

## DELIVER A SPEECH WITH CONFIDENCE

} Ziad Samad

This is for you out there who have never given a speech in your life. It is scary at first, akin to venturing to the deep side of the pool after you have just learned to swim. But once you have done it there is nothing like the sense of achievement it gives you.

- First and foremost, you should have a thorough idea of what you want to talk about. Have the speech written down and practice it in front of a small audience or at least a mirror.
- If the speech is impromptu, make a rough plan with an introduction, body and conclusion.
- Appearance is important. Once you are presentable you are halfway there. However make sure you are comfortable with what you are wearing.
- Talk to a few people from the audience. You will have a better idea of the kind of people who are in front of you.
- Experts prefer to have keywords from their speech written on cards. This is in place of having the entire speech in front of you which will often give you the tendency to read from it
- Take a deep breath with your hand on your stomach as you contract and expand. This will help calm your nerves.
- Non-verbal communication is as important as what you say. So maintain a steady posture. If you have a podium in front don't lean on it too much. Also try not to wave your hands around too much.
- Before starting the speech, acknowledge the audience with a smile and greetings. Also if the mass of upturned faces intimidate you, concentrate on a space without people. Or imagine everyone wearing clown suits. Find one or two friendly faces in the crowd and pay more attention to them. This helps you feel less distanced from the audience.
- Believe what you say and deliver it with conviction and passion. The audience will know it if you stop concentrating on the words and the thread of your speech.
- Lastly, learn from orators and TV anchors. Their ability to hold your attention comes from years of training. Everything from facial movements to the way they emphasize certain words makes you want to listen to what they have to say.

**"I have a dream that one day this nation will rise up and live out the true meaning of its creed. We hold these truths to be self-evident that all men are created equal."**



A history-defining speech, delivered on 28 August 1963 at the Lincoln Memorial, Washington DC by **Martin Luther King Jr.** "I Have A Dream"

## 'PRISM' FOR PERSONAL PERFORMANCE MAPPING

Nicola Ablett | A UAE based PRISM and HR Consultant who spoke at a Tamakkan seminar

### 1. WHAT IS PRISM?

PRISM Personal Performance Mapping is a sophisticated, online, neuroscience-based instrument specifically designed to identify the behavioural preferences that directly relate to personal relationships and work performance.

PRISM provides three distinct profiles, or 'maps', of a person's behaviour: how he or she naturally prefers to behave; the extent to which he or she feels it necessary to modify that behaviour on occasions to achieve key objectives, and the overall pattern of behaviour that he or she tends to use for most of the time. In addition to the eight behaviour dimension maps, PRISM generates a 20-page personalised report which identifies and measures 26 key aspects of work preference. PRISM also provides an analysis of a person's Emotional Intelligence (EQ) preferences and a summary of his or her 'big five' personality traits, one of the most widely accepted and used models of personality.

### 2. WHO IS PRISM GOOD FOR?

Assessment Centres, Staff Development, Recruitment, Coaching, 360 Feedback, Performance Management, Staffing Adverts, Greater Customer Awareness, Mentoring, Performance Appraisals, Conflict Management, Improved Sales, Performance, Team Benchmarks and performance, Organizational behaviour

### 3. WHAT ARE THE TANGIBLE BENEFITS?

Rather than abstract, theoretical concepts, PRISM measures the things that people like doing and the behavioural characteristics related to those things. Research shows that people whose interests match their occupations find greater job satisfaction, are more productive and have higher levels of motivation. These outcomes can increase the individual's work performance and enhance the chances of career success. Indeed, a Harvard Business Review study has shown that staff turnover almost doubles when no 'job suitability match' has been undertaken. Moreover, the study also concluded that 80% of staff turnover can be attributed to mistakes made during the employee selection and recruitment process.

Neuroscience – which has seen most of its major discoveries made in the last 10-15 years – has proved that the brain is remarkably elastic in terms of its capacity for change. PRISM focuses, not only on the brain's functional architecture, but also on how the neural networks interact with brain chemicals such as glutamate, dopamine, noradrenaline, serotonin, testosterone and oestrogen to create behaviour.

### 4. WHERE IS IT IN USE?

UK, USA, UAE, India, China, Hong Kong, South Africa, South America. Many international brands are using the profiles themselves and also for their leadership programmes.

### 5. WHEN WAS IT INTRODUCED TO THE UAE, AND HOW HAS THE UPTAKE BEEN?

It was introduced in Spring 2009, and there have been 19 practitioners to date locally including ADICOE, ADJD, ATIC, NEXT LEVEL, BES and CAPITA GLOBAL.

For more information on PRISM go to: **[www.prismbrainmapping.com](http://www.prismbrainmapping.com)** and check out where the nearest practitioners are to you or email Nicola on: **[nja.can@gmail.com](mailto:nja.can@gmail.com)**