

The 3 Shifts That Turn Good Speakers Into **Go-To Speakers**

How to Use Your Message, Presence, and Platform
to Create Real Impact When You Speak

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A few years ago, I worked with a client—smart, experienced, and a strong presenter.

He delivered a high-visibility leadership presentation.

Clear slides.

Solid content.

Confident delivery.

And afterward?

Polite nods.

A few questions.

Then the meeting moved on.

No follow-up.

No new opportunities.

He said:

“I did everything right.”

Most professionals focus on becoming a good speaker:

- Clear slides
- Organized content
- Confident delivery

And those things matter.

But they're not what creates momentum after you speak.

Because your audience is deciding:

Do I understand this?

Do I trust this person?

Do I know what to do next?

Most speakers become good speakers.

But there's a difference between being a good speaker...
and being a go-to speaker.

A go-to speaker is someone people:

Trust

Remember

Invite back

It's not more tips.

It's a shift.

The 3 Shifts

Topic → Message

Clarity

Delivery → Presence

Trust

Practice → Platform

Opportunity

Shift 1: From Topic → Message

A topic is what you're talking about.

A message is what your audience walks away with.

Topic:

"I'm speaking about leadership."

Message:

"If you want your team to perform better,
you need to reduce decision fatigue."

Clarity drives action.

Message: Audience + Think/Feel/Do

Start with your audience.

Why should they care?
What matters to them?
What do they already know?

Then ask:

What do I want them to

THINK

FEEL

DO

Shift 2: From Delivery → Presence

Before people evaluate your content...

they evaluate you.

Do I trust this person?

Do they sound confident?

Do they seem credible?

Same words.

Different signals.

Presence: Signals

Presence = Signals

Pause
Pace
Stillness

Small shifts here can dramatically change how your message is received.

Shift 3: Practice → Platform

Practice

“How do I get through this?”

Platform

“What could this lead to?”

This shift changes
how you approach every talk.



Every talk is either practice...
or positioning.

Platform Example

Practice-thinking:

“I need to give a clear update.”

Platform-thinking:

“I want leadership to see me as strategic.”

Shift how you deliver:

Less detail dumping

More framing: “Here’s what matters most...”

Clear takeaway: “Here’s the decision we need...”

Same talk.

Different intention.

Very different outcome.

When the 3 shifts work together:

Message → Clarity

Presence → Trust

Platform → Opportunity

Your communication starts to carry weight.

Start with one shift:

Message

What do I want them to think, feel, or do?

Presence

How do I want to show up?

Platform

What do I want this to lead to?

Small shift.
Big difference.

If this resonates—and you want to apply it in real situations:
[Executive Communication Mastery](#)

For leaders who want their communication to drive real outcomes