



VIRTUAL
INGENUITY, LLC

Public Speaking to Improve Your Career and Increase Value

Show Notes

In this episode of The Virtual Ingenuity Business Podcast, Claudine Land, Business Strategist of Virtual Ingenuity, LLC, and Kristy Siefkin, Principal, Kristy Siefkin Communications discuss the art of public speaking to increase your value.

Kristy Siefkin spent nearly two decades in front of a news camera as an Emmy-recognized reporter and anchor, and corporate spokesperson. She broadcasted on local and national networks, including CBS, Fox, NBC, Animal Planet and Discovery. Her passion for teaching others inspired her to create Kristy Siefkin Communications. Companies like HP, CBRE, Thermo Fisher, Goodwill, and Charles Schwab have entrusted Kristy to train their talent to communicate like pros every time they speak - in the boardroom, in front of a news camera and podcast microphone, and on stage. When Kristy's not busy coaching and training, or emceeing conferences and fundraising events, she loves cheering on her Duke Blue Devils and taking road trips with her feisty Norwich Terrier, "Poppy Monsoon."

Listen as we discuss building a brand through public speaking and storytelling. In addition, we talk about key points to being a successful speaker:

- Kristy Siefkin Communications isn't simply teaching people to "give a speech." It's much deeper than that. What do you train leaders and teams to do?
- How learning to speak well can strengthen one's career and brand.
- The importance of learning to speak on video or camera.

- The most common mistakes that speakers make when they talk about themselves, their company, or their product, and how to avoid those mistakes.
- Easy ways to get started with public speaking, especially with someone reluctant or fearful of getting in front of an audience.
- Advice for those who have a great fear of public speaking.

We close by asking Kristy if our listeners could have one take-a-away from what we talked about today, what is that one takeaway, and what is the one piece of advice she wished someone had given her when starting her business.

Learn more about Kristy Siefkin Communications:

- Instagram: <https://www.instagram.com/kristysiefkin>
- LinkedIn: <https://www.linkedin.com/in/kristysiefkin/>
- Facebook: <https://www.facebook.com/KristySiefkin/>
- Twitter: <https://twitter.com/kristysiefkin?lang=en>

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Thank you so much for listening!

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