



5 SPEAKING HACKS FOR ENTREPRENEURS

HACK #1

HAVE A POWERFUL OPENING SEQUENCE

- Avoid “Is this thing on?” or thanking the organizer.
- Start with “How many of you...?”
- Have them raise their hand – creates instant engagement!

HACK #2

START WITH WHY

- Your audience needs to know what’s in it for them.
- Give them a compelling reason to listen to you.
- Fail to do this early enough and they pull out their phones.

HACK #3

DODGE THE PODIUM

- A podium is a barrier between you and the audience.
- If possible, arrange for a wireless microphone in advance.
- If you need your notes, at least stand beside the podium.

HACK #4

MOVE LESS

- Stand up straight with your arms mostly at your sides.
- Be deliberate with your hand movements.
- Women – avoid palms up. Men – don’t point at audience.

HACK #5

WALK AWAY FROM QUESTIONS

- Acknowledge the question, then walk away.
- Asker will feel safe, audience will feel included.
- Walking towards the asker cuts out audience members.