**Public Speaking**

Public speaking (also known as oratory) is the process or the art of performing a presentation (a speech) by an individual, directly speaking to a live audience in structured or planned, deliberate or thoughtful manner in order to inform, influence or entertain them. Public speaking is commonly understood as the formal, face-to-face talking of an individual to a group of listeners.

Public speaking is a soft skill that requires excellent communication skills, enthusiasm, and the ability to engage with an audience.

**Importance of Public Speaking**

Over the years, public speaking has played a major role in education, government, and business. Words have the power to inform, motivate, encourage, educate, and even entertain. And the spoken word can be even more powerful than the written word in the hands of the right speaker.

Public speaking skills is useful both personally and professionally. Some benefits to public speaking include:

* Improves confidence
* Strengthen the oral communication skill
* Develop better writing skills
* Better research skills
* Stronger deductive or logical skills
* Ability to advocate for causes and many more.

Public speaking is especially important for businesses since they've got a need to get their message before potential customers and market their business. Sales people and executives alike are often expected to have good public speaking skills.

**Important Public Speaking Skills**

* Articulating clearly
* Assessing the needs and priorities of a potential audience.
* Controlling performance anxiety or nervousness.
* Creating attractive PowerPoint slides with the right amount of detail
* Grabbing the attention of the audience with a powerful opening
* Maintaining eye contact with the audience and providing an energetic, animated physical presence
* Memorizing enough content so that the speech does not come off as a reading of notes
* Modulating vocal tone to emphasize important points and avoid monotonous presentation
* Organizing a logical flow to a speech
* Preparing examples that are relevant to the experience of the expected audience
* Rehearsing the presentation and revising rough spots
* Researching information about the latest trends in an industry before presenting at a professional seminar
* Reviewing feedback and modifying the approach for talks in the future
* Summarizing the topics to be covered at the beginning of a lecture to provide context for audience
* Telling stories to illustrate points
* Timing the speech in advance to make sure it meets the allotted time
* Using humour to make the talk lively and brighten it.

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