

Fear of Public Speaking Tops List of Phobias

SAN ANSELMO, CALIFORNIA, UNITED STATES, June 11, 2014 /EINPresswire.com/ -- Studies have shown that people fear speaking in public more than they fear illness, flying in airplanes, terrorism, or even death. In fact, according to the National Institute of Mental Health, 74 percent of us suffer from “speech anxiety” that keeps us from communicating our ideas as well as our needs and wants.

“This is a shocking statistic,” says Terry Ward, a veteran public speaker and author of the new book “Life’s a Pitch: The Essential Guide to Presentations.” “Talking to one another, whether in casual conversation or across a boardroom table, is how we make things happen in life. So if you can’t do that effectively, how lost must you feel on a day-to-day basis?”

As a presentations consultant to Fortune 1000 companies for the last thirty-one years, Mr. Ward has seen this phenomenon more than once—and helped those who suffer from this phobia to overcome it. In Life’s a Pitch, he reveals how to turn any conversation or presentation into a powerful tool that connects you to your audience by:

- Developing a dynamic state of mind, allowing you to improvise based on your listeners’ reactions.
- Using a “less is more” approach. Keep what you say simple, and your message will shine through.
- Focusing on adding value for your listeners: What do they want? And how can you give it to them?

“To be effective speakers, we have to move past what we want and focus on what our listeners need from us,” Mr. Ward notes. “When you take that spotlight off yourself and turn it on your audience instead, you become a powerful presenter who instills, influences, and inspires—even if you’ve never stepped in front of a crowd to speak before.”

About the Author

Since 1983 Terry Ward has served as a consultant to Fortune 1000 companies on creating compelling presentations. With his work in advertising and as a Hollywood writer, along with his training in improvisation, Terry has developed simple yet powerful concepts that allow people to connect with their listeners using the spoken word. (<http://www.commskillsgroup.com>)

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