

## BUSINESS COMMUNICATION

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Are you likely to succeed in life? Would you like to make something that most people would never even try to do? Is success in your private life also important for you? Do you want to earn more and be able to spend more? Do you want to start your own business or get higher in the corporate ladder?

If you answered "yes" to at least one of the above questions, please, recall some of the highly successful people you ever met in your life. Would you agree they all have quite a lot in common? And you will probably agree that all of them were first of all great communicators.

Effective communication with other people means the ability to successfully sell your ideas, to be able to persuade people, to motivate your colleagues and inspire your friends, to entertain your audiences and memorably, and also to be able to speak impromptu.

Being a good public speaker also means mastering some technical skills like: knowing how to structure your speech or presentation, how to get to the point, how to better deliver facts and technical information, understanding when to use and then not to use (!) Power Point, what kind of body language, eye contact, vocal variety and pauses to use and when to apply and so on.

Would you agree that your life would be quite different if you were able to:

- give a presentation in front of the board of directors of your company and feel totally confident before, during and after the event;
- deliver toasts at parties, give speeches at weddings and graduations and be totally authentic and feeling good;
- create your own speeches whatever the occasion and give them with pleasure and confidence.

Imagine that everything became possible for you... Imagine you can achieve everything you want in life... Imagine that from now on you are able to speak to an audience of several hundred people confidently and powerfully.

Your name is being announced to all these people who came to listen to you today. You climb the stage, stop in the middle, and stay there silently for a split second looking in people's eyes...

The whole audience of hundreds is silent, eagerly looks at you and waits impatiently for you to deliver your fabulous and remarkable speech. And you have a message to share with all these people. You take a deep breath and in the next second you begin to speak... You feel absolutely confident with yourself; you know exactly what are you going to say next and how you will say it. You even know that impressions, influence and consequences your speech today will have on these people. Your each and every word is precisely selected and always hits the mark. You clearly deliver your every thought. Your body moves as the speech flows. Your face is the mirror of all the emotions you are experiencing yourself while telling the story. Your voice goes up and down, gets quicker and slower; you pause masterly and emphasize the importance of that you have just said. The audience is with you and every person in the room follows the way you lead them through your story.

Now it is the time for fun and you build up the punch line and here it is – the whole room explodes in laughter. A moment later it is the time for important information and facts to deliver to listeners and every person in the room gets your message as exactly as you meant it.

You finish your speech. Every person in the room is highly motivated by your message. Final inspirational words – and the audience give you a standing ovation!

How different is your life now then you are really able to do all these things in front of an audience?

So now, if you have decided to become a better public speaker, you have to know that Public Speaking is a set of skills. Persistence and consistency will be especially required if you want to master public speaking in a foreign language.

You always have to keep in mind that great speakers are not born! Moreover, they were not great at all when they first started. And only through trial and error could they have achieved their level of success.