



MESA Monthly Member Meeting (4M)

Tuesday 26th March

Learn to Love Public Speaking

Thank you to [Dino Kovacevic](#), Productivity & Workspace Consultant (Cloudmission), MESA Individual Member, for the MESA Pledge reading.

Thank you for the E-Book Express Showcase from [Richard John](#), COO of [Realise](#), MESA Member. These are available in the Community Platform – [Trends, Reports, Videos & E-Books](#) (Files / E-Books / 4M's / March 2024) or click on the direct links below:

Overview

1. **The Sensible AI Manifesto** – <https://mesa.wall.idloom.com/#/filelastversion/1915>
2. **What attendees Want** - <https://mesa.wall.idloom.com/#/filelastversion/1914>
3. **10 Laws of Writing Persuasively** - <https://mesa.wall.idloom.com/#/filelastversion/1919>
4. **Event Measurement** - <https://mesa.wall.idloom.com/#/filelastversion/1918>
5. **Guide to Benchmarking** - <https://mesa.wall.idloom.com/#/filelastversion/1917>

Overview [Link to view in Community Platform](#)

Our session included 5 valuable snippets in 5 minutes **“5 things that motivate people at work more than money”** from [Jelmer van Ast](#), Founder & CEO at [Conference Compass](#), MESA Patron Member.

1. **Recognition and Appreciation:** Receiving acknowledgment for hard work and accomplishments can significantly boost morale and motivation. Recognition makes employees feel valued and appreciated, reinforcing that their contributions make a difference.
2. **Autonomy and Ownership:** The freedom to make decisions and have control over how to perform their work can be highly motivating for employees. Autonomy empowers individuals, encouraging creativity, innovation, and a sense of ownership over their tasks and projects.
3. **Challenging Work:** Engaging in work that is challenging and intellectually stimulating can keep employees motivated. The opportunity to solve complex problems, overcome challenges, and continuously improve can lead to a more fulfilling and engaging work experience.
4. **Purpose and Impact:** Working for an organization that has a clear mission and positive impact on the community or world can be incredibly motivating. Employees who feel their work contributes to a greater purpose are often more engaged and passionate about their jobs.
5. **Safety and Security:** A safe work environment, both physically and psychologically, where employees feel secure in their positions, can greatly impact motivation. Job security and a supportive atmosphere where employees feel they can express concerns without fear of retribution are crucial for maintaining motivation.

You can view the slides in the MESA Community – [MESA Events – Summaries & Slides](#) (Files / 4M's 2024 / March) – [Direct Link to slides](#)

The main session was about **Learn to Love Public Speaking**, led by [Clare Forestier](#), Event Host & Public Speaker, [Clare Forestier – Event Host](#), MESA Individual Member, moderated by [Michael Jackson](#), Global Conference Presenter, [The Other Michael Jackson](#), MESA Individual Member. You can view the Top Tips Summary in the MESA Community – [MESA Events – Summaries & Slides](#) (Files / 4M's 2024 / March) [Direct link to Summary](#)

KEY TIPS

| | |
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| Know your audience: | Make sure you know who you talking to and tailor the message to their needs and interests |
| WIIFM (What's in It For Me?): | Focus on the benefits your message brings to the audience |
| Clear, concise language: | Speak simply and avoid jargon |
| Storytelling: | Use stories to connect EMOTIONALLY with your audience |
| Energy & Enthusiasm: | Speak like you've just found it out for yourself! |
| Warm-up: | Take deep breaths and relax before speaking to manage nervousness |
| Body Language: | Stand or sit tall, maintain good posture, and use gestures effectively even online! |
| Smile Advantage: | Smiling makes you feel happier and calmer and makes you seem more approachable and confident |
| Practice: | Practice makes perfect, and your audience deserves your best effort |

Nerves - this means you care. But what makes you care? Are you concerned about a language barrier and not pronouncing things correctly? Or saying something wrong? Are there cultural barriers? Some can be personal or about other people. In general – it's the audience you need to care about. Allowing nerves to take over is what gets the best of us.

What do we like to see in presenters? – Think about the best presenters you have seen – what is it you like about them – perhaps their charm or friendliness, or their authenticity, confidence, or energy. Try to match this.

Be Yourself – Throw off the shackles of being something you are not and be yourself – people will love you for it. Nowadays it should be more about presenting in a conversational way that allows engagement with the audience, rather than a solo performance to passive viewers.

Simplicity – Speak in the simplest words.

Smile – You feel better, and the audience feels better.

Create a story – Think about if you were talking to someone in a coffee shop and telling them a story – think about what you want to say, envision it, and create the story around that – this is your energy – it's the coffee shop experience.

Fun – Find ways to make more fun when presenting.

Adrenaline Rush – This is your fight or flight response – remember, no one is going to kill you – use your energy, smile, and be YOU!

Practice – Plan and practice – you will realise you have too much in the presentation or speech, so you will remove some to make it more concise

Additional information

[The Muse – 5 Ways to Leave Your Fears Behind and Learn to Love Public Speaking](#)

[Mel Sherwood – How to L.O.V.E. Public Speaking](#)

[Inc – You Can Learn to Love Public Speaking – Here's How](#)

[Jamie Oliver's TED Award Speech](#)

[Vinh Giang - How you Improve your Vocal Image](#)

[The Human Polar Bear – Lewis Pugh's Arctic Swim](#)

[Sir Ken Robinson- Do schools kill creativity? \[TED Talk\]](#)

Please provide your feedback on this session – we would love to hear what you say!

Thank you to our speakers:

Host/Moderator – [Michael Jackson](#), Global Conference Presenter, [The Other Michael Jackson](#), MESA Individual Member

[Richard John](#), COO of [Realise](#), MESA Member

[Jelmer van Ast](#), Founder & CEO at [Conference Compass](#), MESA Patron Member

[Clare Forestier](#), Event Host & Public Speaker, [Clare Forestier – Event Host](#), MESA Individual Member



NEXT MEETING:
MESA MONTHLY MEMBER MEETINGS (4M's)
1400 GMT / 1500 CET:

Thursday 25th April
How to Turn Event Data into Actionable Insights
With [Richard John](#) and [David Preston](#) of Realise,
MESA Member

We look forward to seeing you there!

[MESA Events page](#)

[MESA MONTHLY MEMBER MEETINGS \(4M's\)](#)

[Please connect to our LinkedIn page](#) Thank you, MESA MEMBERS!

Remember: You are in the MESA Community Platform (Intranet wall)

- For general access and content
- To be connected and hear about events
- To get to know MESA and the community
- **Please post content and connect with each other**