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-Jack Canfield, Coauthor of *The Success Principles* and the *Chicken Soup for the Soul* series



**FROM PRESENTATION
TO STANDING
OVATION**

**15 Actionable Ideas
To Achieve Massive Influence**

RON TSANG

Praise for *From Presentation to Standing Ovation*

“This book is full of valuable ideas and techniques for how to become a great speaker. I highly recommend it.”

–Jack Canfield, Coauthor of *The Success Principles*
and the *Chicken Soup for the Soul* series

“This extraordinary book is loaded with great ideas you can use immediately to be a more powerful and persuasive speaker.”

–Brian Tracy, CPAE Hall of Fame Speaker,
has given 5000 speeches in 75 countries

“I’m glad Ron wrote this book because I’m a firm believer that the wisest investment is wisdom, and this book is full of wisdom.”

–Jayson Gagnard, Founder, MastermindTalks

“If you need to quickly gain more confidence in captivating your audience every time you speak then this book will really help!”

–Mark Bowden, TRUTHPLANE®
Presentation Training

“You somehow managed to turn an encyclopedia of information about public speaking into a readable and memorable book with practical suggestions. Well done.”

—Blake Kurisko, Partner, Miller Thompson LLP

“It’s an easy read, I read it over a weekend. Its small size belies the number of valuable lessons contained within, yet it’s very succinct! I will re-read every time I prepare a speech!”

—Kendra Shimmin, Manager, Membership Services,
Insurance Brokers Association of Canada

“This book offers sage advice for packing class, elegance, power and punch into any presentation, and may well save serious speakers time, effort and embarrassment. And the bonus? This volume contains numerous interpersonal communication suggestions that are transferable to private life, too!”

—Nina Spencer, author of *Getting Passion Out of Your Profession*, and *A Time to Creep, A Time to Soar: Lessons Learned for Work and Life from Climbing Kilimanjaro*

“Ron has written a powerful tool for people to guide them to the highest level of presentations. Whether internal to small groups or external to thousands, the practical and philosophical information in this book is truly priceless!”

—Alvin Law, CSP (Certified Speaking Professional), HoF (Hall of Fame Speaker)

“Ron Tsang has written THE definitive book on presenting with power, influence, and poise. From the basic building blocks all the way to advanced techniques used by professional speakers, successful political candidates, and seasoned corporate leaders, it’s all in here in one clearly-laid out package. Nothing is assumed and nothing is left out. If you want a book to take you from zero to hero in your presentation prowess, this book is it. Buy a copy for everyone on your team. Yes, it’s that good.”

—David Newman, CSP (Certified Speaking Professional) and author of *Do It! Marketing*

“Clear. Clever. Classy and Current. Ron Tsang gets my standing ovation. He has totally nailed it. My advice. Buy two copies and keep one locked-up: this book has legs.”

—Nicholas Boothman, author of *How to Make People Like You in 90 Seconds or Less*

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This book is dedicated to my parents.

Contents

Introduction	1
Part One - Gain Unstoppable Confidence	
Chapter 1 - Lose Your Anxiety	9
Chapter 2 - Flip Your Focus	18
Chapter 3 - Keep Improving	23
Part Two - Deliver Unforgettable Messages	
Chapter 4 - Present With Purpose	33
Chapter 5 - Master Your Message	38
Chapter 6 - Begin With A Bang	41
Chapter 7 - Position Your Points	47
Chapter 8 - End With Excellence	56
Chapter 9 - Speak Without Notes	61
Part Three - Create Unbreakable Connections	
Chapter 10 - Share Your Stories	71
Chapter 11 - Lead With Language	86
Chapter 12 - Hunt For Humor	96
Chapter 13 - Talk Loud And Clear	102
Chapter 14 - Engage With Body Language	113
Chapter 15 - Involve Your Audience	118
Your 7-Day Presentation Challenge	126
Epilogue	128
Acknowledgements	129
About the Author	131

Introduction

*“You can have brilliant ideas,
but if you can’t get them across,
your ideas won’t get anywhere.”*

- LEE IACocca

Your message is more important than you know.

It was the summer of 1979. First-time parents Francis and Hasul had recently moved from New York. And they were preparing to celebrate Francis’ birthday. But their adorable one-year-old baby boy was crankier than usual.

Francis and Hasul discovered that their baby had developed a dangerous, high fever: 103 degrees Fahrenheit, or 40 degrees Celsius. They said: “We need to see a doctor right away!”

At one of the best hospitals in the city, their doctor said: “Persistent high fever. Swollen lymph nodes. Could he have meningitis?”

The doctor ordered:

“Give him an IV!”

“Give him a chest x-ray!”

“Give him a spinal tap!”

The lab results were inconclusive. The antibiotic treatments were ineffective. And the baby’s fever raged for another three days.

The doctor had never seen this condition before. He noted, “Continuous high fever. Enlarged lymph glands. But no other symptoms?” The doctor didn’t know what to do. How do you think Francis and Hasul must have felt?

Hasul never left her baby’s side. For days, she slept overnight on a hospital room chair. And after finishing work each night, Francis reunited with his wife and child. Sometimes he slept in the car. But Francis and Hasul were resilient. They prayed every day that their family would have a better tomorrow.

After two weeks, the child’s fever broke. Francis and Hasul noticed several new symptoms. The skin on their baby’s fingers and toes began to peel off, like a glove. Inside the child’s nose and throat were deformed mucous membranes. And his lips and tongue were as red as a strawberry.

The doctor said, “Why does that seem familiar?”

The doctor had just returned from a medical conference. He remembered hearing a speaker at the

conference introduce a mysterious new pediatric disorder called *Kawasaki Disease*.

Your message is more important than you know.

The doctor glanced at his notes and said to Francis and Hasul: “We know what’s wrong with your baby: he has Kawasaki Disease.”

“But Kawasaki Disease causes lethal systemic inflammation. Your baby could die from a heart attack!”

The doctor added: “The only treatment is aspirin. A lot of aspirin—12 baby aspirins a day.”

So Francis and Hasul took their baby back home. For the next six months they gave the boy 12 baby aspirins a day. And he survived!

Francis and Hasul were my parents, and I was the baby. I was Canada’s first known survivor of *Kawasaki Disease*!

Why did I survive? Because my parents didn’t give up on me. Because doctors don’t keep their knowledge to themselves—they give it to others. Because I was meant to share this message with you.

Over 30 years ago, someone spoke at a conference. They shared their observations, experience, and expertise—and it saved my life!

A speaker saved my life.

Your words, your voice, and your actions give you the ability to improve the lives of those around you. And you never know who needs to listen to exactly what you have to say.

Your message is more important than you know!

Invest in yourself

If you're a business owner, expert, or influencer, your speaking skills must be an asset, not a liability. The best person to articulate your vision is you. Giving a successful sales, investor, or conference presentation will grow your business, promote your brand, and increase your impact. According to peak performance coach Tony Robbins, "The way we communicate with others and with ourselves ultimately determines the quality of our lives."

If you're an employee or a student, you may have the desire to climb the organizational ladder. But how will you know which skills will be the most in-demand in the future? As Harvard professor William H. Bossert notes, "If you're afraid that you might be replaced by a computer, then you probably can be—and should be."

Research firm Oxford Economics asked employers which skills they'll need the most in the next five to ten years. They discovered that the top priorities include strong interpersonal and communication skills.

These include vital skills such as relationship building, teamwork, and co-creativity. The trend is an increasing

demand for high quality personal interaction.¹

Performing well at work is becoming less about what you know and more about how we interact with others. Whether you're having a conversation with one person, or with a thousand, all speaking is public speaking!

How this book is organized

This book is divided into three parts:

Part One: Gain Unstoppable Confidence

Part Two: Deliver Unforgettable Messages

Part Three: Create Unbreakable Connections

Part One is all about your attitude. Do you have the confidence to speak in front of any audience? If you're an experienced speaker who doesn't have a problem with confidence, you might benefit most from reading **Part Two: Deliver Unforgettable Messages** and **Part Three: Create Unbreakable Connections**. Later on, you can come back to all the fun you missed in Part One.

Part Two will help you craft your presentation outline. You'll organize and optimize your thoughts by filling out the following template: **The Ovation Outline for Speeches™**. Are you wondering how to memorize your talk? In the last chapter of Part Two, you'll learn how to speak without notes.

¹ Read the survey at <http://j.mp/talent2021>

Part Three will reveal how you can become a more engaging presenter. Do you want to tell intriguing stories, make audiences laugh, and speak with powerful language? Do you want to be compelling, interactive, to speak with vocal variety, and have more persuasive body language? If so, this section is a must-read.

How to get the most from this book

As philosopher Ralph Waldo Emerson observed, “All the great speakers were bad speakers at first.” And one of the fastest ways to succeed at something is to learn from people who are already successful in doing that thing—in this case, speaking.

Sometimes the quickest way to improve is to learn from your **opposite speaking personality type**.

Are you outgoing and emotional like television host Ellen Degeneres or rock star Bono? If so, improve your presentations by using an analytical approach to organize your thoughts. To see what I mean, make sure you read **Part Two: Deliver Unforgettable Messages**.

Are you an outgoing, task-oriented, type-A personality like Hillary Clinton or Ari Gold, the character from TV’s *Entourage*? You can avoid alienating important people by building more empathy with your audience. Cut to the chase and be sure to read **Chapter 2: Flip Your Focus**.

Are you reserved, analytical and detail-oriented, like Microsoft founder Bill Gates or Mr. Spock, the character from TV's *Star Trek*? Amplify your impact by setting a course, maximum warp, for **Part Three: Create Unbreakable Connections.**

Or are you reserved and more of a people-oriented person, like former U.S. President Jimmy Carter or TV host *Mr. Rogers*? Then you might find it very helpful to read **Part One: Gain Unstoppable Confidence.**

Get started now

I hope that this jumping-off point will get you started, and help you get the most out of this book. Of course, invest the extra time in yourself to read it from cover to cover, and you'll benefit even more!

As the Chinese proverb says, "The best time to plant a tree is twenty years ago. The second best time is now." If you're scheduled to give a presentation in the future, please don't put it off. Hone your skills, and prepare today.

You're already off to a great start. Read on, and apply what you learn to your speaking. Then begin achieving all the results you desire!

"Set your goals high, and don't stop till you get there."

- BO JACKSON

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Part One:
Gain
Unstoppable
Confidence

Chapter 1

Lose Your Anxiety

“Champions aren’t made in the gyms. Champions are made from something they have deep inside them: a desire, a dream, a vision.”

- MUHAMMAD ALI

If you had the opportunity to meet one of the richest people in the world, what would *you* ask them?

During an MBA class trip to Omaha, Nebraska, I had the pleasure of meeting Warren Buffett. The Oracle of Omaha was very energetic and jovial. His tousled white hair contrasted with his dark suit and thick tortoise-shell glasses.

I asked him if he had a daughter.

Just kidding. But my favorite question was, “What was your best investment?”

Without blinking an eye, Warren Buffett said: “My best investment—was investing in myself!”

Throughout the first two decades of his life, Warren Buffett feared public speaking. He would throw up whenever he thought about getting up in front of a room to speak. But that all changed when he committed to improving his condition.

The best investment Warren Buffett ever made was developing his communication and persuasion skills. He attended two prestigious Ivy League universities: Wharton and Columbia. But he doesn't hang up those degrees on his wall. The only certificate he displays is from his course on public speaking.

Since then, Warren Buffett has spoken eloquently around the world. At the Berkshire Hathaway annual general meetings, 40,000 people hang onto his every word. The audience is large enough to fill an entire football stadium.

Warren Buffett's best investment was in himself. He went from not wanting to speak to not wanting to stop.

What are you doing to invest in yourself? How are you honing your communication and persuasion skills? How are you getting more of the results you desire when you speak?

You and I may not be Warren Buffett, but since you've read this far, you're on the right track!

Feel the fear and do it anyway

On a scale of 1 to 10, how would you rate your own confidence in public speaking?

According to popular surveys, public speaking is one of the things we fear more than death. Most people do experience some degree of anxiety when speaking in front of a group of people.

Public speaking anxiety is a prehistoric defense mechanism. Psychologists believe that we aren't nervous because we feel embarrassed or judged, but because we fear rejection. Back then, if early humans were cast out from the tribe, they would have to defend themselves all alone against predators. Complete rejection would most likely be a death sentence.

But in today's world, unless we have the courage to take risks, we place serious limits on what we can do. As personal fulfillment expert Jack Canfield says, "Everything you want is on the other side of fear."

What's the most popular remedy for public speaking nervousness? You may hear this a lot: "Just picture the audience naked." Or, "Just be yourself." Or, "Just try to stay calm." But if you're giving an important presentation, you deserve better advice!

Do you want to develop unstoppable speaking confidence? As author Dan Millman notes, "You don't have

to control your thoughts. You just have to stop letting them control you.” And you can start by not bottling up your anxiety.

Recent research shows that you’ll have an easier time if you acknowledge your fear and reframe it as excitement.² Instead of thinking: “I’m too scared to speak,” tell yourself: “I can’t wait to speak.” Instead of seeing a dangerous situation, you’ll see an opportunity. Pivot your panic into excitement and you’ll feel more confident.

Professional athletes and elite performers have learned how to “turn on,” get focused, and build confidence in their ability to deliver. The following habits can also prepare your mind and body, help focus on the moment, and keep you from getting in your own way.

Physical preparation

Athletes physically warm up their muscles before each event. Basketball players physically warm up by shooting free throws and making shots from different areas of the court. Boxers shadow-box imaginary opponents. Runners get ready by running a short distance.

Jumping jacks

Some actors like to warm up before an audition by shaking their entire body, starting from their hands. Many

² Read the study at <http://j.mp/pivotfear>

speakers do neck circles to loosen up their muscles. Other performers prefer to clap their hands together a couple of times and light up their faces with a big smile. In order to reduce his tension and raise his energy level, actor/comedian Robin Williams often did jumping jacks before going on stage.

Belly breathe

Make sure that you breathe optimally. If your breaths are deep, you can reduce your heart rate, calm yourself down physically, and increase the oxygen flow to your brain. This exercise also keeps you focused on the present, instead of worrying about the future.

To breathe with your diaphragm, place one hand on your abdomen and one hand on your chest. Breathe with your belly, while keeping your chest still. Your abdomen should move out as you inhale, and back in as you exhale.

Power pose

In her TED Talk, Harvard professor Amy Cuddy shares observations on how our posture can affect how others see us and change how we feel about ourselves. For example, before your important presentation, stand tall and proud like a superhero or raise your arms over your head in a “V” shape. Holding this pose in private for two minutes can boost testosterone (which increases confidence) and lower cortisol (the stress-inducing hormone)—and make you look and

feel more confident.³

As New York Times writer David Brooks noted, “If you act powerfully, you will begin to think powerfully.”

Mental preparation

Mood music

Does listening to music lift your mood? Many athletes use songs as part of pre-game rituals to lower anxiety and get into “the zone.” Their music playlists will surprise you:

- Eli Manning, two-time NFL Super Bowl MVP, listens to *This Is How We Do It* by Montell Jordan
- Jeremy Lin, the first Harvard graduate in the NBA since the 1950s, listens to *Cornerstone* by Hillsong
- LeBron James, two-time NBA Finals MVP, listens to *In The Air Tonight* by Phil Collins

Picture it

Can you imagine what it will look like to receive a standing ovation? Visualization is a powerful tool to help you focus on a successful outcome.

Jack Nicklaus, winner of 18 major championships and considered to be the greatest golfer of all time, visualized every shot in his head before ever taking action:

³ Watch the video at <http://j.mp/amycuddytalk>

It's like a movie. First I 'see' the ball where I want it to finish, nice and white and sitting up high on the bright green grass. Then the scene quickly changes and I 'see' the ball going there; its path, trajectory, and shape, even its behavior on landing. Then there is a sort of a fadeout, and the next scene shows me making the kind of swing that will turn the previous image into a reality.

Highlight reel

Can you remember a time when you were feeling at your best?

Think of your greatest past success. Remember the last time you were at the top of your game—from the sight, sound, touch, taste, and smell—and you'll vividly relive the experience in your mind and body. This technique generates trust in yourself, and enhances energy through positive reinforcement.

Picture your personal highlight reel and remind yourself: "I did it before, and I'll do it again!"

Cultivate the habit

Can you lock in a pre-event habit that combines both physical and mental preparation? Cultivate a brief routine that you go through immediately before you present, and keep focused on what's in front of you. Include a physical activity, such as jumping jacks, belly breathing, or power posing. Also include a mental component, such as a visualization of yourself succeeding, a loud ovation from your audience, or a personal

highlight reel of your past success. Finish with a powerful trigger—either an action or phrase—to signal that you’re ready for action!

If you want success in the future, start to achieve success in the present. Direct your focus to performing at your best right now. And be disciplined in your habits to get into the zone.

What will it take for you to channel your speaking anxiety into excitement?

Unstoppable speaking confidence begins with your physical and mental rituals. But that’s not where it ends—especially if you want a professional reputation. Keep reading to discover why it’s crucial to **Flip Your Focus**.

“Each of us has a fire in our hearts for something. It’s our goal in life to find it and keep it lit.”

- MARY LOU RETTON



Activity

- (1) What will you do as your physical warm-up? Share your favorite exercise on Twitter, Facebook, Instagram and Pinterest using the hashtag **#ovationtip**
- (2) What will you add to your warm-up music playlist? Share your favorite exercise on Twitter, Facebook, Instagram and Pinterest using the hashtag **#ovationtip**
- (3) Visualize your success, as if you were experiencing it now. What will you see, hear, smell, taste, and feel?
- (4) Describe your proudest moment, as if you were reliving it now. What did you see, hear, smell, taste, and feel?
- (5) What will be your trigger to pivot from fear to excitement?

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