
Public Speaking in Business

Presented by HERY AZWAN
for Esa Unggul University
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Who am I?

- Graduated from Prasetya Mulya Business School
- Wrote 263 articles in heryazwan.com
- Experienced in National Scale Company
- Consultant at Calysta Skincare Clinic
- Trainer at Large



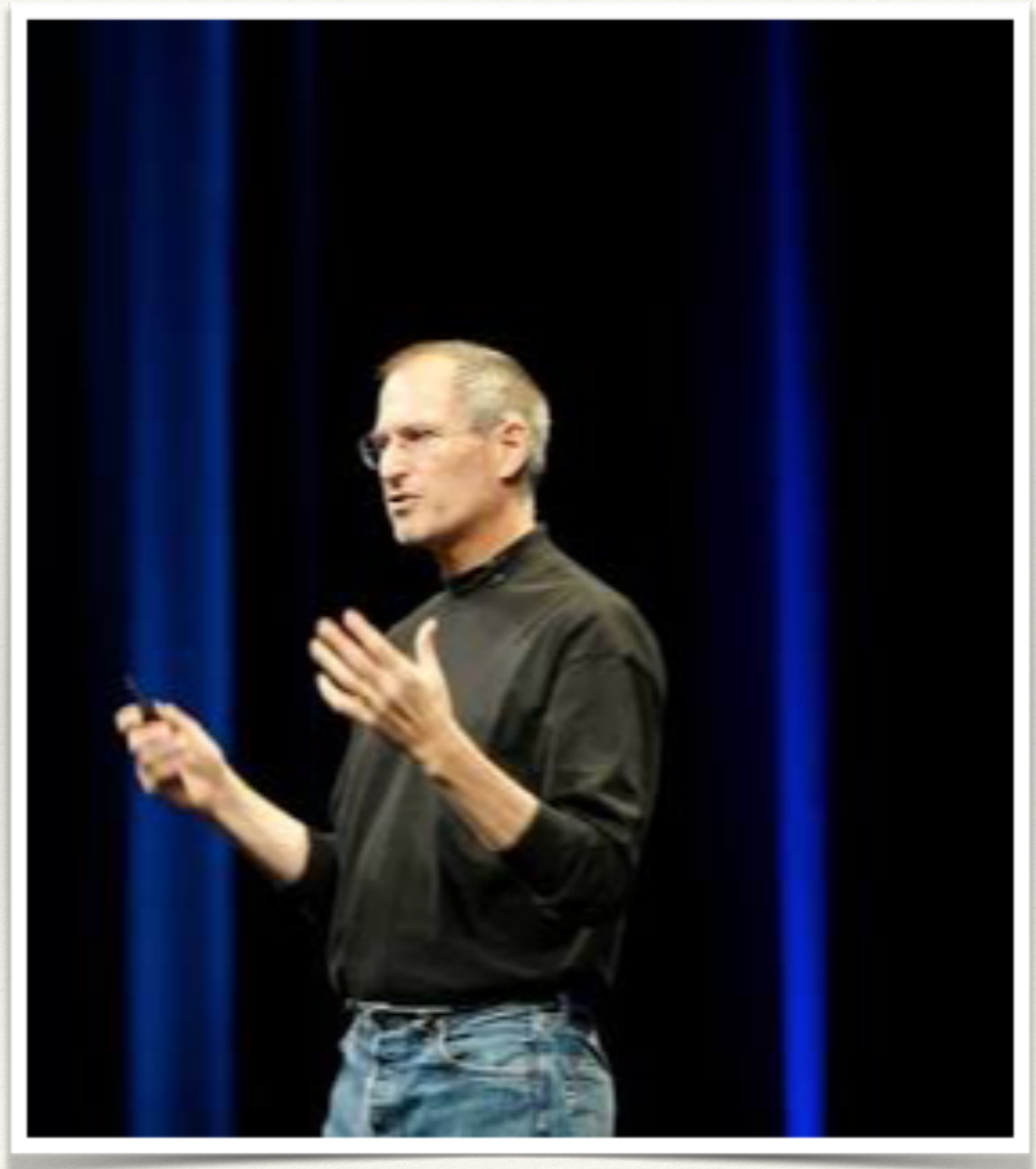
Public Speaking Experience

- ❖ Internal Trainer at Grafindo Media Pratama 2000-2015
- ❖ Master of Ceremony at Asia Pacific Publisher's Association Annual Assembly, Bali, 2006
- ❖ Moderator at Reproduction Rights Seminar, Jakarta, 2007
- ❖ Presenter at Ikapi seminar on Textbook Publishing, Jakarta, 2007
- ❖ Speaker in welcoming Egypt Ambassador 1989 to Gontor



Type of Public Speaking in Business

- ❖ Business Proposal to Investor
- ❖ Product Launching
- ❖ Business Launching
- ❖ Business Sharing
- ❖ Strategic Alliance
- ❖ Training Business
- ❖ Focus Group Discussion
- ❖ Press Conference





Preparation

- Know Your Audience
 - Master Your Subject
 - Prepare Your Best Clothes
 - Enough Sleeps
 - Don't Eat too Much
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How to Open a Speech

- Ice Breaking
- Ask a Question
- Survey
- Statistics
- Quote
- Joke



How to Overcome Anxiety

- Be Prepared
- Practice More
- Deep Breath
- Visualization



Building Rapport with Your Audience

- Keep Eye Contact
- Align Your Body Language
- Choose Common Word
- Avoid Jargon



How to Impress with Your Slide

- Make it Simple
- Avoid too Long Sentence
- Utilize More Picture
- Check the Spelling



Most Common Mistakes to Avoid

1. Not tailoring your message to your audience.

2. Eye dart

3. Distracting mannerisms

4. Low energy

5. Not rehearsing

6. Data dumping

7. Not inspiring

8. Lack of pauses

9. Not crafting a powerful opening

10. Using too much (or not
enough) humor

11. Reading from your slides

12. Making an excuse or an apology

13. Ending with Q&A