



Public Speaking

Women In TPRM Leadership Ladders



Statistically, there are more men on the stage giving public speeches than women, which leads people to think that men are better public speakers.

On the contrary, though, women are better at public speaking for various reasons, making their speeches more effective & memorable. A few of those superpowers include, but are not limited to:

FEMININE INFLUENCE: Feminine influence is the polar opposite of toxic masculinity. It doesn't erode relationships, it builds them. Instead of stifling creativity, it inspires it. It's inclusive and breaks down the barriers that keep people from connecting. But most crucially, it shows that there's a better way to get things done.

STORYTELLING SKILLS: The persuasive benefits of good storytelling are innumerable and female public speakers excel at it. Storytelling triggers the imagination to act as a tool for envisioning change and it can also be a catalyst for realizing longer social and political change. Women storytellers who have honed their craft know how to paint a picture in the mind of their audience. This is power – a power that women can yield to influence the masses and the world is craving this kind of healing and change. The way you made the audience feel will live on with storytelling.

[WATCH: Why Women Need Public Speaking Skills by Allison Shapira](#)

“While everyone needs to know how to lead with their voice, public speaking skills are even more crucial for women in leadership. Keynote speaker and leadership communication expert Allison Shapira discusses why women need these skills more than their male counterparts in her keynote for the 2019 Most Powerful Women in Banking Lead conference.”

PUBLIC SPEAKING TIPS FOR WOMEN

PROJECT CONFIDENCE

Confidence is an important key when it comes to public speaking. As women, we can often be seen as being too meek and modest or too strong and aggressive in our speaking. The goal should be to strike a balance and that balance comes from authentic, confident self-expression.

According to [a doctoral thesis examining the subject from the University of Wolverhampton](#), "a highly confident speaker is viewed as being more accurate, competent, credible, intelligent, knowledgeable, likable, and believable than a less confident, uncertain speaker."

So how do you project confidence?

There are two schools of thought on this one: The first is an external approach with the "fake it until you make it" attitude. The second is the internal approach where you focus within, learn to silence the inner critic, and exude confidence naturally.

[READ: How to Stop Saying "Um," "Ah," and "You Know" by Noah Zandan](#)

"...Quantified Communications, determined that the optimum frequency is about one filler per minute, but the average speaker uses five fillers per minute — or, one every twelve seconds."

PRACTICE AN ASSERTIVE TONE

The best and fastest way to sound more assertive is to reduce your "uptalk." What is uptalk?

Uptalk is when you raise your intonation at the end of a sentence. It's when you say, "this article is great?" vs "this article is great." The first sentence adds the question mark signal at the end of your sentence and subconsciously reduces the impact of what you are saying.

That raised intonation and its association with a question are what makes uptalkers sound less assertive.

Uptalk can be reduced with awareness and practice. Simply catching yourself when you uptalk will reduce it. Also, practicing reading and talking in a declarative tone will train your vocal muscles to do it consistently.

The important thing to remember is that being more assertive does not mean sounding angry or aggressive or arrogant. It communicates certainty.

ENGAGE YOUR AUDIENCE

Have you ever been in a presentation where you were talked “at” the whole time? Yeah...not a great time, so let’s avoid it when giving our own presentations!

When speaking to an audience, avoid coming across as a one-way flow of information. Instead, engage your audience by pausing, asking simple, relevant questions, and referring to things someone else has said or done.

To be more engaging, you have to learn and practice engagement techniques so that they come out naturally. The trick is not to bombard your audience with techniques, but to be thoughtful about finding opportunities to engage with them throughout your presentation.

INCLUDE STORIES

Remember that thing we said about storytelling? Put it into practice!

Paul Zak, a neurochemist specializing in brain chemistry once said, “Stories are powerful because they transport us into other people’s worlds but, in doing that, they **change the way our brains work** and potentially change our brain chemistry.”

Your story doesn’t have to be something incredible either. A simple story is just as powerful, if not more powerful, than a complicated story.

USE HARD EVIDENCE

Speaking is often a balancing act between sharing stories and evoking emotion, and stating facts to back up what might otherwise sound like an opinion. As a speaker, you want to come across as well-informed and knowledgeable on the topic at hand.

There are three main categories of evidence you can always rely on.

1. **Logic:** This is the simplest evidence device in existence. Basically, you just reason logically with your audience.
2. **Data/Science:** This is where you back up your claims with studies or research.
3. **History:** You use historical precedence to justify your claims.

PUBLIC SPEAKING OPPORTUNITIES THROUGH TPRA

TPRA has many opportunities for professionals at varying levels in their careers to speak, in both virtual and in-person formats. Here are just a few opportunities available to anyone in the TPRM space:

- **Journey to TPRM:** Share your professional journey in the TPRM field during one of our monthly Women In TPRM meetings.
- **Conferences:** Speak at one of TPRA's two annual conferences; virtually, in-person, or both!

SOURCES & ADDITIONAL RESOURCES

- [Top Public Speaking Tips For Women](#)
- [Why Women Have A Higher Glass Ceiling As Public Speakers](#)