

## SPEAK TO LEAD, LLC

Toastmasters Public Speaking World Champion, Ed Tate, spoke to our students, parents and friends at Speak to Lead LLC on December 4, 2016. Ed shared his personal story, work ethics and advice on how to become a great public speaker. The speech can be viewed at <https://www.youtube.com/watch?v=SGibwr5x25o&feature=youtu.be>.



*1. Four points that make your speech stick*

Make the audience use their head to think, heart to feel, tummy to laugh, and use your story to make a point.

*2. What do you think of the children nowadays: social media savvy but social skills award?*

Through my coaching at Johnson and Johnson in the past decade, those young people who can communicate well face to face become leaders at the company, and those who bury their head on the phone or tablet end up not faring well, even leaving the company.

*3. How you transform yourself from a stutterer as a second grade student to the world champion of public speaking?*

I made the determination to speak well, not be laughed at in school. I read "out" books and magazines everyday. My work ethic is - nobody can outwork me. I work harder than the others.

*4. How do you create opportunities?*

I keep a high work ethic. I treat people kindly. Opportunities then come.

*5. What is your "worst" speech?*

I did poorly in a speech to a group of Saudi Arabians. To make up for it I stayed up all night, and re-wrote all three speeches.

*6. What was your most difficult speech moment?*

I taught the "Leadership Learned in a Hard Way" as I shared my failures and setbacks to the audience. I felt exposed and painful. But it is worth it.

*7. How to overcome nervousness in public speaking?*

Have big notes on the wall or floor. Remember your opening word by word and the first one or two minutes. That creates the momentum to calm you down.

Deal with fear with head-on attack. If you are afraid of public speaking, confront it. If you want to say hello to a girl (or boy) you like, step up and stay hello to her or him.

*8. You are so busy. How do you schedule your time?*

I normally put three 90-minute jam sessions in a day. For example, I am an early riser: get up at about 5am, work for 90 jammed minutes till 7:30pm. Take some break (30m to 1 hour), and then work for another 90 minutes..... I work out at night to stay in shape. I always do the most important things first. Yes, remember, first thing first!!

*9. How do you practice your speech?*

The best way is to watch yourselves on the video. Share the videos with your friends, Toastmasters club members, or the people who you trust, and ask for their opinions. After watching the video, if something worked, keep it. If not, take it out.

*10. What are the three life lessons that you would like to share with the children?*

Hire Ed (☺)

Actually the first thing is "Treat people how you want to be treated."

Secondly, ask questions instead of being a dictator. Toastmasters taught me how to become a better manager and a better CEO. I used to tell people what to do. But actually the people you work with already have their ideas. It is always better to ask questions, ask their opinions and they will share their thoughts with you. The answer is in the room. No one knows all the answers. So ask questions, don't be a dictator.

Lastly, the people who have a good work ethic are always desirable. Always try to be a helpful and supportive person, like Tom Timothy. He is a CEO now. When you have good work ethic, when you are always there to help and support, everyone will seek you out and work for you.

**Speech techniques applied by Ed Tate in the Q&A:**

1. Story telling: my stuttering childhood, a girl I wanted to dance with, a Montreal bad speech
2. Name people's names: be more authentic and realistic
3. Keep each within one minute
4. Get personal: share personal stories
5. Use repetition: "that breaks my heart" twice.
6. Use humor: people remember funny things
7. Use visual aids: a cart full of folders and to-dos
8. Power of three: free day, focus day and buffer day

About us: Speak to Lead LLC Youth Public Speaking and Leadership program is to provide a mutually supportive and positive learning environment in which every youth member has the opportunity to develop communication and leadership skills, which in turn foster self-confidence, personal growth and social intelligence. Our motto: We shall speak. We shall seek. We shall read. We shall lead. Visit <http://SpeaktoLead.us> for more information.

Registration page:

<https://register.capturepoint.com/SpeaktoLead>

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