

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

There are plenty of experts giving (4) _____ to them on how to 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 the audience's (6) _____. He points to the example of John Chambers, the chief executive of Cisco Systems, whose (7) _____ 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.

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 Stewart, senior director of public relations at Southwest. "We'd say "(11) _____ even Herb doesn't have a copy".

LEAD

INVITE

LIKE

ADVISE

LISTEN

ATTEND

TECHNICAL

SURE

LEGEND

SHORT

FORTUNATE

