

[Public Speaking: How to Connect with Your Audience](#)

By [Cordell Parvin](#) on November 11th, 2014

I made presentations to construction contractors at their association events probably close to 100 times. I believe that over time, I learned how to connect with my audience.

If you have a little time, watch some or all of these two political convention speeches.



[Watch President Clinton Deliver Nomination Address at the DNC](#)



[Secretary Condoleezza Rice](#)

Don't think about the substance of their speeches. Instead, focus on how they connected with their audiences.

What did President Clinton do to connect with his audience? What did Secretary of State Rice do to connect with her audience? Can you use any of the techniques these public figures use?

Cordell M. Parvin built a national construction practice during his 35 years practicing law. At Jenkins & Gilchrist, Mr. Parvin was the Construction Law Practice Group Leader and was also responsible for the firm's attorney development practice. While there he taught client development and created a coaching program for junior partners. In 2005, Mr. Parvin left the firm and started Cordell Parvin LLC. He now works with lawyers and law firms on career development and planning and client development. He is the co-author of *Say Ciao to Chow Mein: Conquering Career Burnout* and other books for lawyers. To learn more visit his Web site, www.cordellparvin.com or contact him at cparvin@cordellparvin.com.