better at business

## PRESENTING AND PUBLIC SPEAKING



### 1. Answer ONE simple question

'What do you do?' Struggle to answer this succinctly and you instantly lose credibility and trust. It's the basis of any good pitch or presentation. Why not ask your clients what you do for them?

### 2. Refresh your content

If you've been telling the same stories for too long, it's time to get some new material. Refresh your spoken and written content to keep it fresh for you - and the people you're talking to.

### 3. See other people speak

Look for conferences or events to hear someone who'll challenge and educate you. Move out of your comfort zone and see speakers talking about topics that are new to you or your business.

### 4. Critique other speakers you see

Learn from other speakers' styles. What do they do well? What do they do wrong? Did they keep your attention or did your mind wander? Emulate the good bits to develop your own style.

### 5. Ask for feedback

It's the best and fastest way to get better at most things. Choose people you respect, ask them to be honest and be open to the value in both the positive and negative.

### 6. Use speaking to grow

It might not be your favourite activity, but speaking and presenting needs to be part of your growth strategy. Done well and with the right audience, it has the potential to supercharge your business.

### 7. Create a revenue stream

Public speaking could make you money. Many conferences and events pay for speakers that know their stuff. **The Professional Speakers Association** is a great place to begin.

### 8. Invest in you

If you struggle with presenting and public speaking, why not get yourself a coach. Don't just muddle through with mediocre skills, investing in improving yourself will reap rewards for your business.

### 9. Invest in your team

It's not all about you. If you've got people out there representing your business, they need to be at the top of their game too. Give them the skills they need to make the best impression every time.

### 10. Work with other people

Business can be lonely, so look for ways to collaborate. Join a support group or find a speaking buddy to test each other's skills. Who could you be communicating with to grow your business?