

**MASTERING THE
ART
OF
PUBLIC SPEECH**

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Mastering Arts of Public Speaking: A comprehensive guide to powerful communication.

OVERVIEW

Public speaking is more than simply standing in front of an audience and delivering message – it is an intricate blend of strategy, emotion, delivery, and connection. This book offers a full – spectrum guide for aspiring and experienced speakers alike, grounded in proven **principles of communication and** performance. Whether you're addressing a classroom, boardroom, political rally, or conference stage, the ability to engage, inform, and inspire is rooted in a mastery of multiple essential components.

CHAPTER 1: RELEVANCE

Imagine talking about winter jackets in the middle of summer at a beach party?

Relevance means aligning your speech topic with interests and concerns of your audience.

Use recent events, **relatable examples, or local stories to establish a strong connection.**

A relevant speech makes your audience nod in agreement and stays tuned

In public speech, relevance refers to how well the content of your speech connects with the interests, needs values, or concerns of your audience. A speech that s relevant will capture attention, build trust, and leave a lasting impression.

Why Relevance Is Important in Public speaking

1.Captures and Maintains Attention

People listen more carefully when they feel the topic affects or interests them

2.Enhance Understanding

A relevant speech uses examples, language, and references the audience can relate to, making your message clearer

3.Builds connection and trust

When the audience sees that you understand their situation or concerns, they are more likely to trust you.

4.Inspires Action

Relevance keeps your message feel agent or important which can motivate people to act or change behavior

How to ensure relevance in a speech.

1.Know your audience

Age, Education Level, cultural backgrounds, appearance among other statistics, interests, Belief, current struggles

2.Choose a suitable topic

Puck issues that affect the audience personally or emotionally

Address trending topics, current events or shared community concerns

3.Use relatable examples

Include stories, analogies, or facts from the audience's environment

Use local references or familiar names

4.Link your ideas to their lives

Always answer “When should they care?”

Directly show how your topic impacts their daily lives, goals, or future

5.Adapt Language and Tone

Speak in a way that feels nature and accessible to the audience

Example:

“less relevant”

“Today, I will talk about agricultural policies in Canada”.

More relevant (for a Ugandan audience)

“Today, let’s explore how improving our local farming policies like those used successfully in other countries can help Ugandan farmers like your parents and neighbors earn more from their hard work”.

CHAPTER 2: ORGANISATION

A speech without structure is like a house without foundation.

Start with a strong opening perhaps a question, a quote, or a short study.

Then move into the main points, each point with supporting details.

Always end with a summary that reinforces your message and remember a well – organized speech helps your audience follow your ideas.

Structure is the **skeleton of every great speech.**

This chapter helps speakers organize their ideas into a logical flow introduction that hook, bodies that educate, and conclusions that inspire actions. Tools such as outlines, signposts, transitions and summaries are covered.

A well-organized speech

- ✓ Have a clear beginning, middle, and end.
- ✓ Follow a consistent flow of ideas.
- ✓ Help the speaker stay on track.
- ✓ Keeps the audience engaged and informed.

Why is Organization Important?

1.Improves Charity

Audiences understand well ideas when ideas are presented step by step.

2.Builds Credibility

A well-structured message makes the speaker look prepared and intelligent.

3.Boosts Memory

Listeners can easily recall main points when they are clearly organized.

4.Maintain Engagement

- ✓ It prevents confusion and boredom, keeping people tuned in.
- ✓ The classic speech structure
- ✓ Most effective speeches follow this basic three – part structure.

1.Introduction

Purpose

- ✓ Grab attention and preview what you will talk about.

Key elements:

- ❖ A hook (quote, question, story, or shocking fact).
- ❖ A thesis (main idea of your speech).

- ❖ A preview of main parts.

2.Body

- ❖ Purpose
- ❖ Present the core content and arguments

Key elements

- ❖ Main points (usually 2 – 4)
- ❖ Supporting details (facts, examples, status, quotes)
- ❖ Transition between points for flow

Common Organization patterns for the body

❖ Chronological: Time Order

(Past – present – future)

Cause and effect: problem – impact

- ❖ The problem – solution show the issue and purpose how to solve it
- ❖ Topical: Break the subject into categories or Themes
- ❖ Compare and contrast: Show differences and similarities

3.Conclusions

Purpose

Summarize and leave a lasting impression

Key elements

- ✓ Restate the thesis or main idea
- ✓ Review the key points
- ✓ End with a call to action, a thoughtful - proving quote, or a memorable statement.

Practical tips for organizing your speech

- ✓ Outline before writing
- ✓ Use bullet pointing to sketch out your introduction, body, and conclusion.
- ✓ Use Transitions
- ✓ Phrases like “firstly”, in contrast, “as a result, “helps your audience follow along.

Signs of Poor Organization

- ✗ Rambling or jumping between unrelatable ideas.
- ✗ Repeating the same points without purpose.
- ✗ Starting strong but ending abruptly.
- ✗ Losing your audience’s attention or confusing them

Real Life Example

“Poorly Organized”

“So let me tell you about social media, I think it’s dangerous. But sometimes it’s good. Like I use it to chat. But there are hackers. So yeah, that’s my speech.”

Well organized

“Good afternoon. Today I will show you how social media impacts our mental health. First, we will look at the rise of social media use among teenagers. Then, I will share two **major psychological** effect it has. Finally, I will offer strategies to use social media more healthily. Let’s begin.....”

CHAPTER 3: DEPTH AND INSIGHT

Go beyond the surface and Dive deep into your topic or research, instead of just saying “pollution is bad, “explore its causes, consequences, and possible solutions.

Offer your **unique perspective or experience** and this adds riches and shows that you truly understand the topic, making your speech not just informative, but thoughtful – provoking

Why is Depth and Insight Important?

1.Builds Credibility

Audiences trust speakers who show they truly understand the subject.

2.Adds value

Instead of repeating ideas, you contribute something new or unexpected.

3.Engages intellectually

A thoughtful message challenges listeners and keeps them thinking

4.Promotes change

Insightfulness ideas often inspire people to act, affect, or change their opinions.

What Does a Speech with Depth look like?

A speech with depth:

- ✓ **Asks** why and how, not just what
- ✓ **Explores** causes, effects and consequences
- ✓ **Offers** different viewpoints and challenges and assumptions
- ✓ **Connects** personal experiences to broader issues
- ✓ **Use stories** or examples to reveal hidden truths.

Techniques for adding Depth and Insight to your speech

1.Ask Big questions

- ✓ Go beyond the topics surface by exploring:
- ✓ Why does this matter?
- ✓ Who is affected?
- ✓ What are the consequences?
- ✓ How does this connect to larger themes?

2.Use thoughtful analysis

- ✓ Don't just present facts – interpret them. For example:
- ✓ Don't say "Many students drop out of school

- ✓ Do say; “Many students drop out of school because they feel unseen, unheard, unsupported – an issue rooted not just in poverty, but in broken systems of mentorship.”

3. Tell personal or Human stories

- ✓ Share real life experiences or emotional stories that reveal a deeper truth:
- ✓ A small story about a classmate’s struggle can reflect the bigger issue of inequality in education.

4. Compare ideas and Explore contrasts

- ✓ Introduce conflicting views or opposing the values, then guide the audience through your reasoning: while social media connects instantly, it also quietly isolates us from real, face – to – face relationships.

5. Make meaningful connections

- ✓ Link your topic to values of justice, identity, freedom, or purpose. This gives the speech philosophical or emotional depth.

Examples

Shallow:

- ✗ Climate Change is a serious problem. It is caused by pollution; we must stop polluting.”

With Depth and Insight:

- ✓ Climate change isn't just an environmental issue. The people contributing the least to global emissions are suffering the most. This is not just a crisis of weather, but a crisis of fairness.”

Common Mistakes that Reduce Depth and Insight

- ✓ Replying too much on surface facts or basic definitions.
- ✓ Quoting others without adding your own interpretation
- ✓ Using clichés or general statement without examples
- ✓ Avoiding complex or uncomfortable truths

How to develop Insight as a speaker

- ✓ **Read** widely on your topic
- ✓ **Reflect** what do you believe and why?
- ✓ **Discuss** your ideas with others
- ✓ **Ask critical questions** about any point you plan to make

Final Tip: Use the “So what?”

Test

After each major point in your speech, ask yourself, “so what? Why does this matter to my audience?” If you can answer that clearly, you're adding the Depth.

CHAPTER 4: SUPPORTING EVIDENCE

Facts speak louder than opinions, add statistics, research findings, quotes from experts or real – life examples to back up your points.

Evidence strengthens your arguments and convinces the audience of your Credibility and knowledge

Supporting Evidence refers to the facts, Examples, data, or expert opinions that **back up your ideas** and make your **speech credible, convicting, and informative**. It gives weight to your message and helps the audience believe your message and help the audience believe what you're saying.

In simple terms:

Your idea + Evidence = Impact

Why is supporting Evidence Important?

1. Build Credibility

Evidence shows you've done your research and aren't just sharing opinions.

2. Increases Persuasiveness

Audiences are more likely to accept and act on ideas that are well – supported

3. Clarifies Ideas

Examples and facts help explain or simplify complex points.

4. Engages the Audience

Real stories, statistics, and quotes make speeches more interesting and memorable.

Types of supporting Evidence

Here are **key types of evidence** that can strengthen your speech.

1. Statistics and Data

Numbers that show the size frequency, or trends of an issue.

Examples: “according to the WHO, over 700,000 people die suicide every year.”

Best when citing studies, surveys, or reports

2. Examples

Real or hypothetical scenarios that help illustrate a point

Example: “Imagine a child walking 10km daily just to fetch clean water. ‘Greater for helping the audiences’ picture real – life situations

3.Facts

Proven information accepted as true.

Examples: “water boils at 100 degrees Celsius at sea level.”

Use to build basic understanding or to support other claims

4.Expert testimony

Opinions or statements from people with authority on the subject

Example: “as Dr. Jane Good all states, the greatest danger to our future is apathy.”

Adds authority and trust to your argument

5.Personal Experience

True stories from your live that relate to the topic.

Example: “I remember sitting in darkness every night my village had no electricity. That’s why I believe in renewable energy.”

Builds emotional connection and authenticity.

6.Analogies and comparisons

Comparing one idea to another for clarity or emphasis

Example: “Giving kids Internet without guidance is like handing them a car without a driver’s license.”

Helps explain abstract or technical ideas

How to use Supporting Evidence effectively.

1.Introduce it clearly

Explain where it comes from: “according to the ministry of Education.....”

2.Explain its Relevance

Don’t just give numbers – tell the audience why it matters

“This means that nearly half of students are dropping out before S4 – pointing to a national crisis.”

3.Blend it smoothly into your speech

- Avoid dumping facts: mix them naturally with your ideas
- Use phrases like:
 - “This shows that.....”
 - What does this tell is.....”
 - “A clear example of this is.....”

4.Balance Emotion and Logic

Combine facts with feelings: “1 in 4 girls miss school during their period. That is just not a number – it’s a young girl missing her future.”

5. Mistakes to avoid

- ✘ Overloading with too many statistics (Audiences get bored)
- ✘ Using fake or outdated sources
- ✘ Quoting experts without knowing who they are
- ✘ Giving Evidence that doesn't relate directly to your point

TIP: Use the R.E.E.E Rule

When adding Evidence, ask yourself:

Is it **Relevant, Effective, Explained, and Ethical?**

Examples in Action:

Weak Version:

“Corruption is bad, it affects development.”

Improvement with supporting evidence:

“Corruption drains 10% of Uganda’s annual budget, according to 2023 report by the Anti – Corruption Coalition. This money would have built over 200 rural schools – yet it vanishes into the pockets of the powerful.”

CHAPTER 5: CONFIDENCE AND STAGE PRESENCE

Confidence comes from preparation and practice

Stand tall, smile, and speak with conviction and good stage presence makes you appear trustworthy charismatic, helping you connect with the audience and so understand the people (audience you are talking to at the moment.)

Confidence is your ability to **believe in yourself** and **deliver your message with assurance** – even if you are nervous inside. It doesn't mean you feel no fear: it means you manage it and **stay in control**.

It shows in:

- ✓ Your voice
- ✓ Your posture
- ✓ Your energy
- ✓ The way you carry yourself

Stage presence: Is your ability to **command attention** and **engage your audience** when you are on stage. It's how your physical and emotional energy feels the space and makes people want to listen to you.

Stage presence includes:

- ✓ Voice

- ✓ Charisma
- ✓ Eye contact
- ✓ Movement
- ✓ Facial expression

Why are confidence and stage presence important?

1.Builds Trust

If you look confident, people trust what you say.

2.Keep Attention

Audiences stay engaged with speakers who show energy and control.

3.Inspires Action

A confident speaker can motivate and persuade others.

4.Reduces Nervousness

Practicing stage presence helps to overcome fear and gain control.

How to Develop Confidence in Public Speaking

1.Preparation = Power

Know your content inside and out

Rehearse in front of mirrors, friends or record yourself.

2.Positive Self – Talk

Replace “ I can’t with, “I’ve got this.”

Use affirmations: “I’m prepared. I’m capable. I belong here.”

3.Start Smart

Begin with small groups or familiar audiences.

Build momentum gradually.

4.Practice Breathing Techniques

Deep breathing calms nerves and strengthen voice.

Try 4 – 4 – 4: Inhale for 4 seconds, hold for 4 seconds, excel for 4 seconds.

5.Accept Nervousness

Even great speakers feel nervous. It shows you care.

Use nerves as energy instead of fear.

How to build Strong Stage Presence

1.Own the Space

Walk in with confidence, shoulders back, and then head high.

Move with purpose – don’t space nervously.

2. Use Eye Contact

Make your audience feel seen.

Sweep across the room, passing at different people.

3. Use your Voice Effectively

Speak clearly, with strength

Vary your pitch, pace, and volume (vocal variety).

4. Use Meaningful Gestures

Emphasize points with hand gestures.

Avoid crossing arms or putting hands in pockets

5. Facial Expression

Let your face reflect your emotions.

Smile when appropriate and show intensity when needed.

6. Engage with Energy

Passion is contagious. Show enthusiasm through your voice, eyes and body.

Mental – Tricks to Boost Confidence

✓ Visualize success

Imagine the audience clapping at the end.

✓ **Act “as if”**

Even if you don’t feel confident, act like you and your body will follow.

✓ **Focus on your message, not yourself:**

Remember, it’s not about being perfect – it’s about serving the audience.

Common Mistakes That Hurt Confidence and Stage Presence

- ✗ Fidgeting or hiding behind the podium.
- ✗ Speaking too fast due to nerves.
- ✗ Avoiding eye contact
- ✗ Over – apologizing (“sorry am not good at this”)
- ✗ Monotone voice or stiff gestures.

Examples:

Without confidence and stage presence:

“I guess.....um.... I’m here to talk about climate change. Uh..... It’s bad we should care”

With confidence and stage presence:

Good morning. Today, I want to show you how climate change is not a distant problem, but a present danger – one that demands our immediate action.”

Final Thought

“People may forget your words, but they will never forget how you made them feel”.

Confidence and stage presence make your message stick.

CHAPTER 6: EYE CONTACT

Making eye contact builds trust and shows you are engaging directly with the audience hence creating a personal connection, making people more likely to listen and remember your message.

Eye contact in public speaking is a powerful nonverbal tool. It plays a major role in building trust, connection and engagement with your audience. Here is more about eye contact in public speaking

1.Builds connection and trust

When a speaker makes eye contact it shows confidence and sincerity. It helps the audience feel that the speaker is speaking to them personally, not just delivering a memorized speech. This creates emotional connection which builds trust

2.Increased audience engagement

Eye contact draws the audience. It keeps the alert and involved. People are less likely to be distracted when the speaker's eyes are moving across the room making each section of the audience feel included.

3.Boosts speakers' audience

Making purpose full eye contact can actually help calm nerves. It reminds the speaker that the audience is made

up of individuals, not just a crowd. This shift can make the speech feel more like a conversation than the performance.

4.Helps with feedback and adjustment

By observing your audience's, facial expressions through eye contact, you can read their reactions. If they look confused, you may slow down. If they seem interested, you continue. They help with real time adjustment of your delivery.

5.Avoids looking robotic or unnatural

If a speaker avoids eye contact, it can appear that they are unprepared, nervous or untrustworthy. On the other hand, staring too long at one person or looking over people's heads can seem awkward or mechanical.

Tips for effective eye contact

- ✓ Divide the room into sections and rotate your gaze naturally
- ✓ Hold eye contact with one person for about 3 – 5 seconds, and then move on.
- ✓ Avoid staring at your notes or the flow
- ✓ Practice with a mirror or friends to become comfortable with steady eye contact

Why Eye Contact Is Needed in Public Speaking

Eye contact is one of the most important elements of effective communication, especially in public speech

Here why:

1.Establishes a connection with the audience.

Eye contact creates a sense of personal interaction and makes the audience feel that you are speaking to them, look at them. This connection helps the audience stay emotionally involved and interested in your message.

2.Builds trust and credibility

When you look people in the eyes while speaking, it shows honesty, openness, and confidence. Avoiding eye contact may make you seem unsure, dishonest or disconnected. Strong eye contact makes you believable and trustworthy

3.Keeps the audience engaged

A speaker who maintains eye contact helps keep the audience's attention. People are more likely to listen actively when they feel seen.

CHAPTER 7: VOCAL VARIETY

Vary your pitch, pace and volume to avoid sounding monotonous. Vocal variety keeps the audience interested and emphasizes key points.

Use pauses from dramatic pauses from dramatic effect and gives listeners time to absorb information.

Vocal variety refers to the way a speaker changes their voice to make their message more engaging, emotional and clear. It includes changes in pitch, tone, volume, pace and pause. Using vocal variety keeps the audience interested and helps deliver the message more effectively

1. Pitch

- ✓ Pitch is how high or low your voice sounds
- ✓ Varying pitch adds emotion and keeps your speech from sounding flat or boring.
- ✓ For example, a higher pitch can show excitement, while a lower pitch can show seriousness or authority.

2. Tone

- ✓ Tone reflects your attitude or feeling towards what you are seeing
- ✓ A warm friendly tone can communicate to the audience
- ✓ A firm or serious tone can show the importance of a topic

- ✓ The right tone sets the mood of your speech

3. Volume

- ✓ Volume is how loudly or softly you speak
- ✓ Louder volume helps to emphasize important points
- ✓ Softer volume can make the audience in, making them listen more carefully
- ✓ Controlling volume helps maintain attention or emphasis

4. Pace (speaking speech)

- ✓ Speaking too fast can confuse the audience or make you seem nervous
- ✓ Speaking too slow can bore the audience
- ✓ A good public speaker uses changes in pace to reflect emotions or highlight ideas.
- ✓ Example: Slowdown during emotional or important moments: speed up during exciting parts

5. Pauses

- ✓ Strategic pauses give the audience time to think.
- ✓ They create suspense and emphasize a point.
- ✓ Avoid filling pauses with “um or uh” – silent pauses are powerful

6. Emphasis

- ✓ Emphasizing certain words using stress, pitch, or volume adds meaning.

Why vocal variety matters

MASTERING THE ARTS OF PUBLIC SPEAKING

- ✓ Keeps the speech interesting and alive
- ✓ Helps convey emotion and meaning
- ✓ Makes the speaker natural and confident
- ✓ Helps the audience remember key points
- ✓ Without vocal variety, even a well – written speech can sound dull or robotic. But with vocal variety, you become more expressive, persuasive, and memorable.

CHAPTER 8: BODY LANGUAGES (GESTURES)

Gestures and posture should match your message. Avoid crossing your arms or pacing too much, use open gestures to reinforce your words and convey confidence and sincerity

Body language, especially gestures, plays a powerful role in delivering of a strong public speech. Your body speaks alongside your words – it adds energy, clarity, and emotion to your message. In fact, audiences often believe what they see more than what they hear, so using body languages effectively makes your speech more impactful.

What are Gestures in Public Speaking?

Gestures are the movement of your hands, arms, and body that helps express your message. They can:

- ✓ Emphasize key points
- ✓ Show emotion
- ✓ Describe size, shape or direction
- ✓ Support storytelling or examples

Types of Effective Gestures

1.Descriptive Gestures

- ✓ Show size, shape or movement
- ✓ Example: spreading your arms to showcase something large

2.Emphatic Gestures

- ✓ Add force to your words (e.g., pounding a fist softly to show determination)
- ✓ Help underline important points or emotions

3.Symbolic Gestures

- ✓ Represent ideas or feelings
- ✓ Examples: A thumb – up to show approval

4.Locative Gestures

- ✓ Point to locations or show directions
- ✓ Useful when comparing or contrasting ideas

Why Gestures Are Important

1.Reinforce your words

Gestures make abstract ideas more visual and easier to understand

2.Engage the Audience

Movement catches attention. When used well, gestures keep people focused on you

3.Show confidence and passion

Controlled, expressive gestures show that you believe in your message. Nervous fidgeting or hiding your hands can do the opposite.

4. Express Emotions

Your body, expressive gestures show that you believe in your message

What to Avoid in Gestures

- ✘ Repeating the same gestures too much
- ✘ Putting hands in pockets or behind your back
- ✘ Crossing your arms (can seem closed – off)
- ✘ Fidgeting or pacing aimlessly
- ✘ Overacting or using fake, unnatural movements

Tips for Using Gestures Effectively

- ✓ Be natural – let gestures flow with your words, not forced
- ✓ Maintaining gesture to meaning – they should support what you're doing or saying
- ✓ Use open and expressive movements – especially when addressing a large audience
- ✓ Practice with purpose – rehearse gestures along with your speech.

CHAPTER 9: VOCABULARY AND GRAMMAR

Use appropriate language based on your audience hence avoid slang unless it's suitable and ensures your grammar is correct

Clear and correct language boosts your credibility and avoids misunderstandings.

In public speaking, your words matter just as much as your delivery. Using the right vocabulary and correct grammar helps you sound clear, professional and credible. It also ensures that your message is understood and respected by your audience.

1. Vocabulary in Speech

- ✓ Vocabulary refers to the choice of words you use in your speech. The words should be:
 - ✓ Clear – easy for the audience to understand
 - ✓ Appropriate – suited to the topic and audience
 - ✓ Precise – stay exactly what you mean
 - ✓ Expressive – help show emotion, action, or description

Why vocabulary Matters:

- ✓ It helps the speaker communicate ideas effectively
- ✓ Rich and varied vocabulary makes your speech more engaging and colorful.

- ✓ It allows you adapt to your audience (formal, Informal, youth, professionals)
- ✓ Good word choice helps avoid confusion or misunderstanding.

Example Comparison:

- ✗ “He goes to school every day and study hard for the success.”
- ✓ “He goes to school every day and studies hard to be successful.”

How Vocabulary and Grammar Work Together:

A good speech isn't just what you say – It's how you say it

Strong vocabulary helps you say things better. Good grammar ensures the audience understands them clearly and respects your professionalism

Vocabulary gives power to your message. Grammar gives structure. Together, they make your speech clear, effective, and impactful.

CHAPTER 10: TIME MANAGEMNET

Stick on the allocated time and practice to ensure your speech fits the time limit hence rushing or dragging out your speech as both can lose the audience's attention

Time management in public speaking means using the available time wisely to deliver your message clearly, completely, and within the set time limit. A well – time speech shows you are organized, respectful and prepared.

Why Time Management Matters

1. Shows Respect for the Audience and organizers.

Going over time can bore or frustrate the audience and affect the event schedule. Finishing too early might make you seem unprepared.

2. Keeps your message Focused

When time is limited, you must choose your words and points carefully. This keeps the speech cleared free of unnecessary information

3. Improves Delivery

A well – being speech and rushing or dragging. It gives room for Pauses, examples, and emphasis without running out of time

4. Helps with confidence

Knowing how long your speech takes, reduce nervousness. It gives you control over your presentation

Tips to Improve Time Management

- ✓ Use cue cards or outlines to stay on track
- ✓ Mark time checkpoints in your notes (e.g. “By 3rd minute, finish point 2”)
- ✓ Avoid going off topic or repeating ideas
- ✓ Know your time limit and stick it firmly.

CONCLUSION

This book is based on a **public speech career**, and ready to promote uniqueness in motivational speech, and speech delivery and has been written by a professional young concept writer and motivational speaker. Mastering public speaking involves more than just talking – it’s about connecting, engaging, and leaving an impact. By understanding and applying these essential concepts, you can become a confidential, and compelling speaker who inspires, informs and influences your audience hence keep practicing, keep refining, and always speak from the heart in order to maintain passion, believe, extra abilities of communication skills and speech delivery.