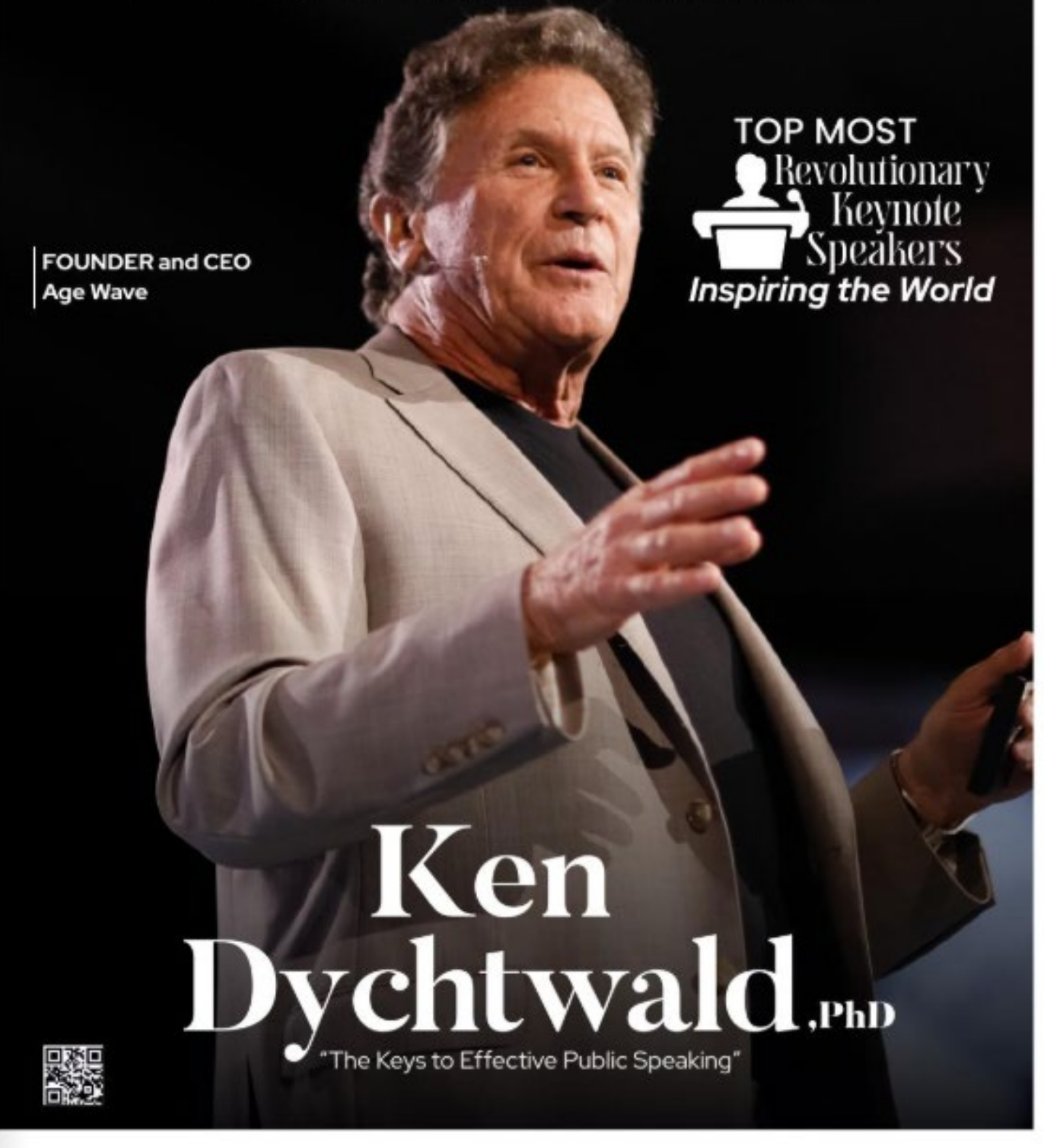
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FOUNDER and CEO
Age Wave

Ken Dychtwald, PhD

"The Keys to Effective Public Speaking"



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Age Wave

KEN DYCHTWALD
PhD

"The Keys to Effective Public Speaking"



Ken Dychtwald, PhD has emerged as North America's foremost visionary and original thinker regarding the social, economic, healthcare, marketing, financial, and workforce implications of the "age wave"—a term he coined in the 1980s. He is a psychologist, gerontologist, and documentary filmmaker and has been a highly sought-after keynote speaker for nearly fifty years. He is also the bestselling author of 19 books, including *Age Wave* and his two latest, *What Retirees Want: A Holistic View of Life's Third Age* and *Radical Curiosity: My Life on the Age Wave.*

Dychtwald has served as a fellow of the World Economic Forum, was a featured speaker at two White House Conferences on Aging, and was named the single most influential marketer to baby boomers over the last quarter century by *American Demographics.* His article in the *Harvard Business Review,* "It's Time to Retire Retirement," was awarded the prestigious McKinsey Award, tying for first place with the legendary Peter Drucker. He has twice received the American Society on Aging Award for distinguished leadership as well as the Inspire Award from the International Council on Active Aging. He and his wife, Maddy, received the Esalen Prize for their outstanding contributions to advancing the human potential of aging men and women worldwide.

Since 1986, Ken has been the Founder and CEO of Age Wave, an acclaimed think tank and consultancy focused on the social and business implications and opportunities of global aging and rising longevity. Age Wave's client list has included more than half of the Fortune 500. During his career, Ken has addressed more than two million people worldwide in his speeches to corporate, association, social service, and government groups. His strikingly accurate predictions, landmark research, and innovative ideas are regularly featured in leading print, electronic and social media worldwide and have garnered nearly twenty billion media impressions.

Ken Dychtwald has a unique ability to blend cutting-edge social science and unrivaled knowledge. He earned the highest speaker ratings in the history of our 'Committee of 100' meetings. His style is riveting, and his insightful solutions are truly visionary. He's a show-stopping keynoter.

Thomas J. Donohue, Former President and CEO, U.S. Chamber of Commerce

The Five Key Elements to Being an Effective Public Speaker

1. Why is it Important to Define Your Purpose—And Stay Anchored to It?

A: As Simon Sinek would say, "Know your why." Are you there to close business? Or entertain? Are you there to have people like you? Are you hoping to educate your audience or motivate them to be visionaries and change the world? Be certain about your purpose, and make sure every element of your presentation aligns with it so your message resonates. To accomplish this, you'll need to maintain control of your session.

Q: How do you stay in control of your session?

A: Ensure your audience is paying attention. I will not begin my talk until the room is quiet and people are not distracted. That makes the whole experience more effective. Also, people may try to take you off course. Commit to your purpose—to explain insurance or help brainstorm a new idea—and be sure you're always heading in the right direction.

Q: Can you share an example from your own life of staying focused and on purpose during a session?

In 1999, I was invited to appear on World News Tonight with Peter Jennings for the historic 12-hour Millennium broadcast. Of one hundred global experts, I was chosen to be the expert on longevity and spent weeks preparing to answer the following question: "Ken, how do you feel about the fact that so many people are living longer lives?"

I excitedly thought about how there would be a billion people watching. I would never again have an opportunity like this in my career. When December 31st arrived, I stood with a TV crew in San Francisco's Union Square for several hours until I heard Peter Jennings in my earpiece. "As you see us going around the world today, Ken, and looking at the exploding birth rates, it must give you shivers."

What? He asked me the wrong question! I immediately pivoted and steered the unexpected question in the right direction. "Well, yes, it does," I responded. "Just to imagine the idea of 20 million births per year in India, which is five times the number of births than there were after our great baby boom after World War II. But what I find even more interesting is how many of us will be living longer and longer and even longer in the 21st century."

The lesson here is to stay focused on your purpose. Someone in the audience might have a comment or question that's off-topic or ill-timed. Keep control. Acknowledge it, but guide the discussion back on track.



Ken Dychtwald changed the way I view the future. He unlocked truths so clear and powerful that they are shocking. His understanding of population demographics is utterly critical for any CEO, executive team or government leader to understand.

Peter H. Diamandis, MD, Chairman/ CEO, XPRIZE Foundation, Executive Chairman, Singularity University

2. Why Should a Speaker Be Fully Prepared?

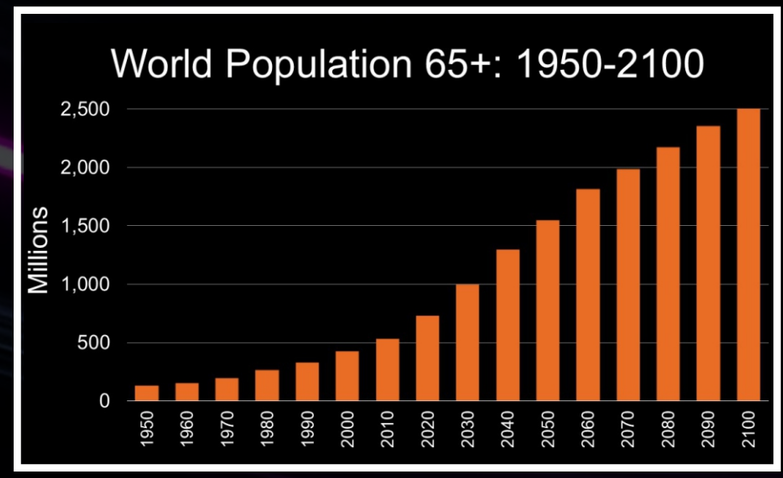
A: It starts with knowing your material. Your content needs to be accurate, up to date, and delivered fluently without scripted notes or a teleprompter, which can diminish the vitality of your delivery. My rule of thumb is to give any speech at least five times to know it thoroughly. The first time I do something, it may be a bit sketchy, but with practice, it definitely improves. I use a simple one-page outline of notes in order to know the layout and sequence of what will be covered. Practice is key—I've rehearsed with family, colleagues, a speaking coach, or groups at the local college to improve the delivery of my material until it is honed and sculpted.

Q: Are there other logistics important to ensure the best outcome?

A: Know your tools and venue. The microphone, AV equipment, and room lighting are critical to your success. I always come in a day early to test everything in advance. If the sound system is fuzzy or the images don't work clearly, it just won't be as good—and I want my time with every audience to be as great as possible.

Q: How do you tailor your presentations to each audience?

A: Study your audience and their *why* in advance. Are they having a good year or are they struggling? Do they want to be educated, motivated or both? Have preparatory calls with the meeting planner in advance. Then, consider how to best engage them. I often watch past speakers who have resonated with a particular audience. A common mistake is talking over or under your audience—find a connection by understanding who you're talking to.





3. Why is Reception More Important Than Transmission?

A: Over the years, I have learned that what you're saying—the transmission—might seem interesting, but what your audience is hearing, thinking, and feeling—the reception—is far more important. And they're not always the same.

Q: How can a speaker know whether the audience is tuned in?

A: I often meet people who tell me that they enjoyed my presentation, and I like to ask why or what, in particular. Sometimes, their response surprises me, and what they heard isn't always what I thought I was saying. Or, I meet people years after a talk, and they say, "I heard you speak 10 years ago." I then ask them, "Really? What do you remember? Or what points was I making?" These exchanges teach me how to shape my transmission to receive the desired reception.

Q: Do you have an example from your life that illustrates this?

A: In the early 1970s, I attended a Ravi Shankar concert in Berkeley. When Ravi Shankar, the great Indian sitar master who influenced the Beatles took the stage, the crowd of about one thousand people were raucously excited. He started to play, then stopped and began tuning his sitar—and kept tuning it for thirty minutes. I was puzzled by this.

About one month later, I met Ravi Shanker at a dinner when he was a guest at a retreat in the community where I was living. I asked him about the concert in Berkeley, still curious why it took so long for him to tune his instrument and why he didn't tune it beforehand. "I was not tuning my sitar," he said. "I was tuning the audience."

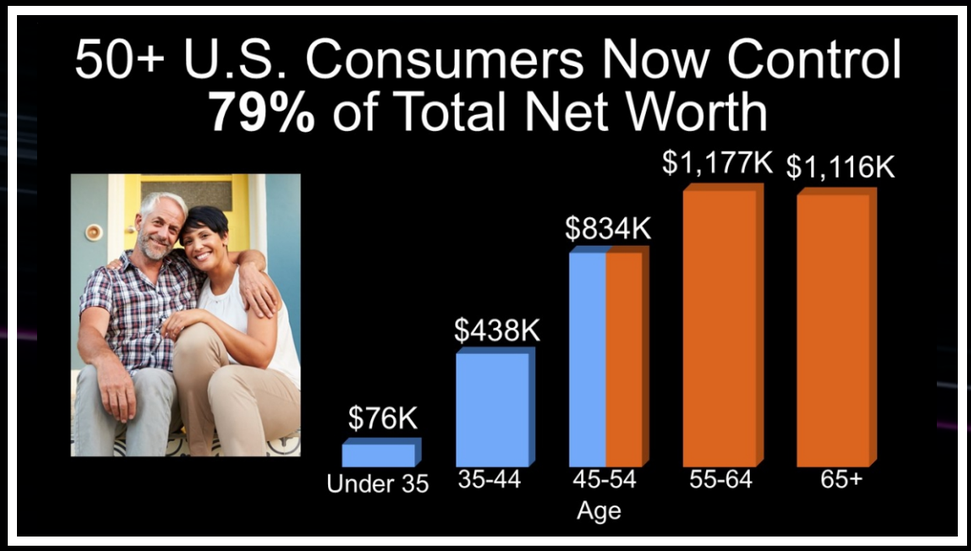
Part of my job as a presenter is to tune the audience. I aim to set the tone, connect, and ensure the message resonates. Reception is a key element in any presentation.





Ken Dychtwald is a gifted speaker on a topic that needs to be spoken about. He combines data with storytelling to help us think differently about ageism and what it should mean for any modern workplace.

Steve Clayton, Chief Storyteller and General Manager of Innovation, Culture & Stories, Microsoft



4. How can a Speaker Engage as Many Senses as Possible with Stories and Multimedia?

A: Many speakers give examples or use slides, images, videos or stories that don't work—whether the slides are too busy, the examples are too hard to interpret, or both are simply off-point. It's a lot to expect that you can hold an audience's attention using your personal communication talents. Including pre-produced multimedia material can make your presentation better and can substantially enrich the session. Additional supportive resources, such as video clips and great slides, can help. For example, I've included a few personal stories that I hope have engaged you and complemented the content I'm sharing in this article.

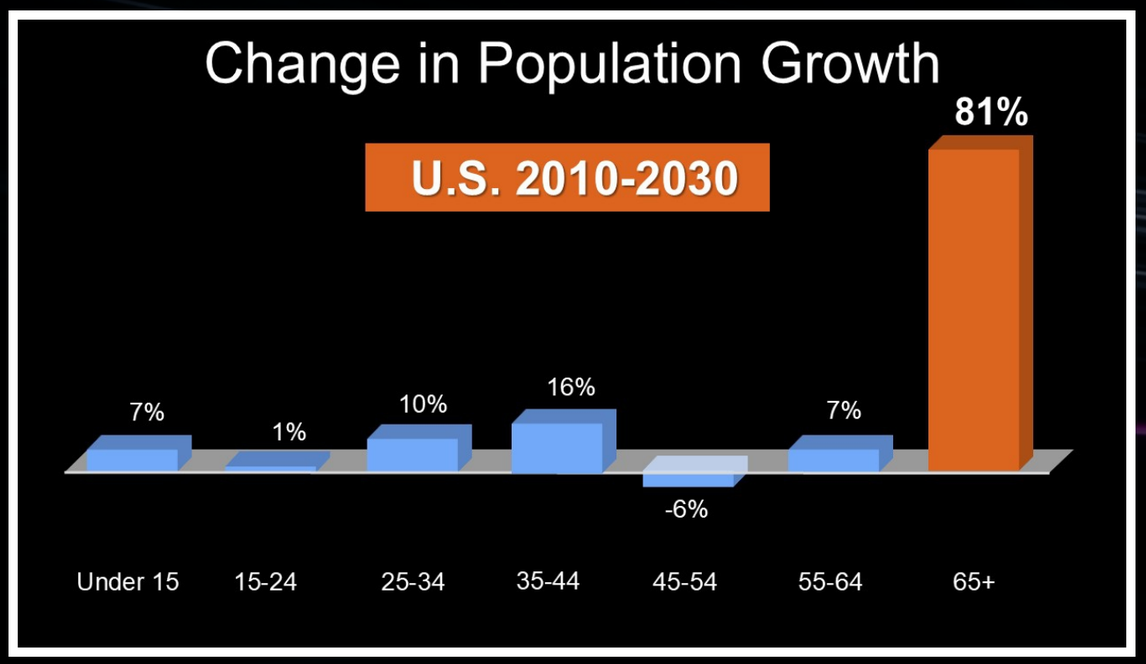
One word describes Ken Dychtwald's presentation – BRILLIANT. He meaningfully impacted everyone at the event and those watching on the livestream. Feedback has been unequivocally positive. I've had the privilege of watching Ken speak for more than 20 years, and he is just getting better and better.

Jay Wintrob, CEO, Oaktree Capital Management, L.P.









5. What is the Best Way to Know Where You're Going, Have Some Fun, and Get There on Time?

Q: How does timing influence the impact of a speech?

A: Every part of your presentation should build toward your crescendo, summary and recommended action steps. Be sure not to run long, as this could impact the overall agenda and disrupt the next speakers. Also, avoid rushing through the end or including things you might have skipped, as this can be unnerving for your audience and disrupt their experience.

Q: What is the most important trait of an effective speaker?

A: Experts say the most important ingredient in an effective communicator is likability. Watch recordings of your presentations so you understand how you appear on stage. If a speaker appears to be having a good time, the audience will likely have a good time. If a speaker is grouchy, cranky, or arrogant (knowledge is fine, but arrogance is a turn-off), it will be much harder to connect. Take a deep breath and embrace the opportunity to educate, entertain, and maybe even change the world.

I've learned from Ken Dychtwald for years and am convinced he is today's most innovative and original thinker on the important subjects of aging and longevity.

President Jimmy Carter