

“Wow! Now, that was a great speaker.”

Three considerations when selecting a motivational speaker...

There is nothing as uplifting as a dynamic motivational speaker. Whether it is a teacher, a coach or a paid professional, a gifted speaker has a certain way of capturing the imagination of the audience and inspiring them to take action. For that reason, businesses have for years been inviting celebrities, sports heroes, sales specialists and thought leaders to their meetings to help rouse the competitive spirits of their sales forces. Today, there are countless experts available to speak to your audience. Each has an experience to share and most are willing to incorporate your messaging into their presentation. When it comes to selecting the right one, here are three essentials to keep in mind:

- 1 Alignment is everything** – Above all else, the key to getting the most out of your investment is to align your speaker’s message and experiences with those of your audience. All sales forces are different, however, as a unit, they have a shared experience; one that the speaker must recognize and relate to as would a peer or mentor—appealing to both their professional interests, as well as their emotions.
- 2 Customization of content** – All professional speakers have a “canned” presentation. It may relate to their experience as a business professional, their years in the dugout or their life-long quest to reach the summit. In any case, they can speak to their story with passion and conviction. What an accomplished speaker adds is the willingness to deviate from their prepared remarks to incorporate your unique business challenges, climate, customs, etc. When seeking the ideal candidate, it is therefore critical to not only confirm their willingness to customize the presentation, but also to arrange for the necessary time/effort pre-meeting for the presenter to do so. The more seamless and interwoven the resulting presentation, the better. Your audience will appreciate that the speaker has made an investment in them – taking the time to truly understand their unique situation and then applying their expertise to bring about positive change.
- 3 Positioned to win** – When and where to position your speaker during the week is another important calculation; do you start off with a bang, alleviate a mid-week lull or finish strong? In our experience, we have found that a motivational speaker is best positioned early in the week – ideally following your CEO or principal internal presenter. This approach addresses two important considerations. First, it eliminates the burden of having one or more of your internal presenters follow on the heels of a professional storyteller. After all, by its very nature, the art of being a motivational speaker requires a commanding stage presence that is honed razor-sharp over time. Even a proven CEO may find it hard to shine as brightly as a professional speaker. It’s better to have your CEO shine in his/her own light before introducing the keynote. The second consideration goes back to the earlier points of alignment and customization. By positioning your speaker after your chief officer, you can have him/her reinforce key messages first introduced by your team. e.g., “As John wisely pointed out” or “Jane was on point when she said...” This not only

shows alignment, but also elevates the standing of your officer to that of an expert – a voice equal to that of the speaker's.

By closing the session immediately following the keynote, your audience has an opportunity to reflect and share their excitement over a short break. Meanwhile, enough time will have passed to allow for subsequent speakers to make a fresh start.

In addition to these three essentials, we suggest keeping it short and sweet. Over the many National Sales and Launch Meetings we have produced, we have found that audiences increasingly feel overloaded with information. They remain receptive, but even the most spirited can become numb to an abundance of content. With that in mind, don't make the mistake of letting the cost of your keynote compel you to get every minute's worth of your dollar. Less is more, and in the end a good speaker needs only a short amount of time to connect with and compel your team to elevate their performance.



To see how we can assist you in locating and preparing a motivational speaker for your next event, contact Robert Armstrong at Robert.Armstrong@mc3.com or at 484.887.7370.

About the author – Robert Armstrong is President and Operating Principal of MC3. Under his leadership, MC3 has grown to become a premiere production, training and technology supplier to the Life Sciences industry. As has been his way for more than 25 years, Bob's keen focus and accountability ensure that MC3's solutions consistently deliver maximum value to our clients.

mc3 engage. educate. elevate.



Click to join the conversation!