Speaking in the field of business is probably similar to speaking in most fields. I would suppose that it is mainly involved with one or two main purposes, either to inform or to convince. Given that most of the time in business, speakers are asked to give information about a particular situation; I will devote my comments to that of informative types of speech. The most common situation would probably be one where managers are asked to research a subject and give a presentation of their findings.

First, I believe that the speaker must research the subject well so they understand and can speak freely about the question. This means looking at all aspects of the subject and being well versed enough to be able to speak easily about the topic.

Second, one must be able to speak in a manner that is easy to understand. This means using good English, good tone and a consistent speed of delivery that all can understand. Practice is a must.

Third, the speaker must be able to answer questions about the topic. Almost all presentations end with a question and answer session. So one must be able to think on their feet and be able to quickly answer the concerns of the audience. The audience is generally going to be ones managers or superiors.

Finally, most speakers would probably use some form of computer, or audio visual aids, such as Power Point or the like, since business is quite used to this format. In very few formal business presentations would one not provide some form of visuals or handouts for the audience.

The basics of speaking are, for the most part, consistent across disciplines. Knowing the expectations of a discipline is an important part of adapting to your audience, however. The papers in the "Speaking, in my opinion..." series do not represent an official statement from the department. They do, however, give you an introduction to different faculty opinions on effective speaking.