

The Value of Public Speaking

Now that you have stepped inside the circle of successful business men, the demand for your words just skyrocketed. Whether you embrace it or not, there will come a time when you would have to speak in front of a crowd or address your team. For those who think doing public speaking is worse than death, imagining the audience in their undies seems to be the go-to trick in curbing the fear. However, there is another way to boost your confidence level, and that is by telling yourself that your words have value.

Many tend to fall into the self-doubt hole and think that they have nothing important to say. And if you happen to be one of them, that is the time to remind yourself that your business's success is enough to make people want to hear you out. Here are other reasons on why your words matter:

- **You can show people that it can be done** – You are currently in a position where someone once thought was impossible to achieve. This alone got their attention.
- **You made mistakes, and you know how to deal with them now** – Chances are, the path to your success had its share of hiccups. Your audience are intrigued on what the possible hurdles they might face are, and how to overcome them.
- **You paved a new path to success or proved a certain way is the best** – You might have stumbled on a new way to sell a product better or make a process more efficient. You might also have used an old methodology that was long forgotten. Either way, your audience would want to know how you did it.

The importance of public speaking is usually undermined. It is not only a product of your initial success, but it is also part of your future achievement. Below are why speaking out matters:

- **Networking** – Public speaking is a great way to connect with other people on the same industry.
- **Improves your reputation** – Just by standing in front of a crowd makes your audience see you as an authority on the matter, and by delivering your speech well, you cement that image.
- **Your way of giving back** – Paying it forward gives you more success. Individuals who benefitted from what you have to say tends to spread the word about your teachings and you as an individual and possibly your company.

Because of your success, the demand for what you have say becomes higher. Your words carry the weight of your hard work and best practices, and those make them valuable and worth listening to.