



# MICHAEL PHILPOTT



## New Zealand's **No. 1 Speaker Coach**

Michael Philpott coaches world class speakers.

Michael is renowned as the speaker coach and pitch coach of those wanting to win audiences, win pitches, and win events through the artful use of influence and persuasion.



## SPEAKER COACHING RESOURCE



## A note from Michael Philpott

Whether we like it or not we are constantly communicating. It's in the clothes we wear, the shoes we choose, the way we speak, and the way we move. It's in everything but what messages are we sending?

Can there be a disconnect between our intention and our impact?

I've created this resource and the eight speaking tips over eight weeks to master your influence and persuasion, so you can harness the power of intention and impact.

Yours to enjoy!

A handwritten signature in black ink, appearing to read 'Michael Philpott'.





## What is good speaking?

This would be the minimum I would consider for a good speaker to be evaluated by:

- stick to your allocated time
- be respectful of everyone in your audience
- put in the practice time and be prepared
- avoid narcissistic tendencies both overt and covert
- have a cohesive story line that is easy to follow
- use simple language that is inclusive of the whole audience; and
- seek honest feedback and continue to ask what can I do to be better

### **THE FORMULA**

The formula for creating a great talk involves a combination of time, energy, and effort as well as an understanding of how people receive, process, store, and retrieve information. Throughout the design and crafting stages of your talk includes as many of the tools listed below as possible.

### **THE DESIGN**

The design outline of a great talk is based on taking people on a journey through these three stages; what was, what is, and what could be. Following this design allows you to meet your audience where they are and invite them to come on the journey with you to a world filled with endless possibilities.

### **2 KEY QUESTIONS FOR PREPPING**

Before you craft your talk, you will benefit from considering these two key questions:

1. *What do you want to take away from your talk? and;*
2. *What do you want your audience to do after your talk?*



# The 5 C's

For a talk to have its greatest chance of hitting the mark and meeting your outcomes run it through the Five C's:

## **1. COHESIVE**

It's about tying the individual parts of the talk together so it creates a message that is fluid, easy to follow and understand. Focusing on ensuring the listener is going on a logical journey that makes sense to them.

## **2. COMPELLING**

Every talk has a motive, in other words you're giving your talk for a reason. You want something from your talk and you want your audience to do something at the end of your talk. Ensure that you're crafting your message in a way that compels your audience to be motivated to take action.

## **3. CONVINCING**

This is authority, convincing is bringing together as many of the weapons of influence as you can which includes ensuring that you portray authority through the examples of your talk whether it be through stats or alignment to other subject matter experts. Make sure that while you're using authority you're not doing it at the cost of liking, there is a fine balance between authority and liking so practicing in front of an objective person is key.

Humans work on social proof. Social proof would be through examples of adoption by other people in authority or by mass population. Innovators generally fail because they lack social proof.

## **4. CONGRUENT**

It's about tying together your stage presence, authority, physiology, storyline and imagery - making sure all of the moving parts compliment each other.

## **5. CONFIDENT AND COMMITTED**

The difference between a good speaker and a GREAT speaker is a talk that combines all of the C's.



## 12 Neurolinguistic Coaching Tips

Based on my previous work with TEDxChristchurch, I have identified these 12 key areas that have had the biggest contribution to the success of my speakers in preparation for their big ideas worth spreading on a global platform. Try including these tips in your talk.

1. Practice in the whole outfit you are going to wear when you finally give the talk – shoes and all. If you choose to buy a brand-new outfit, it will require becoming comfortable in it.
2. Video your practice and pay attention to your feet. Be conscious of what you want them to be doing. Practice making conscious movement that help anchor your talk rather than unconscious random movements that distract your audience and yourself.
3. Practice with the clicker/remote for slides in your hand and use the slides to lock in your memory of content.
4. Find a relaxing quiet place, lie down, close your eyes and imagine yourself giving your entire talk with all the gestures and pauses you have practised.
5. Have fun and laugh at your mistakes as you practice. This way you will reduce the brain chemicals that create anxiety and anchor to a positive memory rather than a negative one.
6. Practice being larger, louder and more animated than real life, it helps to remember your talk because it is unusual – your brain remembers unusual.
7. Print your PowerPoint slides with notes. Put them on the wall above eye level in linear (left to right) reading fashion and make the font large enough to read from a few meters away. This will help lock into visual memory.

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8. Time your talk. Seriously, time it and then allow for speaking a little faster than you would in your practice.
  9. If you find yourself not knowing what to do with your hands when you talk, then practice with a coin in your hand. If you find your hands perspire then find a nice beach stone, it will comfort you and draw moisture away from your fingers.
  10. Commit at least your first minute and your last minute to memory. Knowing how you want to begin and end will help keep you comfortable, on track and prevent you from speaking around in circles. TEDx speakers memorise their entire talk, however, for anyone who is short on time this tip is the next best thing.
  11. If you are going to use notes, either put them in a clear folder or print them on solid paper (220gsm). This reduces the shaking that can happen when you are holding them. If your hands perspire this will also reduce the paper showing the wet marks and becoming soggy.
  12. Reading from notes and engaging the audience is difficult and requires practice, you should be familiar enough with your talk that you only refer to your notes rather than read them. Use large font so you can easily see them at a glance.
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## Case Study

# Lilia Tarawa · Daughter of Gloriavale

### **THE BACKGROUND**

Lilia Tarawa was invited to speak at TEDxChristchurch 2017 to share her experience of growing up under the leadership of her grandfather in New Zealand's infamous religious cult – Gloriavale.

### **THE GOAL**

Lilia wanted to create an insightful, captivating and engaging talk with a bold goal of reaching 3 million views.

### **THE CHALLENGE**

The challenge for Lilia was to construct a talk that wasn't an abstract from her recently published book "Daughter of Gloriavale: My life in a Religious Cult" and instead to share a story that gave a deeper understanding about her time in Gloriavale, the parallels to life growing up in a cult and to adjusting to life outside of a cult, and noticing the similarities in how control over people is used equally in both worlds.

### **THE FOCUS**

The majority of our script development was focused on reconnecting Lilia to her story for the creation of a truly authentic talk. The first thing was to challenge Lilia to think deeply about her experience inside and outside of the cult, to ask her questions that challenged her initial response and dig deeper. Through this process there were a lot of personal insights that challenged Lilia (Neurolinguistic Programming was used during this process).

Lilia grew up without television and the alternative was theatrical renditions of stories from the bible. This gave her the foundation for theatrical skills, she had both good experience and understanding of what was involved in delivering presentations with theatrical impact.

## ENDLESS POSSIBILITIES

# Most viewed TEDx talk in New Zealand and 5th most viewed on the planet

Because life in a cult is so alien to the majority of the population, it was important for her slide deck imagery to align to her talk, allowing the audience to connect visually with the verbal description that Lilia was giving them. The selection of the appropriate images was done in unison with the script development and modified as the script evolved.

Once the script development was complete and Lilia had reconnected to her story, we started to work on her delivery. This involved the way she stood, the way she spoke, the tones she used, areas where she needed to bring down her talk and areas where she needed to lift the audience back up. This was due to the emotional flow of the talk, to ensure that it was constructed and delivered in a way that didn't hold the audience in an emotionally low spot for too long – otherwise it risked becoming mono-emotional. This would've led to all the messaging and striking key points being lost in the singular emotion.

We were practicing at least once or twice a week during the 3 months leading into the event. Over the 3-month period we made minor tweaks to her script as some parts of what was written didn't feel right. This is the difference between script development and delivery, often times what we write down on paper will need adjusting when we actually speak it out loud as it becomes more storytelling and conversational which can only be experienced through the delivery stage.

On the day of the event, there is a tech and stage rehearsal where Lilia was fitted out with a headpiece microphone and all slides were tested. This gave Lilia an opportunity to get a feel for the technical equipment, the stage space, and the bright stage lighting that would require becoming familiar with.

## THE RESULTS

Lilia surpassed her goal of 3 million views on YouTube with the talk becoming the most viewed TEDx talk in New Zealand and 5th most viewed on the planet.

You can view Lilia's TEDx Talk [here](#).



[www.michaelphilpott.co.nz](http://www.michaelphilpott.co.nz)