

WHEN BOSSES MAKE SPEECHES

Read the text and use the word given in capitals at the end of some of the lines to form a word that best fits the gap.

For business managers, public speaking is part of the job. A survey of 100

(1) _____ companies found that chief executives received on average 175

LEAD

(2) _____. A year to speak at conferences. Some executives love public speaking but some have an enormous (3) _____, for it.

INVITE

LIKE

There are plenty of experts giving (4) _____ to them on how to

ADVISE

interest (5) _____. According to Carmine Gallo, author of a book on public speaking, it is essential to avoid giving too much information and to keep

LISTEN

the audience's (6) _____. He points to the example of John

ATTEND

Chambers, the chief executive of Cisco Systems, whose (7) _____

TECHNICAL

involves walking off the stage and into the audience, where he asks a question or rests a hand on a person's shoulder in the style of a television talk-show host.

Speaking without notes, he (8) _____. That he maintains constant eye contact with his audience.

SURE

And then there is the (9) _____ public speaker Herbert D Kelleher, former chief executive of Southwest Airlines. He would gather his ideas (10) _____ before a speech, jotting notes on a pad. "People would ask after he spoke, 'Can I have a copy of the speech?' said Edward

LEGEND

Stewart, senior director of public relations at Southwest. "We'd say

SHORT

"(11) _____ even Herb doesn't have a copy".

FORTUNATE

