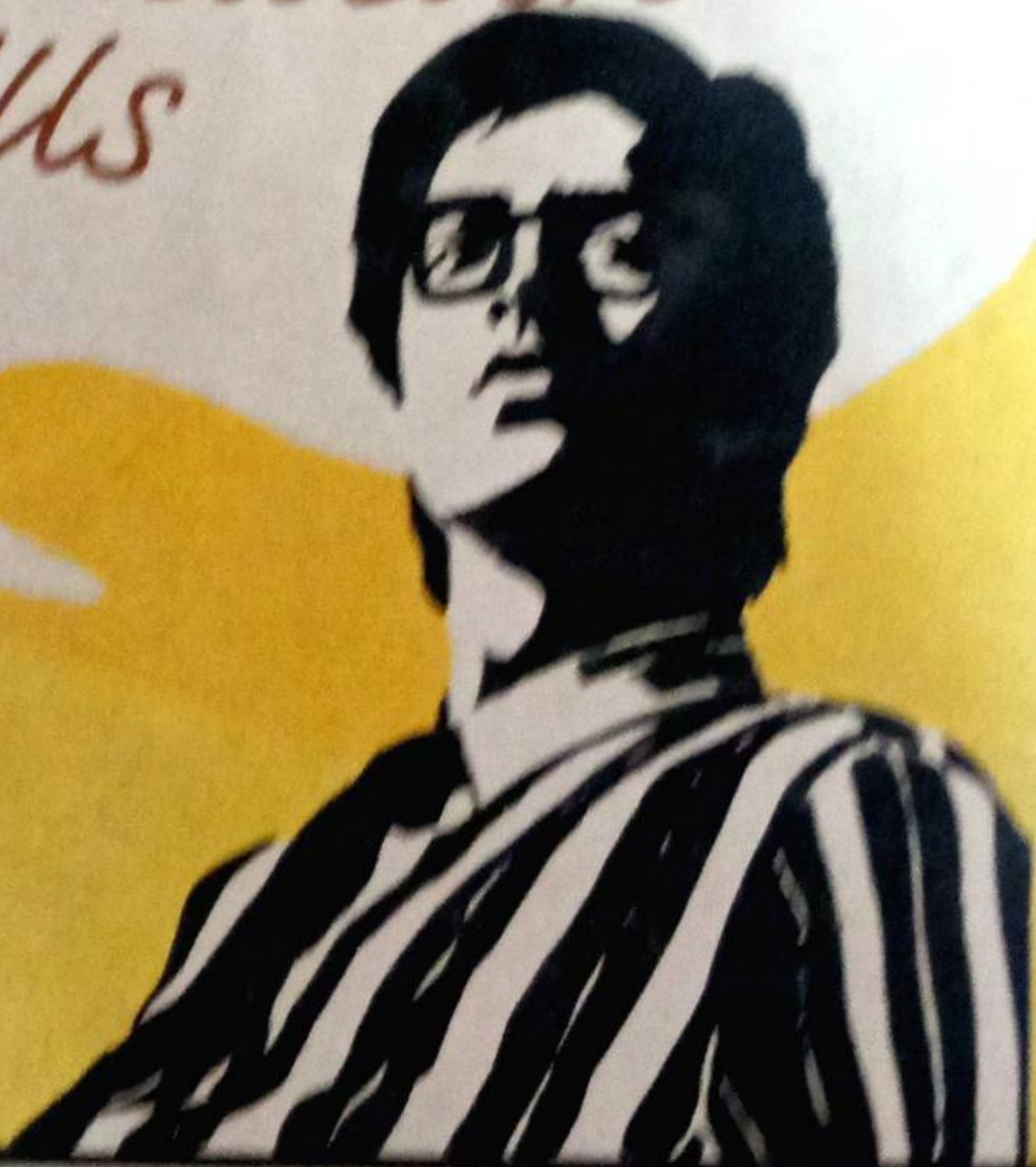


EFFECTIVE SPEAKING

*The essential
guide to making
the most of your
communication
skills*



CRISTINA STUART

Contents

- Acknowledgements vi
Preface ix
Is this book for you? x
- 1 Listening: the first step to speaking 1
 - 2 Preparation and planning 7
 - 3 Building an impressive body 23
 - 4 Writing a talk 39
 - 5 Delivery methods and systems 48
 - 6 Body language 58
 - 7 Learning to cope with nerves 72
 - 8 Finding your voice 80
 - 9 Practising and rehearsing 92
 - 10 Visiting the site 99
 - 11 Relaxation exercises 107
 - 12 Understanding your audience 111
 - 13 Questions and answers 124
 - 14 Making and using visual aids 135
 - 15 Humour and wit 170
 - 16 Writing a script to be read 178
 - 17 Hints on reading a script 182
 - 18 Persuading, convincing and selling 190
 - 19 Meeting the media 205
 - 20 Final thoughts 226
- Further reading 229
Useful addresses 230
Index 237