

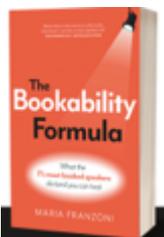


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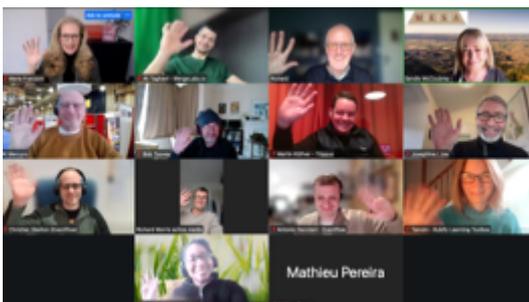
Website for free resources and podcast <https://www.mariafranzoni.me/>

Your Voice, Your Value - Practical tips for using speaking to define your expertise:

1. **You don't need a stage to start using your voice** - Speaking is not limited to keynotes, it includes panels, fireside chats, podcasts, internal sessions, trade-show conversations and client briefings. All these build visibility and confidence over time.
2. **Start with the audience's problem, not your expertise** - The fastest way to lose people is to show how clever you are too early. Begin where your audience is struggling, then show how your experience helps them move forward. Less content, more relevance.
3. **One strong idea beats five half-formed ones** - Trying to cram everything you know into a short slot overwhelms people. Pick one clear message, support it with a stories or examples, and leave space for conversation or follow-up.
4. **Being nervous is normal** - Many capable people don't speak because they think they have nothing "big enough" to say. Credibility comes from practical experience, not extreme achievements. Audiences value insight they can use.
5. **Speaking is a skill you can practice safely** - Low-risk environments like internal sessions, campfires, panels and podcasts are ideal places to practise. Confidence grows through repetition.
6. **Panels reward clarity** - Being memorable on a panel isn't about talking the most. It's about having a clear point of view, offering a useful perspective, and being willing to challenge politely when needed.
7. **Stories do the heavy lifting** - Facts inform, stories stick. Keep a folder of case studies and personal examples you can draw on. It makes preparation faster and delivery more natural.
8. **Written voice supports spoken voice** - Short LinkedIn posts, articles and case studies help you clarify what you stand for. Writing regularly makes speaking easier because you're practising saying the same ideas in different ways.
9. **Social proof builds trust faster than claims** - Case studies, testimonials and examples of real-world application matter more than polished slides. If people can see how you've helped others, they're more likely to listen to you.
10. **AI should support your thinking, not replace it** - AI can help you organise ideas, draft content or stay consistent, but your perspective still needs to come from lived experience. Use tools to save time, not to dilute your voice.
11. **Speaking is a business lever, not a performance hobby** - Whether you're selling technology, services or expertise, speaking works best when it's connected to a clear outcome: credibility, relationships, visibility or pipeline, and hopefully you'll also get some applause.
12. **Consistency matters more than brilliance** - Regular, credible presence builds recognition. Showing up repeatedly with the same clear message will do more for your reputation than one standout appearance followed by silence.



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