

/How to be a dynamic speaker

WELCOME! This document is adapted from Jack.org's many resources to train and equip young leaders to take action for mental health across Canada. We're thrilled to be sharing our learnings externally with this resource.

Objectives:

- To bring your presentations to the "next level" and move past lecturing an audience
- To have you discover your potential to have a unique, dynamic style



FINDING YOUR DYNAMISM!

The most memorable and engaging speakers will need more than basic speaking skills. They will also carry with them an extra flare that draws an audience in. To help with this, we've identified four styles of dynamic speaking that help captivate people:

1. **Humour** - *Bring a comical perspective*

This is a style that may be one of the toughest to learn. At the same time, everyone has a unique sense of humour. If you feel comfortable sharing yours and it is appropriate, use it! Enjoying your humour and having fun on stage will absolutely lead to a positive reaction from the audience.

2. **Energy** - *Get excited about the content*

This style is particularly helpful in presenting subject matter that may be perceived as dull. Using this style is not to be confused with forcing high energy throughout the entire presentation. Speakers using this style just hit higher and lower energy levels than one typically would. With greater energy contrast, the audience becomes captivated.

3. **Emotion** - *Appeal to peoples' feelings*

This style essentially leans into creating an emotional experience for the audience – contrasting lows and highs. The key is to ensure that this roller coaster of positive and negative emotions ALWAYS ends on a positive/high note so audiences walk away feeling inspired, rather than paralyzed by sadness or guilt.

4. **Performance** - *Making it Hollywood-worthy*

This style captivates audiences through high entertainment value. It lends itself to many who are gifted in the arts and can come in the form of poetry, spoken word, acting, music (instrumental/voice), etc. This requires extensive practice and rehearsal to really work.

Note: It is important to remember that you DO NOT need to be all of these styles. Audiences respond best to a speaker who is genuine. Pick a primary and secondary style that are most natural to you and start intentionally bringing elements of these into your practice.!