The Persuasive Leader

How to Speak with Maximum Impact



Patrick McClure





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 coworkers. 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 (hand on diaphragm)

Mouth

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



EnergyBody 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 (<u>Professor Emeritus</u> of <u>Psychology</u>, <u>UCLA</u>), 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*

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

^{* *}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



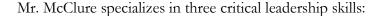
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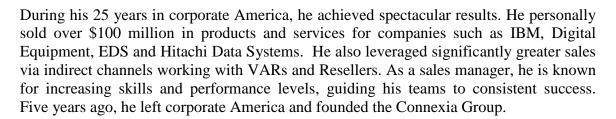
About the Speaker

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.



- Sales skills.
- Presentation Skills
- Management



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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