



## **Lend Me Your Ears: All you need to know about making speeches and presentations**

*Max Atkinson*

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## **Lend Me Your Ears: All you need to know about making speeches and presentations** Max Atkinson

The past twenty years has seen the emergence of an industry standard model of presentation - the slide show. Yet research has shown that audiences are deeply dissatisfied with this mode of public speaking. In Lend Me Your Ears, Max Atkinson - a highly experienced speaker and trainer, having been involved in speech writing for business, politics and the arts for 30 years - uses the findings of recent scientific research combined with the rules of classical rhetoric to highlight the secrets of successful persuasion. Using extensive research based on empirical evidence, Max has developed a new and provocative way of looking at speech making, providing the reader with practical and simple guidelines, exercises and tips to improve performance, including:--advice on the use of classical rhetoric--how to write a speech when in a rush--the myths surrounding visual aids --the use of body language. And much more!

With expert advice that will appeal to everyone from experienced CEOs to those writing that all-important wedding speech, this is destined to be the definitive text in this area.

## **Lend Me Your Ears: All you need to know about making speeches and presentations** **Details**

Date : Published September 2nd 2004 by Vermilion (first published January 1st 2004)

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Author : Max Atkinson

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## **From Reader Review Lend Me Your Ears: All you need to know about making speeches and presentations for online ebook**

### **Frank Sloth Aaskov says**

A very clear cut guide in very simple techniques when doing public speaking. The book was very easy and straight forward and gave an insight into e.g. why not to use Powerpoint as your personal notes or how to built a structure in a speech.

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### **David Berkowitz says**

#### **Excellent guide for current and future speakers**

As someone who has given hundreds of public talks (but by no means sees myself as a gifted speaker), this book makes me appreciate how much I have to learn. It's inspiring to attempt to take some of these techniques and run with them. While I read this via Kindle (making quite a few highlights), this will be a rare one I order in print to keep handy.

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### **Bruce says**

#### **Excellent book**

This was an excellent book on public speaking by someone who understands, from a scientific perspective, how communication really works.

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### **Augustin Erba says**

Don't use Powerpoint. Don't use Powerpoint. Yes, and by the way, don't use Powerpoint. An instructive read about why an enthousiastic chalk and talk trumps everything.

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### **Magnus says**

This is an excellent book. Anybody who does presentations now and then should read it. If nothing else for the sake of your audience!

Learned so many things from this that I don't even know where to start. Perhaps the most important insight is the realization of how badly done most presentations actually are, and how easy it is to make them more interesting and memorable.

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## **Yuval Yeret says**

Some good advice. Hope I can internalize and take action on it, which is the real test.

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## **Jurgen Appelo says**

Very good, diverse common-sense advice for public speakers.

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## **Lars says**

If you're looking for a very simple, practical and sensible book on how to be a better speaker/presenter, this is it.

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## **Scott Couchenour says**

Good practical help in this book.

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## **Brent says**

The only book about speechwriting I recommend my students read.

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## **Nick says**

I'm baffled by books like this. Published in 2004, this book covers public speaking at such a simple level that a high school speech teacher would be embarrassed to use it. Where was the editor? Where was the publisher? Where were the critics? There's virtually nothing in here that you haven't already figured out for yourself with 2 minutes' careful thought on the subject of public speaking. If you've only given 1.5 minutes careful thought to the subject, this is the book for you.

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## **Younes Benimam says**

I have learned a lot of new things about public speaking and the art of speech . The book , as it is claimed, (as I haven't read a lot books of the kind ) is one of the best books about public speaking for the techniques mentioned in the book are quite useful and very practical . Moreover, the book is chock-full of examples and illustrations as well as exercises concerning speech ,

The book is devided into five parts . Each one discusses an aspect . The first one talks about the language of public speaking and the difference between conversational language used in public speaking , how audiences

get bored and how to attract them as well as the difference between the written and the spoken languages . The second parts tackles visual aids and crushes, I avoided reading this chapter due to its degree of importance for me )

The third chapter , which is for me the most interesting one , talks about the power of words , rhetorical techniques and the way public speakers attracted audiences and influenced them along all the history of man kind , starting from religious books, literature , to modern political speeches . It is full of examples and illustrations that can make you aware exactly of how those techniques are used and how you can use them as well .

The penultimate part of the book deals with putting all the previous principles into practice and analyses famous influencing quotes and passages of famous influencing speakers .

The last chapter corrects some misconceptions about body language , gestures and movements and how certain myths about body language can ruin your performance, like the myth of 93% of our communication is non-verbal and that there are certain kinds of clothes to wear to face an audience then provides you with some tips about body language and movements .

Personally, I found it quite useful and practical . I am with much more knowledge and awareness about public speaking than before reading this book . I started using the techniques even in my conversational language in my daily life and I started paying more attention to how politicians and public speakers use as techniques and how they deliver good speeches . However, reading this book doesn't make you a good public speaker .This has to be followed by practice and put into concrete actions . The language of the book is quite appealing and easy to follow and one good aspect about the book is that the author gives you a summary of each chapter at the end of it .

I highly recommend it for people who want to become better at public speaking , especially debaters and those who do a lot of presentations in their studies, business, or even it can be useful too in your daily life .

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Some impressions about the book from successful people in public speaking :

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There was scarcely a single major speech in my eleven years as leader of the Liberal Democrats that I made without benefiting either from it or from his personal advice and help. Lend Me Your Ears includes many new insights into the art of effective speaking, and will be invaluable to all those interested in making words count and using verbal communication to influence people.'

Paddy Ashdown  
Leader of the Liberal Democrats, 1988–99

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'As a speechwriter for Ronald Reagan, I relied for rhetorical direction on the great speakers from Demosthenes to Churchill, on the great guides from Aristotle to the President himself, and on Max Atkinson. No one surpasses Atkinson in the rigor and clarity with which he spells out how to move audiences to applause, get quoted in the media and become known as the most brilliant presence on any podium.'

Clark Judge  
Managing Director, White House Writers Group

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'Over the last 30 years I have spoken in 28 countries, launching cars, opening buildings and guest speaking at conferences. Throughout I have read any book on oratory that I can lay my hands on and Max Atkinson's Lend Me Your Ears is by far the

best. I had planned, in my retirement, to write the perfect book on public speaking. I will now have to find something else to do!'

Peter Hancock

Managing Director, Peter Hancock International, Ltd.

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