

## **How to Develop Self Confidence and Influence People by Public Speaking**

Mifrah Rauf Sethi<sup>1</sup>

Dr. Qadar Baksh Baloch<sup>2</sup>

Author: Dale Carnegie

Publisher: Pocket Books

Published: 1956

---

<sup>1</sup>Research Scholar, Department of Psychology, Peshawar University.

<sup>2</sup>Director Research and Higher Studies, Islamia College University, Peshawar.

*Your purpose is to make your audience see what you saw, hear what you heard, feel what you felt. Relevant detail, couched in concrete, colorful language, is the best way to recreate the incident as it happened and to picture it for the audience.*

*Dale Carnegie*

*The ideas I stand for are not mine. I borrowed them from Socrates. I swiped them from Chesterfield. I stole them from Jesus. And I put them in a book. If you don't like their rules, whose would you use?*

The Title of the book is how to Develop Self-confidence and Influence People by Public Speaking, it's a Personal Development Series. Its Authors were Dale Carnegie & Dorothy Carnegie. He wrote this book in 1926, Its Publisher was Vermilion Random House Limited, 1998(revised) and has 256 pages. It is available in every book stores and its price is only \$4(Rs. 450 Rs).

Dale Carnegie was a man whose world famous public speaking program and book has helped millions. When he discovered how to overcome the one greatest fear known to man, not death, but public speaking, Carnegie became immensely successful. Even though he wrote in the 1930s, his ideas still have great relevance for those who wish to improve their lives today. Who was this man, and what is his life story?

**Dale Breckenridge Carnegie** was born in Maryville;

Missouri) at November 24, 1888 was a poor farmer's boy, the second son of James William Carnegie and Amanda Elizabeth Harbisonnd. Dale Carnegie in 1911 pursues a lifelong dream of becoming a Chautauqua lecturer. There he teaches public speaking. From this 1912 début, the Dale Carnegie Course evolved. Carnegie had tapped into the average American's desire to have more self-confidence, by 1914, he was earning \$500b every week. By 1916, Dale was able to rent Carnegie Hall itself for a lecture. Carnegie's first collection of his writings was "Public Speaking a Practical Course for Business Men (1926)", later entitled "Public Speaking and Influencing Men in Business (1932)". His crowning achievement was when Simon & Schuster published *How to Win Friends and Influence People*. The book was a bestseller, in its 17th printing within a few months. By the time of Carnegie's death, the book had sold five million copies in 31 languages, and there had been 450,000 graduates of his Dale Carnegie Institute.

His first marriage with Lolita Baucaire ended in divorce in 1931. On 5<sup>th</sup> November 1944, in Tulsa, Oklahoma, he married Dorothy Price Vander pool, who was a divorcee. Vander Pool had two daughters; Rosemary, from her first marriage, and Donna Dale from their marriage together. Carnegie died at his home in Forest Hills, New York. He was buried in the Belton, Cass County, Missouri. The official biography from Dale Carnegie & Associates, states that he died of Hodgkin's disease, complicated with uremia, on November 1, 1955.

**Dale Carnegie** was an American writer, lecturer, and the developer of famous courses in self-improvement, salesmanship, corporate training, public speaking, and interpersonal skills. He was the author of "How to Win Friends and Influence People (1936)", a massive bestseller that remains even popular today. He also wrote several other books. One of the core ideas in his books is that it is possible to change other peoples' behavior by changing one's behavior toward them.

**Dale Carnegie**, also known as 'the arch-priest of the art of making friends', pioneered the development of personal business skills, self-confidence and motivational techniques. His books have sold tens of millions worldwide and continue to do so even in today's markedly changed environment.

There are number of books written by Dale Carnegie which are:  
1915: Art of Public Speaking, with Joseph Berg Esenwein.  
1926: Public Speaking: a Practical Course for Business Men.  
1937: Public Speaking and Influencing Men in Business (revised).  
1956: How to Develop Self-Confidence and Influence People by Public Speaking?  
1932: Lincoln, the Unknown.  
1934: Little Known Facts about Well Known People.  
1936: How to Win Friends and Influence People.  
1937: Five Minute Biographies.  
1944: Dale Carnegie's Biographical round-up.  
1948: How to Stop Worrying and Start Living.  
1962: The Quick and Easy Way to Effective Speaking.

There are many booklets written by Dale Carnegie mostly these are given out in Carnegie courses.

1938: How to Get Ahead in the World Today?  
1936: The Little Golden Book (later renamed The Golden Book)  
1946: How to Put Magic in the Magic Formula?  
1947: A Quick and Easy Way to Learn to Speak in Public.  
1952: How to Make Our Listeners like Us?  
1959: How to Save Time and Get Better Results in Conferences (later renamed Meetings: Quicker & Better Results)?  
1960: How to Remember Names (later renamed as Remember Names)?  
1965: The Little Recognized Secret of Success (later renamed Live Enthusiastically)  
1979: Apply Your Problem Solving Know How.

There are some famous and best seller's books of Dale Carnegie which I personally like and want to share them.

### **How to Win Friends and Influence People**

Published in 1936, How to Win Friends and Influence People is still a popular book in business and Business Communication skills. Dale Carnegie's four parts book is packed with advice to create success in business and personal lives. How to Win Friends and Influence People is a tool used in Dale Carnegie Training and it includes the following parts:

Part One: Fundamental Techniques in Handling People

Part Two: Six Ways to Make People like You

Part Three: How to Win People to Your Way of Thinking

Part Four: Be a Leader - How to Change People without Giving Offense or Arousing Resentment.

## **The Quick and Easy Way to Effective Speaking**

The book titled “quick and easy way to effective speaking” by Dale Carnegie is outdated in examples there are useful tips about public speaking in the book. Here are some of the tips based on the book. Every talk has one of four major goals. Pick the one that suits you, the audience and the occasion.

1. To persuade or get action.
2. To inform.
3. To impress and convince.
4. To entertain.

## **Dale Carnegie Training**

Dale Carnegie Course in Effective Speaking and Human Relations is learn-by-doing based program for individuals based on Dale Carnegie's teachings. It was founded in 1912 and is represented in more than 80 countries. More than 8 million people have completed Dale Carnegie Training. The course strengthens the interpersonal relations, manage stress and handle fast-changing workplace conditions. Other subjects included are communication, creative problem-solving and focused leadership.

The course is based on a five-phase continuous improvement cycle:

- Build greater self-confidence
- Strengthen people skills
- Enhance communication skills
- Develop leadership skills
- Improve our attitude and reducing stress

In 1962-63 Dale Carnegie Training was launched in Japan.

Dale Carnegie’s how to **Develop-Self Confidence & Influence People by Public Speaking** is an evergreen work. This book will show you how to overcome the natural fear of public

speaking, to become a successful speaker and even learn to enjoy it. The book educates readers on how to conquer performance anxiety and speak confidently in public, and Dale Carnegie uses his vast experience to provide tips on being confident. In his mantra for successfully addressing an audience, he advises readers to build their self-confidence and argument their memory first. He also stresses on the need for working on one's diction, in order to make any conversation efficient and effective. His invaluable advice includes ways to develop poise, gain self-confidence, improve memory, make your meaning clear, begin and end a presentation effectively, interest and charm your audience, improve your diction and win an argument without making enemies.

Carnegie tells the readers how they can charm an audience and involve them in a lecture or address. This is a useful book that has helped millions of people around the world. Mr. Dale through his seminar and courses has helped a lot of people to overcome their fear of public speaking. The main focus of this book is that improving public speaking and improving self-confidence are a function of preparation, education, determination and practice.

### **The First Start is to have Strong & Persistent Desire.**

With strong desire and persistent, we can shortly overcome this phobia. Why do you want to overcome your fear? Do you want to improve in your career? Do you want recognition from your friends & family? Because Motivation is a key to success.

### **Preparation**

Before the presentation day, prepare yourself about the subject. Prepare yourself in front of a mirror. In case, the presence of the audience makes your mind goes blank, it's better to write down key points in note or show something on the projector.

### **Practice & Practice**

Practice regularly and soon you will overcome your fear. So, start practicing your speech in front of your friends and a mirror. At least your friends will enjoy. Once, you are used to public speaking you will start enjoying giving speeches & make a living from giving

a speech.

### **The Book has this Reassuring Quote by Cicero**

All public speaking of real merit is characterized by nervousness. Dale Carnegie gives this advice: See yourself as a messenger, the message is important. In other words, content is important. The ability to speak in public has changed the lives of many individuals; just look at Churchill, Napoleon and Abraham Lincoln whose speeches literally changed the world. Being able to speak in public isn't only about changing the world. It can be about making your point heard and noticed, being respected and acknowledged. IN 1956 Dale Carnegie wrote a book titled "How to Develop Self-Confidence and Influence People by Public Speaking" about the subject where he shares many great tips on how to become a better speaker. I will briefly discuss each chapters of that book and later on focus on main points which can brings the change in the life of individual, when they can follow those tips and advices.

In the beginning of the book, in First chapter it is said that many people are having difficulties with public speaking. The introduction encourages the readers not to feel ashamed about it, because some of the best speakers these days had also experienced it before their success. To be able to overcome weakness in public speaking, Dale Carnegie mentioned four essential things before explaining things further:

1. Start with a strong and persistent desire
2. To know thoroughly what you are going to talk about
3. Act confident
4. Practice, Practice & Practice

The author also said that most people who had difficulties in public speaking are caused by lack of confidence; that's why it's very important to develop confidence. So, the book shares several things that help to build confidence while delivering speeches, such as the procedure of preparing a speech, arrange your thoughts and nurture your ideas before giving a speech. It takes a great deal of time to prepare. First, know your topic then gather the material and research to the point of extreme. Speeches must be well prepared for. According to Carnegie, speech can't be cooked to order like a steak,

a speech must grow. Select a topic early, think over it, sleep over it, dream over it and discuss with friends. Put down all thoughts on a piece of paper and still searching other ideas and suggestions, that's the method of Lincoln's. The more of this you do, the more comfortable you will feel when the time comes for you to make your talk or speech. According to Napoleon, "The art of war is a science in which nothing succeeds which has not been calculated and thought out." Think out and be prepared to demonstrate your conclusion, dictate and listen to your speech if possible and also try practicing your prepared remarks quietly. Doctor Conwell Author of "Acres of Diamonds" built many of his innumerable speeches on this outline:

1. State your facts.
2. Argue from them.
3. Appeal for action.

Another plan was;

1. Show something that is wrong.
2. Show how to remedy it,
3. Ask for cooperation.

Another briefly excellent speech plan:

1. Secure interested attention.
2. Win confidence.
3. State your facts.
4. Appeal to the motives that make men acts.

Another chapter, the keys to improvement of memory according to Dale Carnegie are: repetition, impression & association, these are the natural laws of remembering. A Professor Carl Seashore a noted Psychologist said in this book that the Average man, does not use above 10% of his actual inherited capacity for memory. He wastes the ninety percent by violating the natural laws of remembering, these are impression, repetition and association. Through the deep, vivid impression you wish to remember, you must:

1. Concentrate.
2. Observe clearly.
3. Get your impression through as many senses as possible.
4. To be sure to get eye impression, because the nerves leading from the eye to the brain are twenty five times as large as

those leading from ear to the brain.

The second law of memory is repetition, Dale Carnegie says we can memorize anything within reason if we repeat it often enough. But bear these facts in mind when we repeat:

1. Repeat a thing over and over until you have it engraved on your memory.
2. After memorized a thing, we forget much during the initial hours, so it's necessary to go over your notes just a few minutes before your speech.

The third law of memory is Association, Professor James said that whatever appears in the mind, must be introduced, when introduced, it is as an associate of something already there. Like the three hundred death anniversary of Shakespeare's birth occurred during the civil war, through association, we can never ever forget the things easily.

For successful speaker, Carnegie said that the entire success as a speaker hinges only on two things: Your native ability, the depth and strength of your desires. The awesome words Mr. Carnegie said for the successful speaker that is;

If u wish to be rich, you will be rich.

If u wish to be learned, you will be learned.

If u wish to be good, you will be good.

If u wants to be a confident public speaker, you will be a confident public speaker. But you must really wish it.

Admiral Farragut said about best public speaker is that the most valuable thing that most members acquire from training in public speaking is an increased confidence in them and an additional faith in their ability to achieve. Marshall Foch, a military leader said that ninety thousand conquered men retired before ninety thousand conquering men only because they no longer believe in victory, because they are demoralized at the end of their moral resistance. Teddy Roosevelt's said in this book that if you get discouraged then thought about Lincoln's that what he would have done in similar circumstances.



In next chapter “About Secret of a Good Delivery”, Dale said that it’s not what you say but how you say it. Good delivery is conversational; it’s just like the give and take. Take Pause behind, before and between the main ideas, stress important words are not meaningless but try to avoid them. Lord Marley says in this book that Three (3) things matter in a speech:

- Who says it?
- How he says it
- What he says, and of the three the last matter the least.

*Instead of worrying about what people say of you, why not spend time trying to accomplish something they will admire.*

*Dale Carnegie*

**Personality is the manner that wins, not words, rather it is manner plus ideas. ELBERT HUBBARD**

Mr. Dale also focuses on Personality that plays an important role; the speaker must be dressed well and smile often. Make your presence as magnetic and energetic and Keep things intimate and informal. And also don’t eat too much before giving your speech. Use a smaller room for your speech and cluster people together.

**You'll never achieve real success unless you like what you're doing." Dale Carnegie**

The writer is very good at providing examples, from his personal experiences. He provides illustrations of how you can connect with your audience through emotional appeals, how to action your proposals, when you put forward by ‘appealing to the motives that make men act’, Carnegie suggests, when your audience is engaged, that is how you win their confidence.

The book also contains ideas on how to open a presentation because your opening is vitally important. Never start with a joke or make an apology with the audience, and make sure that your presentation is free, inevitable and in causal style. The book lists these alternatives:

- Arouse curiosity
- Begin with a story
- Begin with an illustration
- Use an exhibit
- Ask a question
- Open with a quotation
- Tie your topic up to the vital interests of your audience.

Similarly Carnegie presents options when closing a presentation, at the end of your speech, don't leave anything to chance or end on a ragged tone. In true Carnegie style he refers to simple tips, which are present in book, these alternatives are:

- Summarize, restate, and outline briefly the main points covered
- A sincere compliment
- A humorous close
- A poetical quotations
- The climax

One tip that has been very useful is that to make sure that everyone in the audience understands. Therefore, at the beginning of the speeches, look out over the audience and find the person that you think will have the hardest time to understand, it can be a kid or someone who just doesn't look very bright and then set a goal that they will understand everything you say in your speech. Because if they do, everyone else will do as well. There are always three speeches, for every one Daniel Carnegie actually gave. The one you practiced, the one you gave, and the one you wish you gave.

Carnegie then tells readers how they can charm an audience and involve them in a lecture or address. He suggests that put your ideas into plain language. We are all extremely interested in extraordinary facts about ordinary things. So, balanced the sentences and contrast ideas and stories of people, everyone loves stories; everyone wants to know about what others have done before them. If you can tell stories that make your points easier to grasp, it will be easier for your audience to remember what you have said and identify with the point you are trying to make. Gossip holds audience attention for a long time. It is very important not to let anything that disturbs the focus of your audience. You don't want anything moving around on stage or in the room, people focus gets

pulled directly to movement. Make sure the stage is open so that your audience can see all of you; you don't want to hide from them.

In the Last chapter, Carnegie focuses on how to improve the diction, he also stresses on the need for working on one's diction, in order to make any conversation efficient and effective. Reading the greats will help make your diction perfect. Look up words that are unfamiliar to you when you read and avoid silly words & comparisons, each part provides good examples that we can learn from. Many good ones came from famous people such as Abraham Lincoln. Those examples are discussed and the author point out the things that are important.

There are four ways, and only four ways, in which we have contact with the world. We are evaluated and classified by these four contacts:

- What we do?
- How we look?
- What we say?
- How we say it." Dale Carnegie?

There are quotes in the book that really motivates me. One of the quotes by Anon (p.100)

If you think you are beaten, you are.

If you think you dare not, you don't.

If you'd like to win, but think you can't

It's almost a cinch you won't.

Life battles don't always go

To the stronger or faster man;

But soon or late the man who wins

Is the one who thinks he can?"

I think that is a very motivational, poetic, beautiful quote.

In conclusion, the final chapter was somewhat really astonishing for me. I was literally mispronouncing a few words, and I am very grateful for having received instruction and guidance from the author. For example, I was mispronouncing vIand, antIdote, amEnable, cUlinary, sUpine, lab-o-ra-tory, bev-er-age, Cath-o-lic, choc-o-late, di-a-mond, fo-li-age, gal-ler-y, et al. I honestly state with confidence that this little treasure is a "must read" for professionals, particularly those required to speak before small and

large audiences.

Overall Carnegie suggests invaluable advices in his book, which include ways to:

- Develop poise
- Gain self-confidence
- Improve your memory
- Make your meaning clear
- Begin and end a talk effectively
- Interest and charm your audience
- Improve your diction
- Win an argument without making enemies

Carnegie says about Criticism that it is futile because it puts a person on the defensive and usually makes one strive to justify him or herself. Criticism is dangerous, because it wounds a person's precious pride, hurts one's sense of importance, and arouses resentment.

"Don't criticize, condemn, or complain; give honest and sincere appreciation, and arouse in the other person an eager want."  
(Dale Carnegie)

His powerful realization is that criticism is counterproductive and will not to change or motivate people. Great leaders such as Abraham Lincoln, Carnegie believed, partly achieved their success because they never criticized others. Instead, Carnegie recommended the practice of self-control, understanding, and forgiveness. Most importantly, he advised that we should always try to see the other person's point of view. In order to influence people and achieve your aims, Carnegie suggests, it is necessary to understand individual motivation.

We all have to live with criticism. No matter what we do or how well we do it, there almost always will be someone there to criticize our efforts, the results of our efforts, or both. And that's not necessarily a bad thing. Criticism becomes a problem when we take it to heart, when we take it personally. When we see criticism as a reflection of who we are as human beings, then we face one of the biggest obstacles in living a full life there. Other human beings have

found it fitting to criticize something that we've done, or to criticize us personally.

The way that criticism affects us, though, has very little to do with the criticism itself, the person who are criticizing us, or even the way that they're criticizing. Criticism becomes an obstacle to our peace and happiness depending on the way that how we take it, and nothing else.

If someone is with the intention to hurt me personally, then that person simply isn't worth me losing my peace of mind over what he or she has done. If on the other hand someone is criticizing me sincerely and constructively, then he or she is trying to help me, and I should look upon their words and actions as help, and nothing else. I should try to learn what they want to teach me with their criticism, and grow because of it.

The Great Sufi poet **Rumi** wrote, "Your criticism polishes my mirror." If you understand who you are and respect yourself, you will not see criticisms a problem but as an opportunity to become a better person. When you feel inadequate or imperfect, the criticism is threatening and makes you feel that you have to defend yourself. When you are secured--not perfect, but secure--you can listen to the criticism and consider its value. You can say, "I'm sorry." And "thank you for polishing my mirror," and when it is appropriate you can learn from the criticism and improve your behavior.

- According to **Dale Carnegie**, any fool can criticize, condemn, and complain--and most fools do.
- **Benjamin Disraeli** says How much easier it is to be critical than to be correct.
- According to **Bernie Siegel**, I say when it is appropriate because there are some people who love to find fault in others. That is their problem.

Daniel Carnegie says first talk about your own mistakes before criticizing others. It's not always easy to admit the mistakes that we've made, but most of the time it's the easiest way of getting someone to see your point of view. In his book, "How to Develop

Self Confidence & Influence People by Public Speaking,” Dale Carnegie tells the story of Clarence Zerhusen of Timonium, Maryland, when he discovered his fifteen-year-old son was experimenting with cigarettes: “Naturally, I didn’t want David to smoke,” said Mr. Zerhusen, “but his mother and I smoked cigarettes; we were giving him a bad example all the time. I explained to Dave how I started smoking at about his age and how the nicotine had gotten the best of me and now it was nearly impossible for me to stop. I reminded him how irritating my cough was and how he had been after me to give up cigarettes mot many years before. “I didn’t exhort him to stop or make threats or warn him about their dangers. All I did was point out how I was hooked on cigarettes and what it had meant to me. “He thought about it for a while and decided he wouldn’t smoke until he had graduated from high school. As the years went by David never did start smoking and has no intention of ever doing so. “As a result of that conversation I made the decision to stop smoking myself, and with the support of my family, I have succeeded.” The next time you want to point out somebody’s mistakes, remember to talk about your own mistakes first before directing any criticism at the other person.

So in the end of the review I have to summarize the book, ‘How to Develop Self-Confidence and Influence People’ focuses more on speaking in public or presenting, and it offers the useful and practical tips and suggestions on how to control nerves, how to give a great delivery, how to remember your speech without it sounding canned, ways to open and close your speech, how to have stage presence and lots more. He shares the secrets of great speakers of old such as Abraham Lincoln, which I found really interesting. We think people like Lincoln were just born charismatic speakers and great influencers, but actually, he started right at the bottom and it took him years of practice to master the art of speaking, which is very encouraging.

Here are a few of my favorite tips from the book:

- While before starting the journey, Carnegie suggests that first and foremost, you should start with a strong and persistent desire, why do you want to become a good speaker? What will it do for you? How will it change your life, your career, and your relationships? What will it mean to you in pounds pence and rupees? Once you have your **why** clear, the **how** will become easier.
- When delivering your speech, instead of being terrified of your audience zoning in on you as you speak, think of yourself as a messenger. When the postman delivers a letter to you, are you more interested in the postman or in the letter he has for you? Just as people don't go to look at the DJ, but rather to hear the music, remember that your audiences are there to hear your message and not to analyze you as a person.
- Carnegie illustrated how Lincoln used to prepare his speeches. He was meticulous in his preparation. He would always be on the lookout for speech topics and content. If an idea suddenly presented itself while he was going about his daily life, he would literally scribble it down on a scrap of old envelope or cardboard, or whatever he had available, and then pop it into the top of his top hat, in order to add to his collection of ideas later. Eventually he would go through them, mull them over, decide which ideas to go with, which to discard, and then he would painstakingly craft his speech and practice, practice, practice. Just listen to his famous Gettysburg speech, delivered during the American Civil War in 1863, which is still regarded, today, as one the best speeches ever made. I think we too can take a leaf out of Lincoln's book by thoroughly preparing for a speech or presentation.
- Continuing with the principle of thorough preparation, Carnegie quite humorously suggests that many a speech has 'just a trifle more plan and arrangement than a bowl of Irish stew.' So, to avoid your speech coming across as a bowl of Irish stew, PREPARE. Make sure your speech is orderly, has a structure, an opening, middle with all your main points, and a conclusion, with appropriate transitions in between. This will make your audience follow what you're

saying with interest rather than lose them completely within the first few sentences.

- The power of the pause... this is something Abraham Lincoln used very successfully in his speeches. He would pause after the phrases he wanted to emphasize to add to their force and allow them to sink in to his audience's minds. If you race through your speech, your audience won't remember much of it as they try to keep up with you. Use the power of the pause to add effect to important parts of your speech and to pace yourself and your audience.
- And finally, one on controlling nerves or stage fright, as this is something many speakers suffer from before delivering a speech. One good idea, although basic, is to take deep slow breaths just before you're due to speak. Another rather hilarious suggestion offered by Carnegie is to go up on stage, draw yourself up to your full height, look your audience straight in the eyes, and begin to talk confidently as though everyone in the room owes you money – and the reason they are assembled there is to beg you for an extension of credit. However, apparently the psychological effect the thought has on you is really beneficial.

This book is an Aladdin's cave of ideas, tips and tricks for improving your public speaking skills.

*People rarely succeed unless they have fun in what they are doing.*

*Dale Carnegie*

*When dealing with people, let us remember we are not dealing with creatures of logic. We are dealing with creatures of emotion, creatures bristling with prejudices and motivated by pride and vanity.*

*Dale Carnegie*