

# The Persuasive Leader

*How to Speak with Maximum Impact*



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**Connexia** Group  
connect • impact • achieve

## **Agenda**

### ***Videotaped Introductions***

**The Instant messaging Generation**

**Planning & Preparation**

**Overcoming Barriers**

**Vocal Variety**

***Exercise: Warm up***

**Body Motion**

***Exercise: Body Motion & Vocal Variety***

**Connecting with the Audience**

***Videotape Reviews & Suggestions***

**Questions**

**Concluding Remarks**

# Planning & Preparation

## Planning

Before presenting to an audience, the effective leader must have a plan. The elements to be considered include the following:

### Target Audience

### The Room

Location, Size, Equipment

Lighting, Background, Facilities

### Speaking Essentials

Appropriate Dress (fits demographics, shows up against background)

Introductions (tee up the speakers, important but brief)

Visuals (Handouts, PPT Presentation)

Display Equipment (laptop, projector, flash drive)

## Preparation

Careful preparation is required to deliver an effective presentation. Key Elements:

- Clear Objective
- Type of Speech
- Most Important 3-5 Messages
- Supporting Material
- A Compelling Opener (See Handout)
- **Practice, Practice, Practice**

## **Presentation Basics Overcoming Barriers**

Stage Fright covers a wide range of reactions. These are caused by your body's perception of something that YOU perceive as dangerous. It's totally subjective and controllable.

- butterflies in the stomach
- sweating
- heart pounding
- hands shaking
- dry mouth

Typically, these symptoms get worse when you're speaking in front of management or your co-workers. Speaking before your customers or clients is easier !

Here's how to handle the most common barriers:

### **Nervousness**

- it's not "making a speech", it's talking to a group of friends (arrive early & greet)
- the audience wants you to succeed
- you assume nervousness shows...it rarely does
- don't apologize or call attention to your nervousness
- Remember to Breathe deeply

### **Anxiety**

- attention outward, not inward
- it's a familiar room, and familiar people
- they are friends, not enemies
- visualize yourself giving the speech successfully
- focus on your message not your delivery

### **Lack of Confidence**

- Preparation (an effective speech well practiced)
- You are the expert, the audience wants to hear from you
- Practice
- Organization

## Energy Vocal Variety

### Vocal Variety

Psychologists tell us we are five times more likely to be influenced by voice than by the actual spoken words as we listen to a speaker. How a speaker talks is often more important than what he says. Delivery is more important than content.

- Use your voice effectively
- Avoid being Monotone or Dull
- Practice using:
  - *Different Volumes*
  - *Varying your Pitch (high, low, medium)*
  - *Vary the rate (speed) of your speaking*
  - *Quality (relax throat, convey friendliness, confidence)*
  - *Different Emotions (tone, feeling, attitude)*
- Enunciation, Pronunciation & Diction
- Use Voice to Emphasize and Enhance your Messages
- Convey ENERGY

## **Voice Exercises**

### **Breathing**

Deep Breathing Diaphragm  
Ha Ha Ha Ha (hand on diaphragm)

### **Mouth**

Yaw, Yaw, Yaw, Yaw (jaw dropping)  
Trilling (lots of R's)  
Counting 1 to 20 increasingly louder  
Read from magazine or newspaper  
(high, low notes. Different emotions, pitches, sounds)

### **Diction**

Say A-E-I-O-U loudly and slowly  
  
Speak with a pencil –over-pronounce your words

### **Tongue Twisters**

#### Front of Mouth

Rubber baby buggy bumpers  
Toy Boat  
Peter Piper picked a peck of pickled peppers  
Six sick slick slim sycamore saplings.

#### Tongue

Red Leather, yellow leather  
She sells sea shells down by the sea shore  
Red lorry, yellow lorry, red lorry, yellow lorry

One smart fellow, he felt smart.  
Two smart fellows, they felt smart.  
Three smart fellows, they all felt smart.

#### Back of throat

Upstate New York

## Energy Body Language

55% of your message is conveyed by Body Language, 38% by Tone of Voice

*60% of BM is from the Face*

### ■ Movements

- Use your body to “act out” what you’re describing
- Movement shows energy
- Movement adds intensity and interest
- Avoid simply rocking back and forth

### ■ Gestures

- Use of hands and arms to illustrate words
- Can show urgency
- Infinite # of gestures...enjoy
- Remember to vary your gestures, not robotic
- Avoid just using one gesture over and over

### ■ Facial Expressions

- Remember to Smile
- Eyes, Eyebrows, mouth, ears all are used
- People watch your Face to see what it is “saying”
- Thousands of muscles, an infinity of emotions

### ■ Eye Contact

- Look directly and honestly
- Avoid “tracking”
- Eye contact with one individual at a time

**\*\*Albert Mehrabian** (Professor Emeritus of Psychology, UCLA), 1971  
“words account for 7%, tone of voice accounts for 38%, and body language accounts for 55% of the liking. They are often abbreviated as the “3 Vs” for Verbal, Vocal & Visual.”

## **Exercise: Body Motion & Vocal Variety**

- 1. Stand in Front of Group, good posture and eye contact**
  
- 2. Deliver one minute speech with exaggerated Body Motion on one of these topics:**
  - Cleaning your house (or car)**
  - Eating your Favorite Food**
  - Playing your Favorite Sport**
  - Walking on the Beach**
  
- 3. Deliver the speech AGAIN with Vocal Variety:**
  - different volume**
  - different emotions**
  - different speeds**
  
- 4. Evaluations**



## **Presentation Basics**

### **Connecting with the Audience**

#### **5 Important Tips**

The most important factor in delivering an effective speech is your ability to make a **connection** with the audience. Legendary speakers from our past --- Martin Luther King, John F. Kennedy, Abraham Lincoln--- all had the ability to captivate and connect with their audience. Famous entertainers from stage and screen all reached the pinnacle of success by developing their talent for making a connection with their audiences.

Your audience may be a small group, or it could be an audience of several hundred. It could be one very important person, or it could be remote (via telephone or videoconference). In all cases, the ability to connect is vital to your success!

- **Building Rapport**
  - Notice your similarities & differences
  - Understand their world and view their experiences from their perspective
  - “Mirror” their energy and emotion
- **Common Reality**
  - Know your audience
  - Ask Questions & Listen
- **An Intimate Conversation**
  - One Person at a Time
- **Encourage Participation**
  - 2 minute rule
  - Tell Stories
  - Listen and React
  - Ask Questions (“Show of Hands”)
  - Get them to Repeat what you said
  - “Write this down”
  - Encourage Discussion
  - Take a Poll
- **I/We Factor**

## The Small Audience

### Bonus Tips

- **Build Trust and Rapport**
- **Listen!**
- **Learn the Power Structure**
- **Your Location and Position are Important**
- **Maximize Audience Participation**
- **7 Kinds of Smart\***

<b>CHANNEL</b>	<b>METHOD</b>
● <b>Verbal/Linguistic</b>	● <b>Words, Stories, books</b>
● <b>Visual/Spatial</b>	● <b>Pictures, charts</b>
● <b>Musical</b>	● <b>Lyrics, Tunes, rhythm</b>
● <b>Mathematical/Scientific</b>	● <b>Logical, show numbers</b>
● <b>Kinesthetic</b>	● <b>“Hands On” tactile</b>
● <b>Interpersonal</b>	● <b>Learns in Groups</b>
● <b>Intrapersonal</b>	● <b>Learns best alone</b>

\* *Thomas Armstrong “7 Kinds of Smart, Identifying and developing your multiple intelligences”*

## Review/Conclusion

### **The 5 Key Points**

*Planning & Preparation*

*Overcoming Barriers*

*Vocal Variety*

*Body Motion*

*Connecting with your Audience*

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## About the Speaker

Patrick McClure, founder and President of the Connexia Group, works with individuals and corporations to achieve maximum performance and results in their sales and marketing organizations.

For over 30 years, he has been training salespeople and managers to become amazingly proficient and results-oriented. He has a knack for reducing the most complex processes to their basic simplicity. As a trainer, speaker, consultant and author, he has dedicated his practice to helping others achieve Peak Performance.



Mr. McClure specializes in three critical leadership skills:

- Sales skills.
- Presentation Skills
- Management

During his 25 years in corporate America, he achieved spectacular results. He personally sold over \$100 million in products and services for companies such as IBM, Digital Equipment, EDS and Hitachi Data Systems. He also leveraged significantly greater sales via indirect channels working with VARs and Resellers. As a sales manager, he is known for increasing skills and performance levels, guiding his teams to consistent success. Five years ago, he left corporate America and founded the Connexia Group.

Patrick is a member of the National Speaker's Association (NSA), the Association for Professional Consultants (APC) and the American Society of Training & Development (ASTD). He has achieved Distinguished Toastmaster certification with Toastmaster's International. He is also a member of Vistage International.

His first book, "Precision Selling: 21 Winning Strategies to Achieve Peak Performance" is now available in either book or audio-CD format. His second book "Find Lost Revenue: Uncover Hidden Causes to your most common Sales & Marketing Problems" has just been published. Available on website or via Amazon.com.

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