



OUT SPEAK THE SPEAKER

GETTING STARTED GUIDE

On your mark. Get set. Go.
Your next step to the stage.

CAMCALKOEN

Where it all began.

I was 24 years old, stepping in front of an industry I had no experience in, feeling like I was different from everyone else in the room.

I wasn't the main speaker...a mate of a mate had given me a spot and 250 bucks to match.

I remember looking around the room, seeing celebrities speaking, personality emcees, people who "belonged" there.

And then there was me.

My knees were shaking. The butterflies were flying. But I knew I was going to give it everything I had... Because I'd taken the time to make a plan. I'd talked it through. I had a strategy. I had tactics. And somewhere in all of that...I had a dream that I could actually nail it up there.

By the end of that conference, I became the only speaker to receive a standing ovation. And in that moment, I realised something.

I had out-spoken the speaker. Not the other speakers on stage...But the one that had always lived within me.

The doubt. The hesitation. The voice that says you're not ready. That version of me was gone. And a new one was ready for the world.

Since that moment, I've gone on to speak throughout New Zealand and around the world, it's my full-time profession, sharing stages with high performers, leaders, and organisations who see the value in a speech, who are waiting for yours.



"I'd out-spoken the speaker."

For me it all started with that one step forward. Not just stepping onto the stage...But taking the time to talk it through, to make a plan, and then backing myself enough to step up.

DOES THIS SOUND LIKE YOU?

They've got a story. They're stuck.

I've met so many people who want to speak.

They've got a story. They've got something to say.

But they're stuck. Not because they can't do it...
But because they get overwhelmed and they don't know where to start.

So they wait. And in that waiting... nothing changes. You don't need more time. You need a starting point.



THE WAITING TRAP

1. What are you stuck on with your speaking?

2. What about speaking do you find overwhelming?

3. What are you waiting for?

4. What does life look like if you keep waiting?

SECTION 2

Your story is your power.

Your story doesn't have to be about climbing Everest or landing on the moon or building a business or winning gold.

People connect just as much to stories about:

01

Backing yourself

When it felt uncomfortable

02

Figuring it out

As you go

03

Learning something

The hard way

04

Nearly didn't

But did it anyway

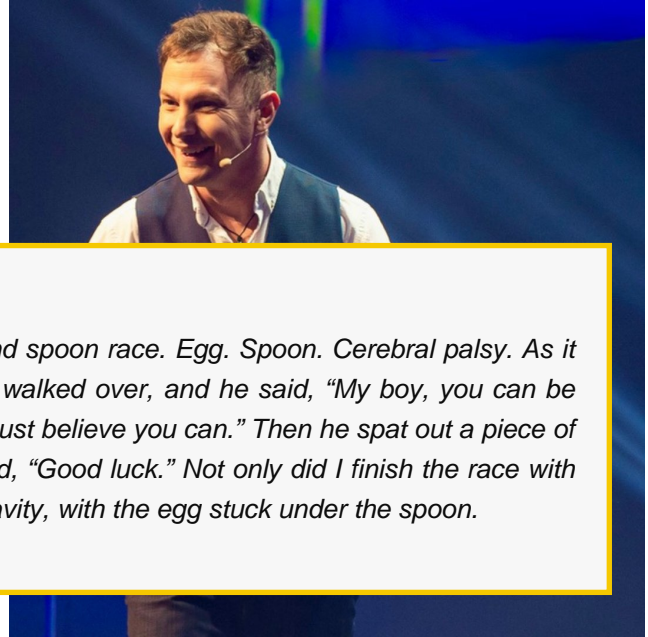
Because what people connect to isn't how big the story is...it's how real it feels.

Now...more than ever, people don't need perfect. They need stories, they need real and remember...

"A fact wrapped in a story is 22x more memorable." — Jennifer Aaker

Let's build your first story.

Think about this: A moment in your life. A challenge you faced. A lesson you learned. Now write it down:



■ EXAMPLE STORY

I remember at primary school putting my name down for the egg and spoon race. Egg. Spoon. Cerebral palsy. As it got closer to my turn, I heard my dad call out, “Cam, over here.” I walked over, and he said, “My boy, you can be whatever you want to be in this world. And if you want to win today, just believe you can.” Then he spat out a piece of chewing gum, stuck it on the spoon, placed the egg on top, and said, “Good luck.” Not only did I finish the race with the egg intact... I was the only one to cross the finish line defying gravity, with the egg stuck under the spoon.

1. WHAT HAPPENED?

I entered a simple school race, the egg and spoon, without thinking about how challenging it might be for me. Right before the race, my dad gave me a different way to approach it, using a bit of creativity and belief.

2. WHAT DID YOU LEARN?

I learned that there's always a way of getting things done. Sometimes it's about changing your perspective. Other times it's about deciding who you're going to be in that moment.

3. WHY DOES IT MATTER?

Because in life, and in speaking, things won't always be set up perfectly for you. But if you're willing to think differently, adapt, and back yourself, you can still find a way forward. That's what people connect to — not perfection, but perspective, belief, and action.

Your next step to the stage.

You don't need to have it all figured out. You just need to start. Because once you've got a speech, or even experienced being on stage, the biggest obstacle becomes... Where do I speak next? And that's where momentum is built. So ask yourself:



WHERE COULD I SHARE THIS STORY?

Events, groups, communities, online...

WHO COULD I SPEAK TO?

Industry, friends, networks, strangers...

ONE OPPORTUNITY IN THE NEXT 30 DAYS?

Commit to one. Write it down.

THE FRAMEWORK

Keep it simple.

Adults don't enter the room as adults (they bring their school with them). Your next talk doesn't need to be perfect. It just needs to be clear. And you just need your map so start with this:

01

OPEN

Start with something that grabs attention. A moment, a question, a line that makes people lean in.

"I never thought I'd be standing on a stage like this..."

02

STORY

Take people on a journey. What happened, what you felt, what changed.

"Walking onto a stage, nerves kicking in, not knowing how it would land."

03

CLOSE

Bring it home with meaning. What did you learn? What should they take away?

"Sometimes we need to change our perspective or decide who we're going to be."

You're more ready than you think.

You don't need more time. You don't need more experience. You need to back yourself. Because the difference between people who speak...and people who don't...is action.

1

What is your vision / mission?

What change do you want to create in the world?

2

What are your values?

Let these be the 'how' for your audience.

3

Tell someone you're a speaker:

Say it out loud. Own it.

4

Name one place you could speak:

Commit to a venue or event.

5

Share your journey on socials:

Post it. Make it real.



Momentum changes everything.

Momentum doesn't come from thinking. It comes from doing. From saying yes. From putting yourself forward. From taking that first step.

ON YOUR MARK

Say yes to the opportunities that arise for you to speak at: Podcasts, work events, weddings, rotary, schools, camps etc

GET SET

What's your vision when you speak? What do you want your audience to see, feel, and do? And equally... what do you want to see, feel, and do?

GO

This is the moment of truth. The moment where everything you fear about speaking can become real, and I've had them all. But it's also the moment where you can see, feel, and do everything you've dreamed of.

Out Speak the Speaker.

This is exactly why I created Out Speak the Speaker.

This is more than I had when I was giving my first speeches... but it's everything I did to get started, and I haven't stopped since.

I've invested in coaching from all over the world. I've put in my "10,000 hours"... and more. Speaking isn't just something I've done. It's a lifestyle I'm living every day.

And I'd love to share that with you.

Because one conversation... one idea... one moment... won't create real momentum.



YOU NEED A PATHWAY:

Clarity



Crafting



Stage



Exposure



Opportunity

You've now got the starting point. You've got the thinking.
You've got some tools. Now it's about turning this into something real.

Don't just say you want to be a speaker.

Let's show it.

Your next step:

Take what you've written and shape your first talk
Say yes to one opportunity to speak

Or...

Start your Out Speak journey

If you're serious about building a real speaking pathway
I'd love to work with you.

Apply / Book a Call