

Together Forever!



Content Specialist - Zanele Njapha

#Intro to Public Speaking

DATA FRIENDLY VERSION

**INTRO TO A
PUBLIC
SPEAKER**



Lesson One

Speaking to the World

Meet the Expert

As a professional speaker, Zanele falls under the industry known as Edutainment, taking on the roles of a key-note speaker, workshop/program facilitator, strategy consultant, coach, MC and more.

Zanele is the founder and CEO of the amazing "The UnLearners" – Focusing on strategy and culture that creates meaningful, trackable results for teams and organisations through key-note speakers, workshops, and executive coaching.

Check out The UnLearners platform or Zanele's LinkedIn profile below:

<https://www.theunlearners.com/about/>

<https://za.linkedin.com/in/zanelenjapha>

Zanele's ambition within her journey includes the change to separate her personal brand from the UnLearners business, so that her business can operate and function as a separate entity that will continue to scale and grow above the work carried out by the individual.

Finding the audience to target

The target market I aim at is within the corporate world, large scale business, and any organisation with high capacity and multi-nationals. But for an aspiring speaker, you can capture any target market you want provided you are solving a problem, bringing forward a solution, and really speaking to that target market audience and their needs.

The public speaking industry is a growing field of work due to the constant need for guidance within an ever-changing world. As individuals develop within a business, they need help to solve problems, to support their organisations and team to rethink, reframe, strategize, and even shift cultures.

More and more businesses be open to this role of a speaker to facilitate positive change and action, especially after the movement of the great resignation that really placed a focus on the employee value and the ability to serve their customers.

Building a Career in South Africa

The public speaking space is moving in a very interesting change for the South African landscape, whether you serve corporate or public initiatives, the speakers value that they bring is truly being more and more appreciated locally. By understanding you don't just have a motivational speaker but a lot more of a speaker aimed at the ability to help a team tap into contextually insights, facilitate growth and aid with a focus on the value provided as a resulting change for the audience.

The focus is now placed on the empowerment the speaker brings to the listening team, and we aim to be a professional who speaks, not simply a speaking professional. So, to do this, we need to position a level of expertise within a specific niche, that supports and empowers the audience to then solve a problem through your speaking intervention.

Lesson Two

Personal expression and role mastery

The good that comes with a speaking career

Within the role of a speaker, some of the pros are definitely getting paid for your expertise! The value you give is a solution, which is why you can charge a premium rate to businesses based on the facilitation you are providing to the group. So, you are now earning a good income from an expertise you already hold and have a great sense of insight and mastery to share.

You also have the chance of meeting some truly fantastic individuals, and great clients that you can build an amazing working relationship over time. This leads to continued business, building a brand work, and great friendships. This is also a space that allows you to deliver your work at scale, with one talk you can capture an audience of hundreds or even thousands. The key is to then find a method to leverage that power of impact across the scope of the audience you have.

The not so great part of this speaking industry

Public speaking gives an illusion and trap of trading time for money, which often leads to the significant issue of needing to give up a lot of your time and presence as you scale. If this remains your business model, then ultimately you end up with a cap on your earning potential as your time is always limited. This does however give the opportunity to think about your route to scale and figure out the ways in which you can remove yourself from the solution you are offering.

Trying to build a profession within the speaking world, the audience, and customers you have will always associate you as an individual with the offering at hand. This is difficult to navigate as you then grow out of this role and attempt to build a bigger value proposition within the space – So the customer can no longer see the value on offer if you are not a part of the delivery.

Expectations of a speaker

The public expects you to have a celebrity status when you are a professional speaker and assume this is a limiting factor for who gets selected. This is a misconception as some speakers are provided a platform due to their growing status, but the key to any speaker getting selected comes from your understanding of what it is your positioning and solution.

80% of the work a public speaker needs to do is around networking, creating relationship and managing your impact space and building an audience. This then leaves your 20% as time in the room delivering on your actual speaking ability to show value and quality of impact. So therefore, the struggles of a professional speaker often comes from the misunderstanding that the majority of work is not actually just being on stage speaking but needs to be aimed at growing your network of relationships.

Lesson Three

Steps in the right direction

Breaking into the field?

The best way to get into this industry and role is to start out with the area of expertise you have available to you, and then simply starting out with social media. Start sharing your expertise with a simply three tips on how to do something, or quick reel as a how to guide. By doing this you become associated with a specific them and a specific solution by placing yourself in that space.

So, the initial aim is to create such a strong association of yourself within a specific theme that you become the person they think of when they talk about a problem or solution within that space, and you are now the individual they feel they can relate to.

The capabilities of social media allow us to break into this industry and role at such a low cost. By understanding how to position yourself on social media will ensure that the audience immediately relates you to this topic, so therefore your social accounts and branding should reflect and showcase this value.

Speak to people you know that make up the audience you want to speak about, get their buy in and feedback on your concepts and delivery. Find the type of customer or audience you are wanting to engage and offer up your solution as a service. It is also important to work on the mutually beneficial relationships that require both give and take whilst you build up your brand and status.

Applying this into your role as a founder

The key functions a founder can focus on to build their brand presence and speaking for their business is to focus on clarity of communication. Clearly identify and communicate what your solution is and what it looks like, whilst also ensuring they understand exactly how to engage with your solution.

This is why it is so important to have a clear call to action on every social media post, every meeting, or any engagement. Ensure on every action you have that direct call to action that they understand exactly what is required for the next steps in this journey. Even if it is something as simple as booking the next meeting, it needs to be obvious and successfully followed through.

Tips and Tricks

Just start speaking about a topic you have an expertise with or a strong passion and do so consistently. Don't start with a few segments and then give up based on low traction – Continue with the efforts and be a consistent voice in that space until you build that traction with the audience. Join a speaking association to learn from the others in that space.

One key tip to focus on within the speaking space is to build a community! When you are speaking and sharing to a community, find ways to create a space that people can understand, champion and support what you do so that others can buy into this concept. This community will be what really drives engagement and sales for you in the long run.

To create your own unique voice within the industry, look at what you enjoy and what the world needs. Lean on your passions, expertise, and knowledge you must build on. Find a way to create and establish a unique take on your subject matter – This is your differentiation that you can sell from as a perspective.