



Out Speak The
SCENARVED
UNLEASH YOUR INNER SPEAKER
OF EARNED

CAMCALKOEN
THAT AWESOME GUY



INTRODUCTION:

Ever since I was a kid, I dreamt of a life where I could travel, entertain and connect with people from all walks of life. A life where I could inspire and be inspired. Little did I know that my journey would take me on a path to becoming a speaker, a path filled with ups, downs and countless unexpected moments.

You see, a lot of us have this perception that we can't be speakers, that effective communication is just not our thing. But I've come to realise that I haven't met a single person yet who couldn't be a speaker, people who are scared to take the steps, I've met plenty of them, but no one who couldn't be a speaker. It's time to out speak your inner doubts and fears.

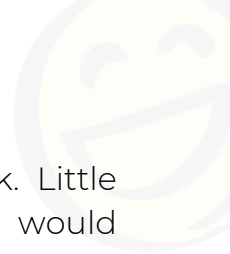
As a teenager, my focus was on being a full-time athlete, with dreams of representing my home country, New Zealand at the Paralympics. Along the way, I achieved some remarkable results, winning championships in the 100 and 200 metre sprints not only in New Zealand but also in Australia, Canada and Sweden. This journey not only allowed me to excel in sports but also became my passport to see the world and share my story.

People began to show interest in my story, especially at schools where my experiences inspired students. I'll never forget the call from my manager while I was competing in Sweden. He asked me to speak at a school in New Zealand



when I returned. At that point, public speaking terrified me. I was one of those people who feared speaking more than they feared death. It was partly due to the perception I had of myself— that I 'talk funny'. And guess what? Others had confirmed that perception. But my manager offered me a line from my favourite song at the time, the sunscreen song "Do one thing every day that scares you."

He sweetened the deal by saying, "It's a girls' high school." Well, what could a teenage boy want more? So, I agreed. Little did I know that between agreeing to give the speech and actually giving it, I would catch an awful flu. I did everything in my power to recover before the big day.



But as I stood on that stage, halfway through my speech, an almighty sneeze overcame me. I tried to suppress it, contorting my face into all sorts of weird shapes, but it was inevitable. My nose exploded, snot everywhere, and my handkerchief was safely tucked away at home under a note that read, "Cam, DO NOT forget your hanky."

In the midst of my dilemma, as I stood there with snot swinging from my nose like a scene from Ghostbusters, my manager Dean, walked up on stage. He didn't have a hanky or a tissue, but he offered his own shirt for me to blow my nose on. So I did! They say that "support is the foundation of our success," and letting someone blow their nose on your shirt is the ultimate act of support. This incident took me from an emotional state of "I can't believe this is happening" to a physical state of "I can." It taught me important lessons about resilience, support, facing adversity, and not

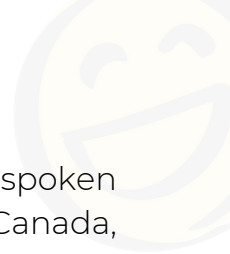
worrying about what others think. Little did I know that this mishap would become a signature story, shared with thousands of people around the world.

Despite the unexpected sneezing episode, there was one thing that allowed me to recover on the spot—preparation, preparation, preparation. As an athlete, I knew that nothing yielded results more effectively than training. I realised that if it's meant to be, it's up to me. And that's a lesson I want to share with you, especially when it comes to speaking.

Too often, I hear people say they're terrified of speaking, yet they haven't even figured out what they're going to speak about. They plan to 'wing it', which is like showing up for a 100 metre sprint without knowing where the start line is. Before that speech at the girls' school, I had everything meticulously written down. I practised in challenging environments, just like an athlete training in less-than-ideal conditions. I even pretended that waking up in the middle of the night to use the bathroom was equivalent to stepping onto a stage in front of a hundred people, five minutes into my speech, what do I say?

These preparations and the lessons we'll explore together in this workbook are what allowed me to recover from that nightmarish sneezing incident in front of a group of teenage girls. Preparation didn't just save me; it made me. It allowed me to entertain, to live a part of my childhood dream, and to connect with others. It showed me that through





speaking, I could truly contribute to this world. Walking off that stage, students approached me, smiling and crying with joy, saying that they could identify with my story, that they were entertained and inspired. That day, I realised the power of sharing simple, enduring human truths and inspiring action with just a few words.

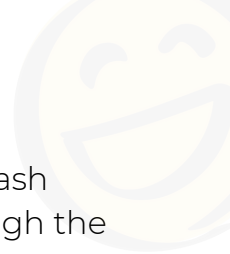
As soon as I identified speaking and saw potential within it for me, I exhausted every opportunity there was to speak and was given 40 minutes to speak at a national conference. Now at this stage, speaking was just a hobby, but a hobby I was committed to turning into a professional lifestyle. I'd had a bit of coaching but no bureaus picking me up as I had not yet proven myself. I had no idea what to charge; I think it was \$1,000, and that's because I'd said \$500, and they said, "I think we can do a bit more."

I turned up to the speech that day to see celebrities speaking, personality MCs, the venue was massive, and indeed world-class. The audience of high performers had seen and heard the best of the best. And there I was, a 24-year-old, supposedly different from anyone else, no experience within the industry I was speaking for. The butterflies were flying, and the knees were shaking. I was not the main speaker...BUT... I had a dream, I had a strategy, I had tactics, I became the only speaker of that conference to receive a standing ovation. I HAD OUTSPOKEN THE SPEAKER, as in, the speaker that always lived within me was out and ready for the world.

Fast forward 15...17 years, and I've spoken across New Zealand, Australia, Canada, Europe, the Pacific, and the USA. I've shared stages with the likes of All Black coaches, Olympians, Fortune 500 CEOs, entrepreneurs, fighter pilots, MMA champions and Ivy League academics—people who excel at what they do. My message has resonated with countless people, inspiring positive change in their lives.

My journey from speaking for a free dinner at Rotary Clubs to speaking at some of the world's largest conferences has been extraordinary. Along the way, I learned the art of negotiation, sometimes offering my expertise pro bono to causes close to my heart. What started as a hobby, centred around something that felt like my greatest weakness—speaking—has become a fulfilling career that has allowed me to travel, buy a house in Auckland and connect with incredible individuals worldwide.

Whether you have one speech to give or aspire to be a professional speaker, this workbook is designed to help you embrace the competitive spirit within. It's about becoming the best speaker you can be, whether you're speaking to one person or a thousand. Competition inspires excellence, and the greatest competitor is the one staring back at you in the mirror.



So, welcome to **Out Speak The Speaker**, a journey that will empower you to unleash your inner speaker, connect with your audience, and make a lasting impact through the power of communication. Let's begin the transformation together.



CLICK TO VIEW

MY INTRO

MY TEDX TALK

MY PERSPECTIVE

TESTIMONY

Unlock Your Speaking Potential: Book Your Exclusive Mentoring Session Now!

For an immersive dive into the concepts shared in these pages and to gain new perspectives for your speaking journey, reserve your spot for a one-on-one mentoring session with me. Let's turn the insights from this ebook into actionable strategies tailored specifically for you.

To schedule your session, simply click

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Chapter 1

EMBRACING YOUR INNER SPEAKER

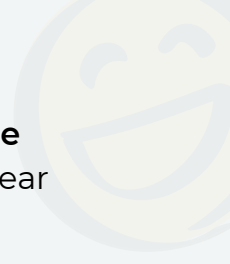
"We are kings and queens of holding ourselves back and not becoming all that we can be. Holding ourselves back with perceptions like; I have nothing to say, I'm mono-tone, I don't have the right education, I'm not interesting, I hate speaking, I talk funny..."

These perceptions, these self-imposed limitations, they've haunted us all at some point in our lives. They've whispered in our ears, convincing us that we're not cut out for this, that speaking is just not our thing. But when we listen to these perceptions, when we let them take root in our minds, we're not only limiting ourselves but also what we can offer to the world and the audiences within it.



Your Story Is Your Power

Maybe you've told yourself, "I'm not interesting." Well, let me share something with you. In her Netflix documentary 'Becoming Michelle,' Michelle Obama says, "Your story is your power." I LOVE THAT! Every one of us has a story to tell, a unique perspective shaped by our experiences, trials, and triumphs. Even if it's just a short product or sales speech, there's room for your story in it. Your story connects you to your audience on a personal level. It humanises you, making you relatable and memorable.



Remember the profound Maori saying: **"What is the most important thing in the world? It is the people, It is the people, It is the people."** People don't want to hear robotic, rehearsed speeches. They want to hear from you, a real person with real experiences and insights.

Breaking Through Writer's Block

"I just don't know what to say."

It's a common roadblock that many speakers face, especially when it comes to crafting compelling content. I'll admit, I didn't have my signature stories until I had a coach guide me through the process. But these stories had been within me all along, waiting to be unearthed.

To create your own signature stories, start by envisioning the result you want to achieve with your speech. Consider the atmosphere you wish to create in the room or the message you want to convey. Then work backward from that desired outcome. For example, if your goal is to inspire people to see the potential in everyone, ask yourself where that vision came from. What's the story behind it? Your stories are the bridge between your message and your audience. They bring your words to life and make your message resonate on a deeper level.

Embrace Your Authenticity

"I'm not funny."

Well, first of all, remember that we are speakers, not comedians. Humour is just one tool in our speaking toolkit, and it's perfectly okay if it's not your strong suit. What you think about yourself and what you actually are can be quite different. Your authentic self is inherently interesting, engaging, and relatable.

Forced humour rarely works, and it can feel awkward for both you and your audience. Instead, focus on being authentic. Be yourself. Humour often arises naturally when you're relaxed and genuine. So, nail down the content, be open to what arises in the moment, and don't worry if you're not cracking jokes left and right. Your authenticity will shine through and resonate with your audience far more than any forced punchline.



Reimagining the Journey

Remember, you are not preparing under the same rules that you followed in school. This journey of becoming a speaker is an opportunity to embrace your true self, to let go of the self-doubts and perceptions that have held you back. It's a journey where you'll get to know a whole new version of yourself—a version that holds economic and social value to people.

The skill of effective speaking is universal and priceless. It transcends industries and professions, and it empowers you to communicate your message, inspire change, and connect with others on a profound level. So, as we embark on this journey together in 'Out Speak The Speaker,' remember that the only limits that truly exist are the ones we impose upon ourselves.

Discovering Your Message

What's your message? What's the story you want to share with the world? What are the values that have guided you to this message? These are the questions we'll explore in the chapters ahead as we dive deeper into crafting powerful speeches and honing your skills as a speaker. Your journey begins here, with embracing your inner speaker and discovering the unique message that only you can deliver.

Chapter 2

BE 100% YOU

When I first entered the realm of 'celebrity speakers,' I was eager to learn from those who were truly excelling, the ones lighting up the stage and consistently getting the most bookings. So, I asked the bureaus about the speakers who were 'killing it'. The top five names that surfaced across all the bureaus had a common denominator, and one name consistently topped the list. For the sake of privacy, let's call her Jayne.

Jayne was a rockstar in the world of professional speaking, earning over \$250,000 per year from keynoting alone (with books, workshops, and courses

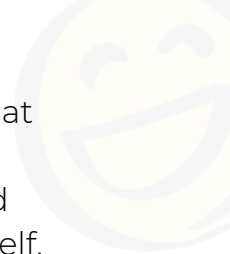
adding to that sum). She inspired thousands, and beyond her professional success, she was simply a delightful human being. As my own speaking career blossomed, I had the privilege of crossing paths with Jayne more frequently. Through observing her craft and engaging in conversation, she taught me invaluable lessons.



One afternoon, after speaking at a youth camp, Jayne and I sat down for a drink. That day, she shared two things with me that not many people knew.

- She felt that anyone Could Tell Her Story: Jayne, despite being a full-time professional speaker, admitted that she sometimes felt anyone could tell her story. That it was not significant. Even the most successful speakers, it seems, could struggle with self-doubt.
- She Had a Stutter: Jayne had a stutter. I was taken aback because, honestly, I had never noticed it. She had concealed it, but the effort to hide it made her more nervous as the speech progressed. Eventually, it would surface, creating an awkward moment for both her and the audience.

I encouraged Jayne to embrace her stutter, to see it not as a hindrance but as something unique that could enhance her story. While it might seem like a significant challenge, Jayne discovered that acknowledging it and weaving it into her narrative transformed her speeches. The stutter occurred less and less as she embraced it and owned it. The stories that unfolded from this acknowledgment were endless and powerful.



Now I don't want you hearing my story, Jaynes' story and letting anything from that undermine your challenges, I don't want you thinking a speech impediment is an advantage or the point of difference. It's not...what makes 100% of transformal and happy speakers is their perception, attitude, and commitment. Commitment to self, commitment to craft, commitment to growth. Your challenges are your challenges, your challenges are real, your challenges are going to be part of your repertoire for building connection, rapport and friendship.

Your Challenges, Your Strengths

Consider this: What have you had to work on, get over, or change your perspective on to step onto a stage and speak? Every speaker, whether emerging or seasoned, has a journey filled with personal challenges and triumphs.

Your challenges are real, and they are a crucial part of your repertoire for building connection, rapport and friendship with your audience. It's not about having a flawless exterior but about being genuine and authentic. Audiences connect with real stories, real struggles and real triumphs.

Embrace Your 100% Authenticity

The lesson from Jayne's journey is clear: Be 100% you. Your authenticity is your superpower. Whether it's a speech impediment, a fear of public speaking, or any other challenge, your unique qualities and experiences are what make your message powerful and relatable.

So, as you embark on your journey as a speaker, embrace your 100% authenticity. Your challenges are not roadblocks; they are stepping stones to connection and impact. In the pages that follow, we'll delve deeper into crafting speeches that resonate, but the foundation is always being true to yourself. Because in the end, your authenticity is what will set you apart and make your message unforgettable.



Chapter 3

IDENTIFY YOUR ADVERSITIES TO BUILD RAPPORT

It's common for some to think they haven't faced adversity or challenges. Some may even believe that comfort is an obstacle to achieving greatness. I've heard people say, "I don't think I'll achieve anything great because I'm comfortable." There's also a prevailing notion that greatness is only achieved through profound adversity. But let me share a perspective—I believe adversity is often overlooked, forgotten, or downplayed. It's not always the grand struggles that define us; sometimes, it's the seemingly insignificant challenges that shape our character.

Personally, my most adverse time wasn't related to my Cerebral Palsy, losing races, or climbing Mt. Kilimanjaro. It was during COVID-19. Why? Because for the first time, something brought my momentum to a halt. Adversity comes in various forms and it's crucial to recognize and acknowledge the challenges you've faced.

Here are some common adversities that people often undervalue:

- Not making the team at school
- Being rejected by something or someone
- Health conditions, even those related to eyesight
- Losing a bid, a job, or a race



Fear of Failure and Embracing Change

Even if your speech is not centred around adversity, it's crucial to recognize that one of the primary fears that stop most audiences from taking action is the fear of failure. Your audience needs to see a human side, a relatable side. Sharing stories of your own adversities, whether big or small, can help break down barriers and build trust.

When your audience sees you as someone who has faced challenges and overcome them, they are more likely to connect with your message. Whether they are making a purchase, trying something new, voting, or embracing change, the fear of failure is often



the barrier. Your stories and strategies, even if not the main focus of your speech, can serve as a powerful tool to help your audience embrace transformation.

Vulnerability as a Bridge

Vulnerability is a bridge between speaker and audience. It's the sharing of your challenges, your journey, and your triumphs that creates a connection. As a speaker, you have the opportunity to be a guide, a fellow traveller who has navigated rough terrains and emerged stronger.

In the pages that follow, we'll explore how to weave your adversities into your speech, whether they are the central theme or serve as supporting narratives. Your adversities are not weaknesses; they are strengths. They are the threads that weave a tapestry of authenticity, making your message resonate on a deeper level.



So as we delve into the next chapters, consider your own adversities, big or small. Embrace them, acknowledge them and recognize the potential they hold to build rapport with your audience. Because in the vulnerability of sharing our challenges lies the strength to inspire, connect and transform.

Chapter 4

HAVING A TRANSFORMATIONAL IMPACT

Not Getting Distracted by Ego



I once had a school principal who began the school year with a simple yet profound message: "Talk to me when you're sad but don't forget to talk to me when you're happy." These words formed the foundation for a deep connection and rapport between staff and students. This connection led to inspiration which in turn, resulted in remarkable results. During his time at Ponsonby Intermediate from 1994, the school transformed from one of the worst in the area, with fewer than 100 students and nearing closure, to one of the best and most sought-after intermediate schools, with a growing waiting list.

- As a school principal, the transformation could be that students begin to enjoy learning.
- As a head student, the transformation could be gaining the trust and confidence of fellow students.
- As a manager, the transformation could be achieving 100% engagement.
- As an M.C, the transformation could be creating an atmosphere of total excitement for what's next.

Not Getting Distracted by Ego: The Speaker's Journey

In the journey of becoming a speaker, there are common challenges that individuals must overcome. These challenges often include underestimating the power of their own unique stories, grappling with ego-related issues and confronting the physical and



mental reactions that public speaking can evoke. Learning how to speak, structure a speech, remember lines and manage stage fright are all part of the journey.

One prevalent issue that speakers face is the battle with ego. Ego, whether too high or too low, can hinder the speaker's ability to connect authentically with the audience. In New Zealand, the tall poppy syndrome has ingrained a sense of humility and underrated self-worth, making it challenging for speakers to strike the right balance.

The Ego and Expectation Trap: A Personal Experience

I've encountered these challenges throughout my speaking career, including moments when ego and expectations got the better of me. In 2022, on my way to deliver a speech, I became consumed by the expectation of delivering a flawless performance. The fixation on details and the pressure not to 'mess it up' stripped away the joy of the experience. I realised afterward that the fun element is where the x-factor of a speech resides.

While the speech received a standing ovation, I sensed something was missing. A few days later, the CEO of the company called to praise my inspirational speech but expressed disappointment that I had overlooked a crucial story about our connection. In my quest for perfection, I had missed the opportunity to connect deeply with the audience.

The Power of Connection over Perfection

This experience taught me a valuable lesson. While words are essential, the emotional impact of a speech is everything. Focusing solely on delivering a flawless performance can lead speakers to overlook the subtleties that truly resonate with a specific audience. The smallest tweak, a personalised story or a fresh perspective can transform a good speech into a perfect one for that particular audience.

As speakers, it's essential to resist the temptation of relying on a one-size-fits-all approach. Instead, return to the basics of storytelling, connecting and understanding the unique dynamics of each audience. The quest for perfection, driven by ego and external expectations, can sometimes blind us to the simple adjustments needed to create a truly impactful and transformative speech.

Remember, we are all humans and even the best tactics and strategies may not always come together as planned. Learning from each experience, understanding our own vulnerabilities, and being open to continuous improvement are key elements of a speaker's journey.

Chapter 5

BUT MY BRANDING IS NOT READY

Embracing the Power of You

The allure of perfect branding can often hinder aspiring and professional speakers alike. There is a fixation on creating a polished image that aligns with the ideal client or audience. People invest significant time and resources into discovering or refining their brand, believing it will open doors and elevate their speaking career. However, what truly keeps doors open and gives your brand the X factor is simpler yet more powerful—YOU.

You Are Your Brand: The Competitive Edge

Whether you are an Olympian, CEO, parent, accountant, marketer, agent, adventurer...whoever you are... you are your brand. Your name, date of birth, your life story to date, and your vision are the unique elements that set you apart. This personal connection is what makes you competitive and allows you to stand out above the rest. Your authenticity and individuality are the keys to creating a lasting impact.

Tenacity: The Journey of Building Your Brand

Starting anything new is challenging, building a reputation is even harder, and building a brand takes time and patience. The journey will have its ups and downs, but the more you engage in speaking opportunities, the more you will continue to speak. Whether it's for a meal, a voucher, a modest fee or even just time, saying yes to opportunities opens the door for more chances to speak. Persistence is key in building the momentum of your speaking career.





Creating an Experience: Beyond the Stage

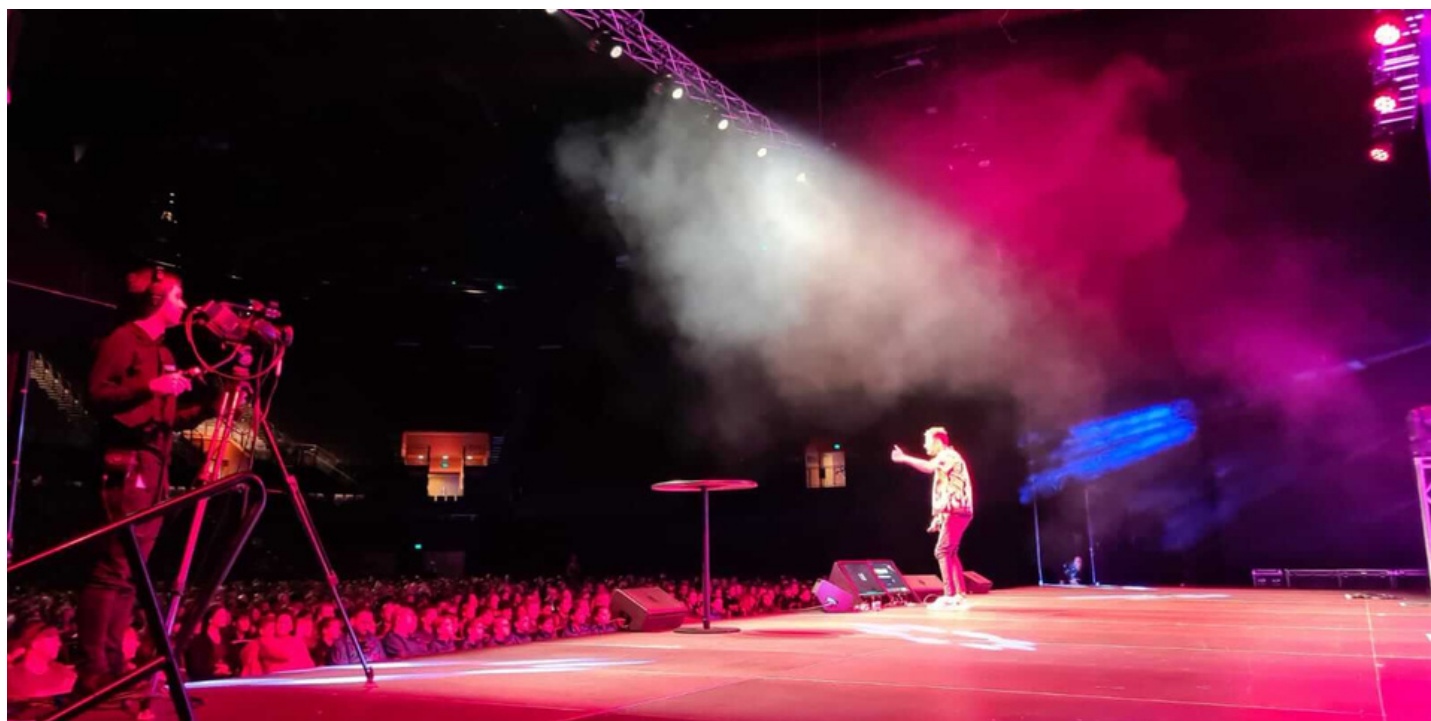
The experience you offer goes beyond your time on stage. From the first point of engagement with a client to your post-event interactions, creating a unique and memorable experience is crucial. How you respond, the personal touch you bring and the lasting impression you leave contribute to the overall experience. Are you simply saying words or are you doing things that make people feel connected and valued?

Motivation: \$\$\$\$ vs. Love of the Craft

Consider your motivation—is it primarily financial or do you genuinely love the craft of speaking? Success in speaking, much like in any other field, is often a byproduct of passion and dedication. Musicians who endure and leave a lasting legacy are those who love what they do. Similarly, loving what you have to say will drive your success, whatever form you envision it taking.

Self-Care: Nurturing Your Mind and Body

Amid the demands of a speaking career, it's essential to prioritise self-care. The best ideas often emerge when you step away from the computer, allowing your mind the space to breathe. A fit and healthy body contribute to a fit and healthy mind, enabling you to tap into your creativity and tackle challenges with resilience. Take the time to look after yourself, for a well-nurtured mind and body pave the way for endless possibilities in your speaking journey.



Chapter 6

MODEL OF EXPECTATION

Point -1

Allow me to introduce you to the concept of the "Model of Expectation." When we contemplate life and the moment we come into this world, most of us find ourselves at or near Point 0. At this juncture, there are no preconceived notions about who we are, except that we are infants. People anticipate our arrival with excitement, yet their expectations are somewhat vague. As babies, we can engage in rather messy activities like soiling our diapers, spewing milk, or emitting peculiar sounds, and still, we are showered with love, adoration, and care from everyone around us.

Then there are those fortunate individuals who are born into a different category, which we might label as Point +1. You may know someone like this – someone born with a natural quality that far surpasses ordinary expectations. For me, it was my younger sister, who made her entrance into the world with a single tooth. This tooth soon became a source of "discomfort" for our grandfather, albeit unintentionally. Picture this: Granddad seated in his plush velvet armchair, engrossed in reading the Daily Times, the radio humming softly in the background, and the sunlight streaming in through the porch. In would crawl my little sister, clumsily tottering toward him and then, with unerring precision, sinking her tiny

Point 0

incisor right into his unsuspecting lap. Now, I can't say for sure if Granddad viewed this as an advantage, but being born with a tooth certainly exceeded expectations right from birth.

Conversely, there exists another end of the spectrum, which we can label as Point -1. These are individuals born with minimal or no expectations. Although the following is in no way how I view life today, I found myself placed in this category by my doctors due to my diagnosis of Cerebral Palsy. Why? Because everything they did was geared towards bringing me to Point 0. Their sole focus was on ensuring I could achieve the fundamental "normal" milestones and meet basic "normal" expectations. They never once contemplated the possibility of me surpassing these expectations. Consequently, as I grew older, I became profoundly uninspired and inevitably, I dropped out of activities designed to enhance my physical strength, flexibility, coordination and mobility. The 'why' behind these efforts simply wasn't compelling enough.

As speakers, our primary mission is to ignite inspiration within our audience by elucidating why they are present. Without that initial spark of inspiration and the subsequent journey,

I too found myself feeling adrift and all the investments made by doctors, family, and myself seemed futile. Struggling with a sense of purpose is not where you want your audience to be and it's certainly not where I wanted to find myself. Consequently, I shifted my focus beyond the confines of 'Point 0' and directed my gaze toward 'Point +1'. I immersed myself in athletics, with the singular goal of exceeding expectations and competing on an international stage. Suddenly, all the groundwork required to attain 'Point 0' made sense, but it was no longer the destination; it was merely part of the journey. After all, no one aspires to arrive at a destination that feels commonplace / "Normal".

Now, as a speaker (whether you're delivering a single speech or embarking on a career as a professional speaker), you should consistently aim to reach 'Point +1' (in terms of impact) with your audience. This is your target, every single time. For your audience, you have only one opportunity to make an impact with your speech, whether it's to secure sales, win an election, receive a standing ovation, provide value, derive personal satisfaction, unlock new opportunities or expand your horizons far beyond one's current knowledge and experiences. 'Point +1' / exceeding expectations is where you should set your sights.

It's crucial to recognize that your audience may not be overly interested in you as an individual (you're at Point 0). Perhaps they've already read your bio and know your background (you're at Point 0), or maybe you're just one speaker in a lineup (you're at Point 0). To stand out and make a lasting impression, you should initiate from Point -1, where you allow yourself to be vulnerable or showcase vulnerability. This connection at Point -1 is what will ultimately elevate you and your message... and then take them on a journey where they arrive at 'Point +1', leaving a lasting impact and achieving your goals as a speaker.



Chapter 7

YOUR STORY, THEIR INSPIRATION

In the realm of public speaking, your story is not just a part of your message; it is the beating heart that gives life to your words. As Martin Scorsese beautifully put it, "The more personal I make my movies, the more universal they become." This sentiment transcends filmmaking and encapsulates the essence of impactful speechwriting.



Crafting Universality Through Personal Narratives

Granted, this approach assumes you are addressing a specific theme, topic or audience. The key is to infuse your personal narrative near the surface of your speech. Take your audience on a journey, give them a show, and deliver strategies and tactics in a manner they've never encountered before.

Strategies and Tactics: The Unique Blend

Your strategies and tactics, whether unique to you or not, become more potent when intertwined with your personal stories. The goal isn't to assume everyone in your audience has heard it all before; rather, it's to present familiar concepts in a fresh light. Even if your audience is well-versed in a particular subject, framing it with your unique story can provide a new perspective, fostering a stronger connection and rapport.



The Power of Mix: Familiarity and Unfamiliarity

Imagine yourself in the audience, listening to a speaker unknown to you, presenting information you've never encountered. While it can work, it's undeniably a lot to absorb. Now, envision the same scenario, but with a mix of the familiar and unfamiliar—stories, lessons, quotes, people, experiences—all blended seamlessly. This mix creates a dynamic environment where the audience feels engaged, challenged, and, most importantly, understood.

Making Your Audience Feel Smar

As a speaker, your aim is not just to impart knowledge but to make your audience feel smart. By presenting a mix of the familiar and unfamiliar, you're inviting them into a space where they can connect the dots and discover insights. It's about elevating their understanding and leaving them with a sense of empowerment.

So, as you craft your speech, remember this: your story is the magic wand that transforms your message from mere words to a resonant, universal experience. In the dance between the personal and the universal lies the alchemy of outspeaking the speaker.

Click here to get more Guidance / Mentoring around this

CLICK HERE

Chapter 8

MIXING THE FAMILIAR WITH THE UNFAMILIAR TO CREATE A SIGNATURE STORY

Check out my egg and spoon race here - It's a great signature story

[CHECK STORY](#)

When crafting your signature stories as a speaker, it's crucial to recognize that your audience comprises individuals with diverse backgrounds and life experiences. The power of an awesome signature story lies in its ability to connect with different people on multiple levels. Take, for example, the story of the 'egg and spoon race.' This seemingly simple anecdote can resonate with a wide range of individuals in your audience.

For some, it's about reminiscing the innocence and excitement of participating in a race during their childhood. Others might connect because they are parents, who have either cheered on their children in similar events or even organised them. Then, there are those who have personal experiences with conditions like Cerebral Palsy, whether as individuals who have it or as caregivers, family and friends. This story might even touch those who've encountered cheating in any form or pondered mischievous acts like the gum-under-the-spoon trick but never actually went through with it. Schoolyard memories, filled with both challenges and camaraderie, are yet another avenue for connection.

The beauty of an awesome signature story is its versatility. You can seamlessly incorporate it into various parts of your speech to serve different purposes:

Opening: Use it to break the ice and immediately engage your audience. Sharing a relatable story helps set a friendly and approachable tone, making your listeners feel comfortable and connected from the outset. perspective.

Closing: Wrap up your speech by revisiting the 'egg and spoon race' story. This allows you to tie together key themes and leave your audience with a lasting impression. It's a powerful way to reinforce your message and ensure it lingers in their minds.

Transition: Your signature story can serve as a bridge to different segments of your speech. For instance, after sharing my egg and spoon story, I can seamlessly transition into discussing topics like support, a passion for sports, maintaining a healthy lifestyle, or the importance of perspective.

In essence, an awesome signature story is like a versatile tool in your speaking arsenal. It can be wielded to connect with diverse audiences, break the ice, wrap up your message, or smoothly navigate between various points in your speech. So, as you craft and refine your stories, consider the multifaceted impact they can have and strategically position them to enhance your speaking engagements.

Crafting an unforgettable signature story is a potent tool for speakers, one that can create a profound connection with your audience. To construct such a story, consider diving deep into your own life history, reaching back as far as your earliest memories, and searching for a moment that aligns with the message you wish to convey to your audience. In my own journey, I had completely forgotten about the 'Egg and Spoon race' until a speech coach asked me, "Where did your passion for sport originate?" Initially, my response was simple: "The athletics day." However, with a few more probing questions, I uncovered layers of my own story. It led me to 'watching the Olympics' and then delving even further, I reached a pivotal point at 'intermediate school athletics'. Ultimately, it was a seemingly trivial event, the egg and spoon race during my primary school days, that encapsulated the essence of my message to my audience: resilience, mindset, perspective, humour and overcoming adversity.

What makes this signature story particularly potent is that most people have their own "egg and spoon race" moments in life. It's a universal experience

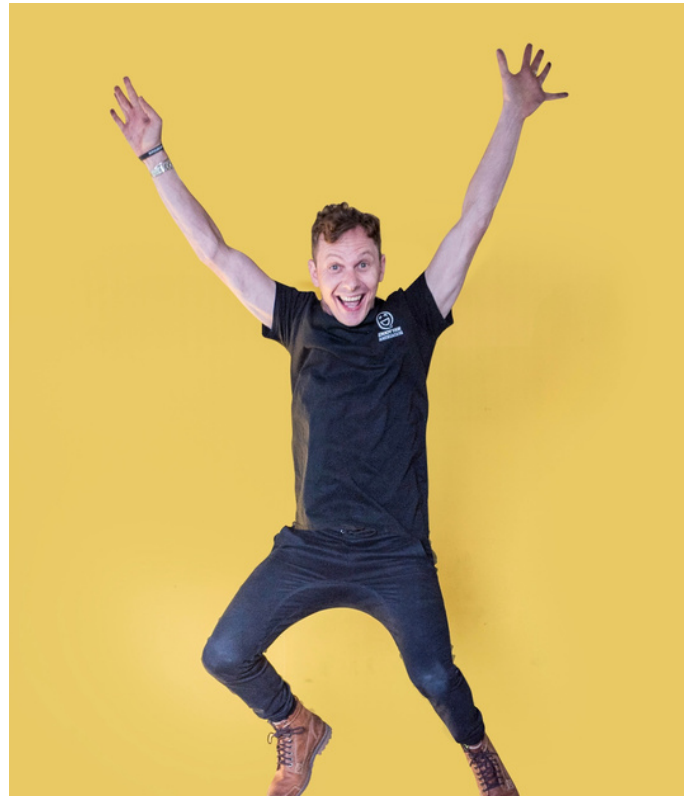
and therein lies the point of connection. Remember, the impact of our communication doesn't solely rely on what we say; it hinges on how we make people feel. In this signature story, I can effortlessly convey elements such as humour, vision, intellect, relevance, and timing, all while inspiring, informing, entertaining and delighting my audience, without explicitly spelling them out. Not everyone will catch every detail, but within your audience, there will be those keen on the nuances and through this, you'll have them—and everyone else—captivated, albeit in different ways, all on the edge of their seats. "Awesome signature stories" allow you to reveal who you are off the stage, fostering a deeper connection.

Now, let's consider the diversity of signature stories. Perhaps you're the finance expert. Reflect on your earliest encounter with finance—did you once set up a lemonade stand as a child, navigating the world of commerce even before you fully understood it? Or maybe you're the communication specialist. What's the earliest memory you have of effective communication, whether it was a moment of profound understanding or an instance where your words had a lasting impact? It's essential to note that not all signature stories need to originate from childhood, as we'll explore later. However, never underestimate the potency of childhood memories and the profound lessons they offer for establishing a universal connection and application of your message. These stories enable your audience to relate to your experiences, making your message not just informative but deeply personal and resonant.

Chapter 9

USING YOUR 'AWESOME SIGNATURE STORIES' TO CREATE YOUR SONG SHEET

In 2017, while I was in a taxi heading from JFK Kennedy Airport in bustling New York City, a conversation with the cab driver sparked an insightful revelation about my sources of inspiration as a speaker. He had learned that I was in town to speak and was curious about the speakers who had influenced me the most. Naturally, I mentioned luminaries like Tony Robbins, Vin Giang, Kevin Biggar, and Lisa Tamati, all renowned for their global success, impact, and innovative business models. However, when it comes to the art of content creation, my most profound and enduring inspiration has always been drawn from musicians. Why, you may ask? Well, consider this: a musician can craft a compelling story in a mere three to five minutes—a song. Then they string together a sequence of these songs to create a concert experience. Within that concert, they blend old favourites with new hits and if they're truly exceptional, engage in audience interaction like calling for a resounding "hell yeah" from the crowd or, as Justin Bieber use to do, serenading a lucky fan onstage. In the world of public speaking, it's the seemingly small moments that have the power to leave an incredible mark on your audience. What you might perceive as a minor detail can, for a seasoned listener, transform an ordinary speech into a profound and memorable experience.



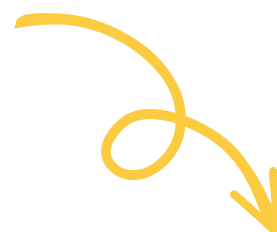
Consider this: a song can be heard just a handful of times or even just once, and people can sing along effortlessly. Now, it would be rather odd if an audience recited your entire speech verbatim. However, imagine creating a speech that leaves the same lasting impact as a beloved song—one that's relatable and etches itself so firmly in your audience's memory that they can recall it in its entirety after hearing it just once. Picture your speech as a concert; don't aim to construct the entire concert experience all at once. Instead, focus on creating individual 'songs'—these are your stories.

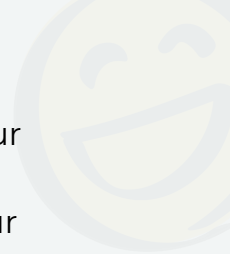
Now, for those preparing for their first speech, the goal is to craft that one story that becomes the equivalent of a chart-topping hit, your awesome 'signature story.' Think of it this way: If you were attending a debut concert of an artist whose hit song had inspired you to buy a ticket, how would you feel if they didn't perform that very song? Similarly, your audience can feel somewhat short changed if they don't hear your awesome 'signature story.' This realisation struck me when I recalled the talk that didn't go as planned. While you may go on to tell your story countless times, living and breathing it daily, for your audience, they've likely heard it only once, twice, maybe thrice, or perhaps never. Maintaining its freshness hinges on where you place it in your speech and what surrounds it.

The beauty of crafting **'awesome signature stories'** is their flexibility. You can shuffle, mix, modify, or expand them based on your audience, venue, brief, timing, and more. Just as at a concert, you anticipate hearing new songs, and it feels particularly special when the artist acknowledges your hometown. As a speaker, think of this as tailoring your message. Your keynote isn't reinvented every time you speak, nor should it be. Your keynote is your brand, and as it becomes more polished, you become more professional and confident in delivering it. This newfound confidence enables you to tailor and refine your speech naturally, often without you even noticing. I recently received feedback from an audience member who had heard my speech five years ago and loved the subtle changes they observed.

Whether it's due to shifts in life circumstances, slight tweaks, or the infusion of new 'awesome signature stories,' over time, your keynote can evolve into a completely different and captivating experience. It's the cumulative effect of countless small changes that ultimately make you a professional speaker. The ability to speak without constantly referring to notes is invaluable, as it fosters a deeper connection with your audience. Remember, people will remember not just what you say but how you make them feel. Factors like confidence, fluency, articulation, and an engaging delivery take practice but go a long way in creating that memorable experience for your audience.

Now, when you think of an **'awesome signature story,'** it's easy to assume that you only need one, akin to having one signature song. However, greatness often arises from greatness. Consider iconic musicians like Queen, Prince, Elton John, Lorde, Billie Eilish, and Khalid. While they may be recognized for specific chart-toppers, each of them boasts multiple memorable songs. In the same way, breaking down your speech into 'awesome signature stories' makes them more memorable and impactful for both you and your audience. You'll have:





- **The Opener:** A story for building connection, rapport, and friendship with your audience.
- **The Essential Tracks:** These are the stories that serve as the backbone of your message.
- **The Banger:** Your showstopper, the story that leaves a lasting impression.
- **The Lassy:** A tear jerker or light-hearted tale to keep your audience engaged.
- **The Call to Action:** A story that motivates your audience to take meaningful action.
- **The Hero:** A compelling narrative that touches the hearts of your listeners.
- **The Joker:** A funny story or anecdote to infuse humour into your presentation.
- **The "What Do I Do":** A story that offers practical guidance or solutions.
- **The Pudding:** An evidence-based story that demonstrates the effectiveness of your message.
- **The Interaction:** A story that encourages audience engagement



Chapter 10

PUTTING YOUR SPEECH / CONCERT TOGETHER

Writing your speech down word for word has its unique beauty. It's like capturing those elusive moments of flow and genius, moments that can be hard to summon when you're faced with the gaze of even just a few sets of eyes, let alone a larger audience. These moments of brilliance tend to flourish in the solitude of your own space, when inspiration strikes and your thoughts flow freely. Therefore, it's crucial to seize these moments and put pen to paper or fingertips to keyboard, when your ideas are fresh and vibrant.

I vividly recall my days at university, particularly a slam poetry class. Our lecturer taught us an invaluable technique for writing poems: take five minutes to jot down the keywords you want to explore, much like composing a song sheet. Then, dedicate a solid 15 to 20 minutes to write about those keywords or songs without pausing or second-guessing. If you find yourself stuck, simply switch to another keyword or song from your list, but don't stop writing. Why? Because one of the greatest creativity killers is overthinking, dilution, or questioning your ideas prematurely. Remember, you can always edit and refine your work after the initial burst of creativity.

Now, if you're like me and you feel nervous before speaking or anticipate potential challenges in your delivery, knowing that

you've put in the effort to craft and rehearse your speech offers immense peace of mind. Your audience will appreciate your dedication to delivering a well-prepared message, and in the event of unforeseen challenges, having a written backup can be a true lifesaver. There's nothing more uncomfortable than watching a speaker freeze on stage because they didn't have a safety net in the form of their written speech or at the very least...notes.

Moreover, embracing this level of preparation brings more significant success. As I embarked on my speaking journey, a wise business mentor advised me to prioritise the most important tasks each day. These tasks weren't necessarily the ones that would give me the most immediate financial returns but rather those that, until completed, weighed on my mind. When I began my speaking career, I slept with my speech under my pillow, ensuring my entire speech was printed and carried with me at all times. I read and re-read it incessantly, leaving no room for doubt about its presence. This meticulous preparation meant that I never had to wish for my speech to be with me; it was always there, eliminating any potential distractions. Investing time in writing, rehearsing, and printing your speech is the cornerstone of your success as a speaker. I strongly recommend you prioritise this step. As you become



increasingly familiar with your speech, you'll also discover that it's not just one monolithic presentation but a series of interconnected stories or songs.



Gradually, those pages and thousands of words of your written speech break down into key phases, which in turn break down into essential keywords / songs. For instance, when I prepare for a speech today, my digital "story / song sheet" looks something like this:

- Walk / talk
- Awesome
- TEC
- Dad
- Egg and spoon
- Disability
- Newsboy
- Athletics
- Dream big achieve more
- Flea story

These simple words to you, are complete stories to me. These are my songs, my signatures and I spend the most time determining how to weave them together to align with the specific briefing and desired outcomes of my speech. Before I step onto the stage, I have 50% to 70% of my speech well-rehearsed, 20% to 40% tailored to the brief but practised and a remaining 10% that I'm ready to improvise if needed. This approach allows me to focus on building rapport, addressing unexpected occurrences, acknowledging disruptions like phones, alarms, sneezes, and engaging with the audience's emotions. It also ensures that I never have to worry about going over my allotted time. Speaking beyond your allocated time can disrupt an event and negatively impact everyone involved, regardless of how captivating your speech may be.



Now, let's discuss the staple stories you want to have nailed down, and you know what? There's only two:

- **The Opener:** This sets the stage, leaving a memorable impression from the get-go.
- **The Closer:** This reinforces your message and leaves a lasting impact.

These are the most crucial elements of your speech and it's advisable to avoid changing them frequently. When you do make changes, ensure they align with the proven formula. The beauty of treating your speech as a series of songs within a concert is that instead of needing to remember a daunting 6,000-word monologue, you may only need to recall 60, 16, or even just 6 key words or stories. This frees you up to explore the room, engage with the audience, and maintain an unbroken flow, even in challenging moments.

Allow me to share a personal anecdote from 2018. I was en route from Auckland to Wellington to address a gathering of 300 school board trustees. Typically, when travelling to speak, I like to arrive at the venue well in advance to ensure everything is in order. On this particular day, however, the weather disrupted my plans, and my flight, which should have landed at 1 pm, arrived at 4 pm instead. I had spent five hours in an airport, and my food options were less than ideal. Yet, none of these inconveniences mattered to my audience, nor should they have. What truly mattered was my confidence in knowing my speech inside and out. I had rehearsed diligently, and all I needed to do was go through my song list. I felt so secure in my content that I even incorporated my day's experiences into the story. The most memorable moment came when, two-thirds into my speech, a lady in the audience, three rows from the front and to my left, began coughing silently. She tried to hide it, but the absence of water and the tight seating made her predicament evident. It quickly became the proverbial pink elephant in the room. The only person with access to water was me and it was on my far right. For anyone who knows me, handling a glass of water is a challenge due to the physical aspects of Cerebral Palsy. However, my thorough preparation and familiarity with my speech made the room feel like home. With 300 pairs of eyes on me, I smiled at the lady, confidently retrieved the glass of water, walked approximately 6 to 7 metres back to her, reached over the first two rows, and handed it to her without spilling a drop. As I did so, I inserted a line into the narrative: "Support is the foundation of our success." This moment resonated deeply with everyone in the room—a community committed to giving back, recognizing opportunities, reimagining their roles, and serving others.

In essence, writing your speech, breaking it down into songs / signature stories, and rehearsing diligently provide you with the freedom to navigate challenging moments with confidence and grace, leaving a profound impact on your audience.

Chapter 11

PARTING THOUGHTS



Here are some enhanced final tips for speakers, distilled from over a decade and a half of experience speaking all around the world. These are the key processes that have allowed me to "Outspeak the Speaker." While there are various models and methods to craft a speech, these steps are what truly make the difference, ensuring you enjoy the process and that your audience sees the best of you.

1. Connection, Rapport, Friendship:

Building a connection with your audience is paramount. Seek opportunities to connect by tapping into shared experiences or places from your past. Likewise, work on building rapport with your audience. Show them that you're relatable, approachable, and not an unreachable figure on stage. Think of your audience as potential friends, not adversaries. The closer you can make them feel to you, the more effectively your message will resonate.

2. Friendship Stories:

Remember the Maori saying from New Zealand, "He aha te mea nui o te ao? He tangata he tangata he tangata!!" - "What is the most important thing in the world? It is people, It is people, It is people." Incorporate stories that revolve around three groups of people:

- **Group 1:** Those who influence and inspire you.
- **Group 2:** You! Don't shy away from sharing personal stories; it's what builds genuine connections. Being authentic turns you from a mere talking head into a real person.
- **Group 3:** Results and audience. Explain the "why" behind your journey and highlight the impact on others. Share what results your work, product, or service has achieved and what the presentation offers the audience.

3. Steps to Success:

Think about the third group again—your audience. Offer them actionable steps to success, preferably three to five that resonate with your message. These steps should be clear, practical, and relatable, providing your audience with a roadmap for their own journey.

4. Interaction:

Engaging with your audience is key to being unforgettable and achieving success. Interaction can take various forms, such as physical movement or live audience participation. The more you engage with your audience, the stronger your message's impact will be, fostering deeper connections, rapport, and friendship.

5. Reimagine Your Presentation:

Recognise that not everyone in your audience is inclined to remember words. Incorporate visual aids, props and PowerPoint presentations with images and videos. This not only helps take the focus off you if you're nervous but also creates a dynamic and engaging experience for your audience. Avoid overwhelming your slides with text; use visuals that complement your spoken words.

THINGS TO AVOID:

- **Dependency on PowerPoint:** While visuals can enhance your presentation, avoid over-reliance on technology. Technical disruptions can occur, so be prepared to deliver your keynote without relying on slides if necessary.
- **Wordy Slides:** Keep your slides concise. Remember that your audience reads faster than you speak. If your slides are packed with text, by the time you finish speaking, they may have already moved on or become distracted. Wordy slides can also remind your audience of why they may not enjoy listening to speakers who overwhelm them with information. Strike a balance to ensure your slides enhance your message rather than detract from it.

Remember, while these tips offer valuable guidance, there's room for originality, risk-taking, and personal approaches in your speaking style. What sets you apart as a speaker may be your unique delivery and methods. The key is to adapt these suggestions to your own style and message, ensuring you connect deeply with your audience and leave a lasting impression.

Chapter 12

THE ODYSSEY OF YOUR VOICE

In the journey we've embarked upon through the chapters of "Out Speak The Speaker," you've delved into the artistry and mastery of professional speaking. Here's a brief recap of the wisdom you've uncovered:

Overcoming Perceptions

- Embrace the power of your story.
- Challenge self-limiting beliefs.
- Recognize the potential in every speech.

Be 100% You

- Authenticity is your greatest asset.
- Learn from those who light up the stage.
- Embrace your uniqueness.

Identify Your Adversities

- Acknowledge and share your challenges.
- Adversity builds connection and rapport.
- Use your experiences to help your audience embrace transformation.

Having a Transformational Impact

- Transformation starts with a personal touch.
- Your story can lead to profound change.
- Don't let ego distract from the true impact of your speech.

But My Branding is Not Ready

- Your name, story, and vision are your brand.
- Keep doors open by saying yes to opportunities.
- Create an ongoing experience for your audience.

Embrace Vulnerabilities

- Acknowledge moments of fear and ignorance.
- Your personal growth is a powerful tool to connect.
- Share your journey authentically.

Your Story, Their Inspiration

- Your story is the heart of your message.
- Present strategies in a unique, personal light.
- Mix the familiar with the unfamiliar for a dynamic speech.



In closing, remember that the world of professional speaking is a privilege that can bring unimaginable success. Dream big, achieve more, and enjoy your awesomeness. Should you seek guidance or have questions, reach out for mentoring or coaching. Your subscription to receive this ebook includes some more tips for building your speaking business - these will appear in your inbox over the coming weeks. As you step into this incredible world, embrace the journey, and may your voice resonate with impact and inspiration.

Enjoy your awesomeness,

Cam



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For an immersive dive into the concepts shared in these pages and to gain new perspectives for your speaking journey, reserve your spot for a one-on-one mentoring session with me. Let's turn the insights from this ebook into actionable strategies tailored specifically for you.

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