



## Ryan Avery's Core Questions

What Leaders Must Ask Themselves Before Speaking in Front of a Live Audience

- 1) Do I know the material at hand at least 80%
  - a. What is my message?
  - b. What is my one call to action?
  - c. What stories will I use?
  - d. Do I know my opening and my closing?
- 2) Am I here to make the audience laugh, learn, feel inspired or a combination of the three?
- 3) Have I spoken out loud as if the event already happened?
- 4) Have I tested the equipment?
- 5) Do I know who is in charge of AV, sound, introducing me and who invited me?
- 6) What questions might they ask me?
- 7) What happens if I do this and what happens if I don't?
- 8) Am I ready for anything to happen?
- 9) Is what I do important?
- 10) Why me, my company and my services/product? (Your UPS)

*Looking for extended training to improve your communication skills on and off stage? [Start the conversation](#) and let's see if I am the right guy for the job!*