

9 Reasons Why Public Speaking with Clarity, Effectiveness and Confidence is Essential for Your Success in Life.

YOU ARE A SPEAKER

...already



WOJCIECH MENDYKA



YOU ARE A SPEAKER ALREADY

1st edition

Note from Wojciech Mendyka

I wrote this short book to create a free guide for people like you. Smart and ambitious, but who have not yet unlocked this knowledge in their life. You are welcome to share it with anyone you think it would benefit.

The latest version of the book can always be found at meaningmakers.eu

For follow-up ideas on how to speak clearly, effectively and with confidence, explore meaningmakers.eu and my social media [posts](#).

As always, thanks for reading.

Wojciech Mendyka

Founder, Meaning Makers

9 Things You Will Learn From This Book

In the following chapters you will see how speaking *clearly, effectively* and *with confidence* will help you to:

1. Be different and stand out from most people you work with
2. Be perceived as an expert in your field
3. Get what you deserve and stop sabotaging yourself
4. Be more likable
5. Climb the social ladder
6. Be more attractive
7. Have more empathy
8. Better observe the world around you
9. Develop courage and confidence you have always wanted

Table of Contents

Why You Have A Problem	5
Professional	10
How To Be Different Than The Rest	11
How To Be Perceived As An Expert	13
How To Get What You Deserve And Stop Sabotaging Yourself	16
Social	19
How To Be Liked	20
How To Climb The Social Ladder	23
How To Be More Attractive	25
Yourself	29
How To 'Feel' More	30
How To See More	32
How To Have Courage	35
Summary	38

Why You Have A Problem...

74, 50, 1.

74, 50 and 1...

I often write these numbers down on a flipchart or whiteboard as I talk to audiences about the importance of learning to speak *clearly, effectively* and *with confidence*. What do they stand for?

Read further down below to find out.

So, public speaking, huh? You see there is something we need to establish right from the get go. In order to do so let's have a little test.

Tell me what comes to your mind when you hear about public speaking? Let's really go into it - *imagine you are* a public speaker.

I mean really, do it.

Close your eyes and try to visualize yourself in the role, as you are speaking to people. Answer these questions to get you started.

Slowly, one by one.

Remember, you are a public speaker and you are speaking to people:

1. Where are you? What kind of a place is it?
2. How do you look? How are you dressed?
3. What are you doing?

Think about it for a minute. You are a public speaker.

Why You Have A Problem With Public Speaking

Ready? Let me try to guess.

Chances are you were in the middle of some sort of public arena, with dozens (hundreds?) of people holding their breath to absorb your every word. They all looked at you. You could not see them clearly as all the light in room centered on the stage.

Yes! A stage. And a podium.

Naturally you also had a microphone. People in the 10th row have to hear you as well.

You were dressed for the occasion. A designer's dress, suit or a tuxedo.

Occasional clapping and ovation interweaving your award winning speech. You are a celebrity. You are a public speaker.

That's public speaking, right? Right?

Wrong.

Well, *not entirely*.

Sure that is considered to be public speaking. But not exclusively! However for most people that's the only glorified perception they have.

I hear these all the time when I say I help people become better at speaking well in front of others. Quite often the topic seems distant, unattainable, something that "some people do", but not us.

After all what are the odds of ending up in a scenario like the one above for the average person? We could probably say it is unlikely. It's almost as unlikely as publishing a book (sic!) or even starting a blog and posting interesting content regularly (I can do it, I can do it, I can do it...)

The problem lies in the word public. *Public service* to the nation, *public announcements* in the media, *go public* with your book. Public - a population or a community as a whole. It's hard to not think about a mass of people when the word is mentioned.

Unfortunately, this understanding of the term also alienates most people from dwelling into the topic of improving their speaking abilities in front of others. And they miss out in life big time, because of it.

But is this really the case that speaking publicly is speaking to the masses only? No.

Buckle up. We need to redefine public speaking.

Public Speaking Is What?

Let's redefine. What for? In order for you to see that what you will learn in this book, is applicable to your *daily* life.

It's not at all about that once-in-a-lifetime event when you will collect your academy award.

Consider the following examples:

1. You are a student, sitting in the class of a dozen people during a lecture. The professor asks a question and you just happen to know the answer. All you have to do is to raise your hand.
2. Your boss asks you to present your department's ideas to him and his counterpart from the other team. Just to the two of them. You can choose how to do it.
3. You are approaching a person you don't know at a party, nobody else is around. You stand there and chat.

4. You have been invited to an interview for a job that you always wanted. You walk in, sit at the desk and await the recruiter.

Now let me ask you. Would you consider these public speaking opportunities?

No? Is there a public audience? Hmm. Yes.

Are you speaking or will be speaking? Well, yes...

Take a second to mentally prepare for the imminent truth.

The size of the audience doesn't matter.

Whenever you have an audience of any size listening to you as you are communicating your ideas - you are speaking in public.

In fact, I would go as far as saying that as long as you are talking to anyone else than yourself - *you are a public speaker*.

Damn... Am I Really?

Yes.

Now that's a little bit closer to home, isn't it? People do the above dozens, even several hundred times a day.

You have done all of the above.

And yet little action is taken in order to make sure we get the most out of these interactions.

As I wrote this concise book I only had one goal in mind. To show you, that if you are even remotely interested in achieving *any success* in life (unless you define success as living as a hermit) then you absolutely must invest some of your time and attention into becoming a better speaker, presenter (also of yourself) and communicator.

You must.

I will spare you the generalities of how communication skills are important. I assume you understand that, by even reading that far into this chapter.

Unlike many sources you can find online, I want to show you the raw reasons you can relate to.

Speaking well in front of others touches every area of your life, whether you are aware of it or not (from my experience - most are not).

Speaking well is more than just a communication skill that helps you thrive at work and socially. It also changes you. How?

Not so fast. I want you to read this whole thing!

I believe that there are *three levels* of your life where speaking *clearly, effectively and confidently* comes into play.

They are:

- I. **Professional** - because wealth acquisition and status-seeking are built into our DNA (*translation: we want to be rich and better than the rest*).
- II. **Social** - because we need others to fulfill our lives and give the happiness, wealth and status any meaning (*translation: Really? Don't you get it?*)
- III. **Personal** - because we are more than just the above (*translation: No idea. I have to figure this out by the time you get to that chapter.*)

In each of these areas I will give you 3 solid, well-grounded reasons why you must invest your attention (If you haven't already) into the topic of speaking well, and do so quickly.

I mean it. *Do it now.*

If by the time you reach the last page you are still not convinced, then I urge you to let me know. If you somehow managed to buy this *free* e-book (hope you did not!) then I will refund you the money and perhaps even consider a change in my career.

Let's get to it.

I. PROFESSIONAL

Choose a job you love, and you will never have to work a day in life.

- Confucius, a Chinese teacher

Work is important. Isn't it? At the basic level it helps you survive. It provides for a shelter and food. Invest more into it and it will also pay for luxuries and comfort in life. Go even deeper and it may fulfill you, be your platform for self-discovery, achievement or creating something of value to the community.

The irony of the concept of work is that most of us dream of escaping it completely. Most never will.

The joke is that those who do escape it are quick to realize that they need it back. We need to do good work in our lives to feel needed and fulfilled.

Around 2008, I had the privilege of taking 2 years away from my career to pursue other things. *(Interestingly, it took me many years to start seeing that period as one of the best things that happened to me. At the time I did not feel privileged at all. It sucked.)*

Even though I was not working per say, I still ended up getting involved in many personal projects. Getting rid of 18 kg of excess weight was one of them. In 3 months. Kids, don't try this at home (or even at the gym).

Nevertheless, I treated it as work. I needed to do something, to progress, to feel I was going somewhere. When I did not, I felt miserable and depressed *(I actually suffered from a mild form of depression during that period).*

This experience helped me to make a decision that retirement will not be my goal in life. There is much more to life's achievement than waiting until you don't have to do anything.

We need to do good work.

What to do then? If you can't escape it - be the best at it.

And there are a few ways that will increase your value in the professional world more than your ability to speak well in any situation.

1. How To Be Different Than The Rest

The secret of getting ahead is getting started.

– Mark Twain, author and humorist

Most people will not put their time into developing speaking skills. Chances are that before reading this book I would have found you in the same bucket. Don't feel bad though.

There is something very important for you to realize. It is NOT your fault.

Now that you feel better about yourself, close your eyes and get back to your school times. Can you recall any focused, educational effort to make you a better speaker? Primary school? Secondary? College? University? Anything? If you can name something – perhaps you were are a member of a very small club.

But even then. Was this a focused effort? Or were you simply giving a presentation? Where was the focus? The content or form?

I bet it was the content. In most cases your teachers were also focusing on the content. This explains why half of the class either slept through the lecture or could not remember a thing the next day!

You see, no wonder that according to various studies **74%** (*remember those three numbers at the very beginning? That's the first one revealed.*) of humanity is afraid of speaking in public.

Why? Because this is a concept that is introduced to them way too late in their life. Usually at work, when they are exposed to other "speakers" who try to keep their heads above the water when giving a corporate presentation or during team meetings.

How Much Would Warren Buffet Pay You Now?

I am sure you heard of Warren Buffett. If you did, then we don't need to further elaborate on the fact that when it comes to business, when Warren speaks, we should listen.

A few years back Buffett was attending a TV show at CNBC where he answered Columbia Business student's questions. Generous as he is, he said that he was willing to give \$100,000 to anyone in the audience, in exchange for 10% of their future earnings.

Now, here is the twist, Buffet continued. *If I would know that a person is a great public speaker, I'd be willing to give that person \$150,000 for that 10% of future earnings.* Why?

Because success in life is directly correlated with your communication abilities. He would be willing to pay more because that is the safe investment of his capital.

In another interview Buffett said that not learning public speaking could be your liability for the next 50 years of your life. Naturally, if you invest your time and attention - that would become your *asset*.

So here we have it. Black on white. A person with decent public speaking and communication skills is valued at least **50%** (*the second number from our imaginary flipchart at the begging*) more than the rest by one of the most successful business people of our times.

Reason #1 – You Will Stand Apart From The Crowd

There is a reason for this outstanding perceived value on speaking skills which ties back to the lack of focused, educational effort we discussed above.

It is *rare*.

And that is a good thing for you and me. Commodities are not getting paid a premium. Scarcities are.

It's the iron law of the market. The less goods available, the more they cost.

Speaking well will get you the attention of customers, management, investors or potential business partners.

It will pull people toward you. People who can open doors for you and support you in your career. Furthermore it will allow you to aspire to those leadership positions (if that's your thing). Ever heard that not every speaker is a leader, but every good leader is a good speaker? Well, now you did.

Speaking well will allow you to stand out at work, as you will happily volunteer to run a meeting, deliver a presentation to the board or fill-in for your boss.

You will be confidently voicing your opinions in places where most people will look for a way to hide in plain sight so that they are not asked to say anything.

This stuff gets *noticed*.

What could it mean for your career?

2. How To Be Perceived As An Expert

The limits of my language are the limits of my world.

– Ludwig Wittgenstein, philosopher and logician

You might get the feeling I carry a strong prejudice against the formal education processes, but let's stay with it. They can take it.

Let's look at a likely entry-level scenario of a typical millennial. Hell, we will push the boundaries of your imagination. Let's say it's you!

You studied hard, got all your A's and the diploma. You know stuff. The job market awaits your arrival. You are ready.

Dream company, job interview. Hey-ho, let's go. You wonder what sort of extra package you will get along with the top salary.

Reality check.

Your resume looks great on paper, but during the interview you can't seem to get traction with the recruiter. Your question-answer dance does not sound as grand as you imagined it to be. What the... - you think to yourself - is he not impressed with my accomplishments?

Perhaps not. Or perhaps you just can't speak well enough about them.

It's Not What, But How

You see if there are few things I've learned over several years at work, this would make it to the top of the list.

It's not always about what you do, but how you do it (and even more so - why you do it).

Take a second for this to sink in.

To put this into the context of the topic we are discussing here: *it's not always about what you know, but how you communicate that knowledge.*

You can be a top-educated, walking encyclopedia in your field.

But guess what?

If you are not able to communicate your thoughts and ideas in a *clear, effective and confident* way - nobody will know. It will fall flat.

I'm sorry. I know you might have been made to believe that it only matters what you know and the rest will take care of itself.

It won't.

I sometimes get to work with people that seem to think they are somehow immune to this necessity.

“I work in the background, never talk to customers, I am a technical guy” - they say. Many IT folk land in this category as well.

I have a very simple way of altering their point of view. I simply ask if they have attended or seen any recent industry conference or IT meet-up. It's quite popular.

Sure we did!

Then I simply ask them - who are the key people in these meetings?

Hmm, speakers?

Yep.

✓ Reason #2 - You Will Be Able To Showcase Your Mastery

Realize this. Speaking well puts you ahead of the crowd, because you can actually sell yourself and your accomplishments, unlike the silent majority. It's a fact.

Consider this last resort example. Two people, let's call them May and June. They compete for the same job position within the vast field of IT.

All things equal. Skills, competencies, experience. The only difference - speaking & communication skills.

June took the time and effort over last few years to become confident when speaking about herself and her accomplishments. She can speak clearly and effectively. May? Not so much. She focused on the technical side of things mostly.

Who do you think is going to come out ahead, considering that candidates are going to be evaluated in a face-to-face environment, having to converse with recruiters and present their work to their potential boss?

Can you sell your ideas and achievements?

3. How To Get What You Deserve And Stop Sabotaging Yourself

This is slavery, not to speak one's thought.

– Euripides, tragedian of classical Athens

Whether you are climbing the corporate ladder, fighting for survival of your start-up or trying to make it out there on your own as small business owner, communication comes in to play. We simply cannot *not communicate* with others.

The question therefore should not be *if* we will communicate and speak with others, but *how* we are going to do it. Unfortunately, for many people often it is the former approach.

I know it firsthand. I was like this for years.

Always in the back, avoiding the frontlines. Trying to keep a low profile and survive the day, preferably not bothered by anyone.

Until one such day...

Speaking Up When It Matters Most

I used to live in Dublin, Ireland for 2 years. During a meeting, at the company where I worked at the time, it turned out that my manager could not go for a client training business trip, due to other duties.

So what? – you would ask, and I'd high-five you back then. Those days that was exactly my approach.

So everyone was sitting there in silence. More than ten professionals... and me.

Head down. Looking to the ground. Waiting for the meeting and, most importantly, for my 9 to 5 to end. Waiting for that magical time where I would take a bus back home to sit in front of a different computer, 6 to 12. Life was good.

You see, I was a very different person back then. No confidence, no achievements. Long list of insecurities. I had no courage (or even interest) to say out loud what was on my mind regarding that missed opportunity for a training trip. Did I even care?

I don't think so. And yet, I mumbled something out loud.

To this day I am not sure what I was thinking or what was my motivation to open my mouth. I don't know. It just happened.

"It's a shame that no one will go there..." – I mumbled.

Looking back at this – it's been close to 10 years now - I don't think I even realized I said anything out loud at all. I was positive that it was just a thought in my head, not that I actually spoke.

But it was heard.

People looked at me, taken by surprise (*does it speak?!*).

I could relate to that feeling of surprise, trying to figure out what just happened. My manager smiled and asked:

“Would you go?”

My answer only added volumes to the situation.

“If you will cover the expenses...”

(Not an actual joke. I was really worried I'd have to pay for this myself. What a corporate champ.)

I still remember those stares - *“Damn, why didn't I say anything? Why HE is going? Should have been ME”*. High fives to that team if you are reading this.

So I went.

And it changed everything.

I did the training, stayed there for a week and had a great time.

Most importantly, that event showed me direction. It took me places. It made me think and reconsider what I was doing back then with my life. That was the first training that I delivered in my life. Now I provide it for a living, and it's only the beginning.

That single sentence, changed a lot in my life. Why? Because I spoke up when it mattered most (Ok, not much of an achievement there, since it was pretty much instinctive, but still...)

What if I did not say anything? If I would conform to my usual instincts telling me to shut up and avoid attention?

You would not be reading this.

What about you? Do you speak up when it matters most?

✓ Reason #3 - You Will Be Of Greater Value To Any Business

We often won't say anything, even if we could and want. We are shying away from engagements where we might be putting ourselves in the center of attention, having to articulate our thoughts in a consistent manner.

Because we don't know how. Don't want to risk.

The irony is that these are exactly the moments in life where the greatest opportunities can be found.

Think about it.

Simply by stepping up and saying something you are already in contrast to the silent majority. You are a doer. You have a voice. You get noticed and reap the rewards. You are valuable.

The best part? It's all learnable. You can possess skills to deliver any talk (or conversation), just as you have learned (you did right?) how to ride a bike. But you have to start.

If you won't ask for something, you are never going to get it.

What opportunities are you missing out on right now?

II. SOCIAL

Social connection is such a basic feature of human experience that when we are deprived of it, we suffer.

- Leonard Mlodinow

Work is important. But whatever you achieve at work, can only achieve its true meaning in the social context. Think about it.

You can have it all. You can have money. But what for, if you cannot share the pleasures it can offer with someone? You can have success. But what for, if you cannot share it with others? Success means little if we have no one to appreciate it with us. You can have power of influence. But... wait. Who will you influence, without social context?

You can have connections. Ok... You see my point.

We need society to feel we belong and we can only see the value in life's aspects through contrast and context that we experience within that society.

4. How To Be Liked

The deepest principle in human nature is craving to be appreciated.

– William James, doctor and pioneering psychologist

Joe Girard was an American car salesman from Michigan. However, he was not your average salesman Joe.

Having sold 13,001 cars at a Chevrolet dealership between 1963 and 1978, Girard has been recognized by the Guinness Book of World Records as the world's greatest salesman.

How did he do it?

Best in class sales process? A perfect pitch? Freebies for his customers? No.

Every single month, he sent each of his 13,000 customers a holiday card. A rather short one.

“*I like you.*” – that’s the only thing the text on the card said.

Ok. Not entirely true. To be specific, he also signed it.

Why People Like People

Have you ever wondered why people like each other?

I am sure you have heard the saying that people buy from people they like. You like the salesman, so you buy from him, not from the other one (given the offer is economically sound and you actually need/want the product).

In social context that means that we want to be around and enjoy the company of people that we like. Makes sense, right?

However it is not entirely true.

In reality, we like the people who *we think* like us.

Robert Cialdini knows a thing or two about the science of influence and persuasion. Apart from the story of Joe Girard, in his classic book *Influence: The Psychology of Persuasion* (Or should we say manipulation? I’ll leave it to you to decide) he tackles the concept of why people say yes, and how to apply these understandings.

Turns out we fall to influence of people that like us.

But how do we know, if they really do? We don't have to. Simply *thinking* that someone likes us (not necessarily being true) has an effect on our decision-making towards that person. A more favorable one.

Good salespeople know this and will make sure that you feel liked by them. A wide smile is a good start. What else are they doing to show that *they like you*?

Ok, we went a bit off-topic.

So what does it have to do with you and speaking well?

When you become adept at speaking and conversing *clearly, effectively and confidently*, things will start to change. Suddenly you will notice small things happening around you, small gestures of sympathy. People will like you more. Why?

Because they will feel *liked* by you.

How come? It's simple. You will unconsciously apply many of the techniques and skills of speaking well. They will become second nature. You will apply your speaker's mindset to your everyday interactions.

You will smile more. Not because you fake it, but genuinely. Because you know deep inside what this means for your "audience" - the people around you and how it makes them comfortable.

You will look your discussion partners in the eye. Again, because you realize the importance of eye contact and understand the science of connection behind it.

You will enjoy it. And they will too.

They will like you more, as the audience likes the speaker that cares for them and their problems.

✓ Reason #4 - You Will Be More Likeable

Your whole approach to social interactions is going to change when you start to understand what lies behind the scenes of your everyday discussions, chats or monologues. You will observe a very noticeable shift in attitudes toward you.

It is very difficult to not like someone who has good intentions and knows how to converse and speak well. Such people will always make us feel *liked* and appreciated.

And we will like them back in return.

Do people like you?

5. How To Climb The Social Ladder

Nothing succeeds like the appearance of success.

– Christopher Lasch

We are social beings. We are born, we live and we die into society. Sure, some decide to leave the hermit's life, but since they won't be facing any public at all, they would not be interested in reading this anyway. But most of us are and will always be part of a society.

For most of us, that very society is the driving factor behind our lives. Decisions we make, our choices, even how we feel about ourselves is ~~almost~~ almost always connected to the "tribe" we live in.

No wonder that we try very, very hard to climb up the invisible ladder within our group.

Why You Want Social Status

There are few things we chase more in life than a high social status within your group. For a good reason.

Attention romantic people: you will not like the evolutionary fact mentioned below.

High social status will ensure we can attract the best possible partner, which in turn will guarantee healthy and potentially successful offspring, passing our genes further.

I warned you, didn't I?

Think about it. Life really comes down to this, however love is a great way to sugarcoat it, I admit.

This is huge. It's important. So now that we got that uneasy fact out of the way, let's try to understand what can we do to have our social status increased?

Many things.

Wealth, attractiveness, power, connections... Just to name a few. But how does speaking have anything to do with these?

The key word here is *intelligence*.

Intelligence is sexy because we naturally and quickly link being smart with wealth, power or connections. Even potential wealth, power or connections. Things that we don't yet have but may possibly obtain in the future.

There is a study on the concept of *uncertainty* from Stanford University, which shows, that *potential success* may be more appealing to people, than *established success*. In other words, we may be pulled more strongly toward the people with potential for success, rather than these who already achieved it.

Back on track with the topic - when you speak and converse well, people will generally perceive you as more intelligent than others. Guaranteed.

When you speak well people will say: "*He really knows what he is talking about*" or "*She is so smart*". Words and delivery matter a lot, as we already established in Reason #3.

As a side note, being smart is often understood upside down. We tend to associate smart with complex theories and sophisticated language. That might be what we think, but in reality this approach will alienate most people. However, if you are able to explain difficult concepts in a simple way... That's smart.

Ability to make complex things simple and relevant is a hallmark of a great speaker.

✓ Reason #5 - You Will Increase Your Social Status

We all crave status. Speaking and conversing in an intelligent manner is a sure way to climb up that ladder. Not to mention it can actually make you wealthier, more powerful and better connected than just creating an impression of it!

So what's your status?

6. How To Be More Attractive

People cannot inspire others, unless they are inspired themselves.

- Carmine Gallo, author and writer

Did you study psychology?

Me neither. At least not in the class. But here is the story in which I once heard about it.

When you enroll to psychology class, there is usually a lot of hype and high expectations before the first lecture. Students eagerly await with their notepads open, ready to grasp all tips and tricks of the mysterious art of reading and influencing people. But the hype quickly turns to disappointment and expectations are shattered. Why?

Because the teacher usually starts where every bad presenter does, but should not.

At the beginning.

Which means... The history of psychology! How exciting.

Now you would wonder, as you are already interested in speaking effectively in front of people, what they should do to instantly grab attention and deliver on these high hopes?

It's simple. Sex.

...I mean to talk about sex. To talk about the science of attraction. What people consider to be attractive? What to look for, what to avoid and how to use it for the mutual benefit of both partners?

Allegedly this is one of the top reasons why people decide to study psychology.

On a side note, this would be a pretty good example of a hot opening of any presentation or speech (something I will or have already discussed extensively on the blog), but most importantly this anecdote highlights where our focus lies when it comes to social interactions.

I imagine this is no news for you. We are all the same.

So what is attraction and what does it have to do with speaking well?

What Is Attraction?

I am sure you could easily go back to the previous chapters and see how every single one of the *reasons* we discussed also makes you more attractive. Standing out from the crowd? Showing that you are good at something? Being more likeable? Having higher social status in the eyes of others? Easy.

But let's talk about something else. An undeniably attractive quality, regardless of which side of the gender lottery you have ended up on. Passion.

Passionate people inspire us. They make us engaged and drive us to action. They are fun to hang around with. They appear as they are living, not just existing. It is a magnet. Passion is attractive like nothing else. But why is passion so powerful?

Because of how humans react to *certainty* and its evil cousin – *uncertainty*.

Long story short. We hate being uncertain. We hate not knowing. I'll give you an example.

Imagine we are having a coffee at your favorite place at the Sunday afternoon. We are enjoying ourselves, talking over the usual set of topics we discuss whenever we meet. Suddenly, my face expression changes and I tell you – *Don't turn around!*

How do you feel? Can you easily resist your urge to turn around and check why? I bet you can't. There is a powerful mechanism in us, which drives us towards certainty. Towards knowing. On a side note, this mechanism is the target of most sales and marketing efforts to persuade us into buying something (“*Did you know that...?*”).

So what does that have to do with passion?

(See, I am using this principle on you as well. You don't know the answer and you don't like it. That is why you are guaranteed to read the next paragraph looking for the answer.)

Passion is certain. *(Told you. Now you know. Such a relief isn't it?)*

Passionate people know why, how and what they are doing. They have a plan. They have clarity of their goals and have spent a lot of time contemplating whatever their passion is about. They *know*.

Most people don't. They go through life wondering whether they are doing right or wrong, living by someone else's agenda and questioning themselves. But not passionate people. We are pulled toward them, because they have figured something out, which we have not. They are the embodiment of certainty.

Speaking well is a fantastic outlet to unlocking your passion into the world. How come? *(I did it again!)*

Most people think that a passionate speaker just speaks from his heart. But this is rarely the case. To really create that connection, trust and confidence, you need to make sure you tick all the right boxes as you prepare.

Some of the most famous speeches in human history have been given appearing as they were spontaneous or improvised. They were not. Steve Jobs famous Stanford commencement speech *Do What You Love* is nothing short of passionate.

However, Jobs read 90% of the speech from his notes.

This is both a bad and good example of preparation. Bad, because he clearly could have been better prepared to memorize the key points. Good, because it shows that authentic passion is not spontaneous, but well thought out.

Only by being prepared to speak well you can make sure that you will naturally focus on *why* it is important, rather than *what* to say or *how* to say it.

☑ Reason #6 – You Will Be More Attractive

Sometimes the shortest route to being attractive is simply knowing how to be clear and effective in conveying your passions to the world. By learning how to express your ideas clearly, effectively and with confidence, you can unlock the powers of your own passions while speaking to others.

Whenever I run a class or training on public speaking I always ask participants to choose their own topic. To speak about something they enjoy or love. Something close to and important to them. Something personal. Something they are passionate about.

Why? Only when you truly believe in what you say and what you say is consistent with your values, you will be able to build that kind of connection with your audience. People feel when you are not sincere from miles away.

What do they feel when they listen to you?

III. PERSONAL

*If you know the enemy and know yourself
you need not fear the results of a hundred battles.*

- Sun Tzu

There is much more in life that defines you as a person than just where you work, or who you know.

I have to admit that, for a long period of time, I failed to understand that.

It required some pretty drastic things to happen to shift that perspective.

Since then I started to devote a great deal of my inner thoughts to self-reflection. Analyzing my own thoughts, actions, words in an attempt to learn and improve.

Accepting the risk that you will think I am a crazy madman I will reveal that I have been notoriously asking myself these questions, dozens time a day:

Why I am doing it this way? Why I did it? Why I am thinking this right now? What are others thinking? Why I said that? Why they said that? Why I feel like this? Who I am right now?

Just to give you an idea.

In this chapter I am going to show you, how learning to speak effectively in front of others can open up a whole new level for your own personal development.

How it can help you to understand yourself better.

7. How To 'Feel' More

Empathy is about finding echoes of another person in yourself.

- Mohsin Hamid

Surprised? I am not kidding.

I remember it as if it was yesterday. Five years ago I was sitting in a conference room with several of my team members. All females. We were having a heated discussion.

"You have zero empathy" - one of them said. *"You never think about how we feel"* - the other one was quick to support her friend.

Ouch. What did we speak about?

I don't remember... (I guess that proves their point.)

This really struck me, not only because it was personal (I considered myself their friend) but I could not understand where it was coming from. I honestly could not agree as I was certain that all I did was for the good of the team, and theirs.

Just to give you an idea where I was coming from.

Fast forward five years. Very recently one of my closest associates (also a female) told me, and I proudly quote: *"I am amazed by your empathy!"*

Quite a shift.

But I did not need her to acknowledge that. I already knew.

So what happened?

Empathy Is King (Or Actually... Queen)

By nature we are all self-obsessed. Especially when in the presence of others. We constantly worry and overthink how others perceive us:

- Was what I just said funny?
- What do they think about me?
- God, I look terrible in this jacket.
- I should smile more so they think I am friendly!

Stop reading if you are different!

It's not your fault. By controlling our own image and how others perceive us, we ensure our social status (read above) remains positive (or at the very least, we do not damage it).

You see this is when the magic of being a good speaker comes into play. A proven track record (sorry, the corporate jargon is strong in me) of speaking well will ease your self-focus. After all, when you are good at conversing - this stuff becomes your second nature.

You don't have to worry. You will be well perceived. Without even trying.

This is a subtle, but massively important change. Because from then you can truly focus more on others, and less on yourself in conversations.

You can listen better, you can be genuinely interested in them and what they feel and have to say, without worrying so much about yourself.

Reason #7 - You Will Be More Empathetic

Most everyday arguments or issues with other people are caused by our self-centered perception of the world. Understanding or even making an attempt to understand how others feel is going to transform your life. Not only it is going to help all your relationships either professional or personal, but it is going to help you.

It is massive. Trust me. After all I went from zero to hero (ok - almost, still working on it), in the field of empathy.

Ironically, I achieved this change by being super self-centered, trying to become a better speaker and communicator.

Life can be funny that way.

Do you have empathy?

(If you're a guy, at least you now know what empathy means. That's my gift to you.)

8. How To See More

We don't see things as they are. We see things as we are.

– Anais Nin, author and diarist

I've been an avid student of self-development for years. Countless books, workshops and constant stream of ideas. It was quite a ride.

Over the years my favorite area to study remains in the fields of social psychology and behavioral economics. Simply put, why we do what we do and how to use this knowledge to do better in life.

Sounds interesting? I have to warn you though...

Get An X-ray On Society

It's a curse!

Once you understand and learn to observe some basic principles behind human behavior there is no going back. From then on you will not pass an opportunity to analyze this in real life. For example:

- a pair of people chatting at your favorite coffee shop
- business people meeting at a conference
- a family walking by in the park
- people at the office

Just to name a few occasions.

It all becomes your little study of social interactions and human behavior.

It is fascinating! We are fascinating. Human beings are amazing. Yet most of the time we miss 95% of signals, cues and subtle messages that are being passed around in our interactions with each other.

Wait for it...

But not when you are a competent speaker.

The way I see it, speaking well relies on your ability to understand social psychology to craft and deliver your messages accordingly (often spontaneously). A big part of it comes down to understanding and decoding our body language. Get good at it, and you will be wired to see things that go unnoticed for the majority.

You will be able to tell what someone thinks of you, whether they are in a hurry, how they feel about that person who just joined the discussion. You will be a walking radar.

It's fun. It's powerful. It will help you tremendously in life.

Most importantly, the more you observe and know, the more you think about your own life's events, big and small. How you behaved in certain situations. How you reacted to what was said.

It helps you to self-reflect, learn and understand yourself.

✓ Reason #8 - You Will Become A Better Observer Of Life

Vision is our most reliable and energy hungry sense. We go through life and watch, yet we rarely really see what is really going on.

Again, not our fault. We can't find something if we don't know what to look for.

When you put some effort to learn how to speak in a *clear, effective and confident* way you suddenly have plenty of material to observe others and... yourself. You read between the lines of social communications.

Knowledge of social interactions and dynamics is power, especially if you can apply that to change yourself for the better.

Can you understand what you see?

9. How To Have Courage

The high road to success is to act and think as if it would be impossible to fail

– and it shall be.

- Dorothea Brande

Here we are. The key to everything else. Confidence.

We all want it. We definitely need it. We are pulled to the people who display it. It is said to be the key factor of success in life.

Are you born confident? Or is this something you can create within yourself?

I strongly believe that confidence is built. We may inherit many things in life. Height, hair, sense of humor. But we don't inherit confidence. Our life's experiences are going to shape it, either building it up, or tearing it down.

Confidence Is Not Given, It Is Earned

Don't believe me? Consider this example.

Imagine a typical family, where a father is super confident, strong, and macho (an alpha achiever). He has a son. Yet despite this genetic heritage, somehow his son is completely opposite.

Shy, retracted, avoiding exposure. How come?

Could be that father dominated at home. Their relationship had shaped the son to be the one who has to pull back in the presence of a stronger figure.

Does it mean that the son will be forever stuck in confidence-free zone?

Of course not.

He can take action, expose himself to experiences that will change that. Again - it's all about your life's experiences when it comes to how confident you are.

Now consider public speaking, in any form (as we discussed at the beginning). Speaking to people. Asking for and receiving undivided attention. Standing in the center. Being watched and evaluated.

All of that requires confidence. No doubt.

But nobody is born with that speaking confidence. You might be somewhat confident in other areas of life, but when you stand up to speak in front of others you will feel the heat.

You will start to sweat. Your legs will get shaky. Somehow your confidence coming from your work life, your expertise, your competency in any field, your titles and achievements do not transfer to the public speaking area.

Now it becomes interesting. Because it does transfer the other way around.

That's right. Everything becomes easier and less stressful, when you are confident in speaking in front of others.

Learn to do it and you will feel that confidence oozing out of you in other areas of life.

You will find yourself raising your hand to accept professional challenges you would never have imagined were made for you. You will find it easy to make small talk with people where otherwise you would have made it awkward and boring. You will be a different person.

And yes, everyone is going to notice.

Reason #9 - You Will Become Confident

Ever heard the term *vicious cycle*?

A vicious cycle is something you cannot escape, because each subsequent action fuels the next one, and each action makes it less and less possible to break the cycle.

Confidence works the same, but in a good way. Let's call it a *delicious cycle!*

With everything you take head on and accomplish, that confidence grows stronger and stronger, helping you to tackle the next challenge. And the next one. And the next one.

Eventually you arrive at a place in life, where people simply say: "*Wow. You are so confident*".

Learning how to speak well in front of others is going to kick-start that delicious cycle in your life.

After all, if you can harness the #1 fear of our society, why wouldn't you be able to take on other challenges?

Are you confident?

Summary

Don't wait for a huge platform before you give of your best performance.

– Bernard Kelvin Clive

It is important for your lifelong success to invest time into becoming a better speaker. Take this idea seriously. Consider the following questions:

1. How could my career look like if I am recognized and praised at work for my superior communication and interpersonal skills?
2. How could my personal life look like if am liked, accepted and admired by people in my social circles?
3. How could my life look like if am conscious, focused and confident about my personal potential and future opportunities?

By gaining the ability to communicate *clearly, effectively* and with *confidence* you will:

Professionally...

1. stand apart from the crowd
2. be able to showcase your mastery
3. be of greater value to any business

Socially...

4. be more likeable
5. increase your social status
6. be more attractive

... and you become...

7. more empathetic
8. a better observer of life
9. confident

... and the list does not end here.

Look at the above points and think about your life now. Can you honestly say - I've got it covered already - no need to improve? If so, please let me know! I would be thrilled to learn from you.

If on the other hand you just realized that you could use one or two of the above improvements in your life (or if you are like most – the majority of them), then perhaps you can learn something from me.

I am on a mission to provide easy to understand and implement, bit-sized ideas and content to help you achieve all of the above, through learning how to speak well in any situation.

You already know how: *clearly, effectively* and *with confidence*.

I'm sure I will hear from you soon.

Best,

Wojciech Mendyka

P.S.

I still owe you that final number... So let's recap. 74, 50 and 1.

74% of people are afraid to speak in public. **50%** is the extra value placed on a good communicator compared to a poor one. What about **1**?

That's how many chances you have to make a good first impression when you speak in front of others.

Think about it.

Wait A Second! What's Next?

Thanks for reading. But let's not stop here. I have 3 simple things for you...

1. Tell me what you think

What do you think about this book? Have you seen yourself or reflection of your own reality on these pages? Do you have similar experiences? Let me know.

ACTION: Find me on any social media mentioned [HERE](#), and let me know! Do it now.

2. Follow-up with Meaning Makers

You already know that speaking well is important. Now it's time to take it to the next level. Learn what it means to be a Meaning Maker and why you should become one.

ACTION: See Meaning Makers movie [HERE](#).

3. Stay in touch

Let's not get too emotional, this is just the beginning.

ACTION: Follow me on these social platforms:



[Instagram](#) – several times a week I post on what it means to be a Meaning Maker.



[LinkedIn](#) – let's get very professional.



[Twitter](#) – not going to lie, mostly reposting from Instagram.



[Facebook](#) – follow, like, share, love.

Thanks and talk soon,

Wojciech

Founder, Meaning Makers

