

# MAXIMUM IMPACT

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Speaking With Power and Passion







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### Introduction

"Man Stalks Public Speaker On Stage While Addressing Group"

This could very well be a headline from the second 2016 presidential debate. However, it describes an embarrassing episode early in my career when I was helping out another trainer.

Fifteen minutes into this workshop during a silent work period, the main trainer approached me and said, "You have to sit down and give me control of the floor". I told him that I had been sitting all day and felt more comfortable standing. That's when he said, "you are stealing their attention. I can't have that during this workshop."

It was a seminal learning moment for me where I discovered how public speakers shape and control their message by controlling the room.

When I was training for my instructorship, I was taught that there are essentially 4 ways that you can communicate your message to your audience. And these 4 ways all work in together to establish congruency.

We'll review these methods over the next 4 sessions and give you insights into various strategies and tactics for delivering your ideas to your audience.

The first method we'll review is covered next and deals with "*what we do*" when we are addressing our audience.

## Session One FIRST METHOD OF COMMUNICATION: WHAT WE DO

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#### "You're tip-toeing big man. You need to strut!" —Tony Stark, The Avengers

Earlier, I referenced the second presidential debate of the 2016 election. And I saw what most professional speaking coaches would call a travesty.

Mr. Trump, the Republican candidate, was not physically projecting a message that was congruent with the general message he was trying to portray.

He was not in control of his breathing. He stalked around on the podium like a caged tiger. He stood behind his opponent, appearing like a menacing overlord. He rolled his eyes, shook his head, scowled, frowned, sighed heavily... Hardly the image of a candidate representing discipline, law, and order.

Realize that I'm not making a political endorsement or indictment here. This is about messaging - how we create it, how we deliver it, and how we support it.

#### **Politicians Are Not Professional Speakers**

Most politicians, while they speak in public, are not professional speakers. However, they do hire professional speakers to coach them, especially during debate prep.

If I were hired by the Trump campaign to coach the candidate for his next debate, we would first work on his physical presence to align it with his stated message of discipline and control, creating an overall congruent message.

Before you get up to deliver your next presentation, understand this simple fact - *you are the message*. The whole package is the message and all pieces of it must be congruent. If you want to convey confidence and control to your audience, your first step is to be in control of your behavior and your actions.



#### A Personal Lesson From My Past

When I was training for my instructorship, my biggest challenge was simply to smile. My coaches and mentors were constantly telling me to smile more. They told me that if I was happy to be in the classroom, my face wasn't showing it. As a result, my first set of students got the impression that coaching the class was nothing more than a job I had to do.

I worked on this simple behavior for a long time before I could step in front of a room and make the audience feel welcomed with a smile.

Which is why this was one of the first things I noticed about Mr. Trump in the debates. *He rarely smiled*. And like my students, I found myself asking that same question: "Is he happy doing what he's doing?"

Your behavior in front of your audience, or *what you do*, will play a huge part in conveying and reinforcing your message. Your first step is to control your behavior and use that behavior as a foundation for your message.

If you tell your audience that they are winners and that you believe in them while you have a scowl on your face and your arms are crossed, they won't believe you.

If you tell your team that they are important and you care about what they have to say, but you roll your eyes and sigh when members of your team begin to speak, they will have doubts about your claim.

If you are trying to close a major contract with a high-profile client and you tell the executives that your product will handle their needs while nervously pacing and avoiding eye contact, those executives will be skeptical.







Actions speak louder than words, and a smile says, "I like you. You make me happy. I am glad to see you."

#### **Dale Carnegie**

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Changing established behavior is not something that you can do overnight. But in the words of an ancient Chinese proverb, "A journey of a thousand miles begins with a single step". Now is the time to take that first step.

#### **5 Presentation Behaviors You Can Work On Immediately**

In the speaking programs I've instructed, we use a variety of feedback methods to provide our clients suggestions on getting control of their on-stage behavior, including immediate vocal direction and video recordings,

However, here are a 5 activities you can use immediately to control your behavior for your next presentation:

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- **Smile**: I said it before, I'll say it again. You have to look like you want to be standing in front of your audience. So smile! Naturally, you want to have a common sense approach here. If you are speaking at a wake or a funeral, you would look out of place smiling your way through the entire presentation. But you have to let the audience know that you are happy to be there with them. A smile is the first step to achieving this goal.
  - Plant your feet: One of the biggest challenges we have with new speakers is getting them to stop pacing. Quickly walking back and forth is a sign that the speaker is trying to burn off nervous energy. And aimless wandering is a sign that the speaker is looking for direction. When we have beginners in our programs, we teach them to plant their feet and to speak from that position of power. Getting them to take control and stand still for 2 minutes while delivering their ideas is the first step to changing their behavior. If they can control their behavior and stand still during a delivery for 2 minutes, then we can coach them on more complex movements to reinforce their message. Master the art of standing still.



- **Drop your hands:** Many people I have coached claimed that they have to "talk with their hands." Yet, that new speaker will typically have their hands moving in every direction and totally out of control. Again, this behavior indicates they are burning off nervous energy. In our more advanced programs, we work with people on how to use their hands to skillfully reinforce their message. But for the beginner, we work on them keeping their hands at their side. Use your hands when you need them. If you don't need them to reinforce your message at a moment in time, leave them at your side, visible, but out of the picture.
  - Use open hand gestures. Don't point with your index finger: When a person does find that they need to use their hands to emphasize a point, we coach them to keep their hands open and their palms up, *as in a "giving" or an "offering" gesture.* Using a stabbing motion with your index finger is not an effective gesture unless you want to send the message the you are blaming members of your audience for something. Open your hands and keep them visible.
    - **Move with purpose and conviction**: When the time comes to move, we coach people to move with *defined purpose*. If you are giving a presentation outside of the boardroom, say to a group of 25 people in a large conference room, you'll find that you will need to move about the room to keep people's attention and improve engagement. Before moving, look at the group of people you want to address, then purposefully move in their direction while continuing to deliver your message. Then, after addressing that particular group of your audience, look at another small subset of people to address, and then move in their direction. Your gaze should direct your attention. And your gaze should lead your feet. Let your audience know that you have a handle on your message and use your motion to emphasize that you are speaking to them, not at them.



Working on these 5 behaviors will start you on your way to building a solid foundation from which you can deliver your message with impact to your audience. So start using them now in your coming team meetings and client meetings and begin the journey of turn your behaviors into communication assets.

In the next session, we'll look at the second way we communicate our message. This next method will *be an eye opener!* So if you are ready, lets take a look at the...

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## Session Two SECOND METHOD OF COMMUNICATION: HOW WE LOOK

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#### "Tony Stark. You always wear such nice suits" - Gen. "Thunderbolt" Ross, The Incredible Hulk

In the first session, we reviewed a major component of how we communicate, our behavior. *What we do* has a big impact on our message congruency. However, there are other channels that we need to control if we want to insure our message is received by our audience. In this session, we'll take a peek at the second way we communicate our message, *how we look*.

#### Second Method of Communication: How We Look

Back in the early days of my trainer certification, my master trainer told the story of an instructor who was facilitating a class with 'unbridled enthusiasm' of about 30 people. After about 15 minutes, an audience member got out of his seat and approached him.

Not knowing what to do, the instructor paused and stood still as the participant approached. This had never happened to him before.

When the participant was within arms length, he reached out, pulled a white thread off of the instructor's navy blue suit, and said, "Wow! That's better. I couldn't take my eyes off of this thing."

Our eyes are attracted to the things that stand out in our environment. The shape, color, size, appearance, and arrangement of what we see grabs our attention and influences our thinking.

Think back to the last time you stepped into a bank to get a loan, or went on a job interview. Chances are, you put on a jacket, clean shirt, tie, made sure your shoes were polished, hair combed, teeth brushed... because you wanted to *look* your best and make a favorable impression on your audience when presenting your case.



Your appearance has a major impact on the thinking process of your audience. The same goes for your presentation materials. *How you and your materials look* will either enhance your message or detract from it in a huge way.

#### Zig Ziglar Knew The Impact of Appearance and Messaging

In one of his taped seminar series, the motivational speaker Zig Ziglar gave a wonderful example of the link between our appearance and our message.

In one of his training seminars, Ziglar was talking about the importance of health and fitness for a successful sales career. After the presentation, he said a member of the audience approached him with some lingering doubts. He asked Ziglar if he really believed everything in his presentation. Ziglar said, "Of course I do. I wouldn't have said it otherwise."

The participant then replied, "Yeah Ziglar, but do you believe it all?" and he pointed to Zig's waist line. At the time Zig Ziglar was seriously overweight. And while he was always dressed impeccably, Ziglar's weight did not support his message of a successful sales career depending on eating well and exercising.

At that point Ziglar realized that to retain his credibility, he either had to stop speaking on the importance of diet and exercise in a sales career, or he had to lose the weight.

He started jogging, turned into an avid runner, lost the weight, and became the svelte motivational speaker we remember him as today.



#### **Dressing The Room To Impact Your Sales Presentation**

When I was a Sales Engineer on the West Coast, I was working with our enterprise sales team making the case for our enterprise storage systems to a 'really big chip manufacturer'. In one particular meeting, we had 7 members of our team on hand and we were expecting about the same number of decisionmaking managers to be present.

Before the client team showed up, our sales manager performed a little bit of 'room dressing'. He assigned all of us seats, dispersing us around the conference table. I asked him why he was making this adjustment. He replied, "I want this meeting to be more collaborative. It won't appear that way if we're all concentrated in one section of the table and the client team is concentrated on the other side. I don't want an 'us against them' mentality."

Sure enough, the members of the client team started showing up, filling in the seats that were left open. The meeting had a more inclusive feel as it progressed, and everyone felt like we were all on the same side solving a mutual problem. After the meeting, some of the managers came up to us and said that the meeting was a productive one. One even said that he felt like we accomplished a lot that day.

#### **Presidential Candidates Know The Impact Of Looking Patriotic**

If you had the stamina to sit through all three presidential debates, you probably saw a subtle display of patriotic communication.

All candidates, since the 9/11 incident, have worn the flag pin prominently on their lapel as a display of their patriotism. Some candidates have even gone so far as to wear the old IBM colors: the blue suit, white shirt and red tie.



But all politicians know that to achieve rapport with the American public, they have to show their constituents that they have America's interest at heart. And that involves figuratively wrapping themselves in the American Flag.

The election cycle of 2016 was unique. We had our first woman presidential candidate. And being unique amongst the "other" candidates, Hillary Clinton used that difference to display her patriotism in a subtle yet stylish way across all three debates. In the first debate, she wore a red pantsuit. In the second, a blue pantsuit. And in the final one, she wore a white pantsuit.

I think we can agree that the ladies have a lot more options when it comes to visual presentation style. Guys just get a tie!

#### 4 Ideas On Using Your Appearance To Enhance Your Message

In sales, we've always been advised that *how we look* should be prominent, but not a distraction. Our appearance should attract attention but not hold it. The same applies when you are delivering a presentation. If you take control of how you look to your audience, your message will make a bigger impact on them.

Here are 4 tips on using your appearance to support your message:

Dress To Your Audience: One of the tips we learn as instructors is to "not distract from the message". We are in the class to coach, and the class members are the focus of the program. So the attention always has to be on them, not on standing out with ostentatious clothing. If you are in sales or you are speaking to an audience, your appearance, your clothing, and your demeanor has to be in line with the expectations of your audience, *but it shouldn't be the focus of their attention*.







You cannot climb the ladder of success dressed in the costume of failure.

Zig Ziglar

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- Configure Your Room: Many beginning speakers make the mistake of not arranging the room to their benefit. Spend some time up front arranging the room to support your message and guide your audience's attention.
  - Room Tip 1: Always set up for the number of members you are expecting. If more people arrive, you can set up more chairs. Having lots of empty chairs sends the message that the people you invited didn't think your message was worth their time.
  - Room Tip 2: If your room happens to have a window, either arrange the room with the window at the audience's back or close the drapes. You don't want to compete with outside distractions.
  - Room Tip 3: Use your seating arrangement to support your presentation. A small group workshop functions best when the seating is arranged in several small clusters. A seminar, however, may benefit from a "herringbone" arrangement where seating focuses on a central point. And if you are doing platform work to a large group, a theater-style arrangement is your best layout.

Take control of the room's appearance. Remove as many competing elements as possible so that your audience is focused on you.

**Use Current Equipment**: Make sure your equipment is current and functional. Overhead projectors were the standard 25 years ago, and they are still used in some grade schools. In today's business environment, however, you do not want to send the message that you are "behind the times". Almost all business presentations are performed using either a mini projector connected to a laptop or a tablet, or they are done online using a webinar tool. When you need to perform a presentation, make sure you are using the appropriate media, your equipment is functional, and your delivery methods are appropriate.



Use Appropriate Visual Aids: In our sales and speaking programs, we review the various forms of evidence you can use to support your presentation. This includes displays, demonstrations, and pictures. As the saying goes, a picture is worth a thousand words. However, not all of those 'thousand words' will be appropriate for your message. When selecting your PowerPoint presentation graphics, displays to show your audience, or physical props for your demonstrations, select them strategically to support your message. There is nothing worse than having a visual aid taken out of context, delivered to the wrong group, and giving an unintended meaning. The news media is rife with examples of news anchors drawing figures on their big board only to do a second look and finding an embarrassing drawing prominently displayed.

As human beings, we take in a lot of our information visually, so our appearance and behavior plays a significant role in the message we deliver to our audience.

The next time you get up to speak, remember that your message is being conveyed not just by *what you do*, but also by *how you look*. Use the 4 ideas above to take control of your appearance and your environment. You'll communicate your main message with less effort and more impact.

Over these past two sessions, we've reviewed the importance of the visual components in our communication efforts. In the next session, we'll talk more about the importance of the third way we communicate our message. Believe me when I tell you, this next component is crucial to what we say to people. If that sounds good to you, then let's begin...

## Session Three THIRD METHOD OF COMMUNICATION: WHAT WE SAY



#### "And what we say is the truth **is** what everybody accepts." —Dr. Kathryn Railly, Twelve Monkeys

In the first two sessions, we reviewed two major communication components: our behavior and our appearance. Or to put it another way, *what we do* and *how we look*. How well these two components are aligned will determine how well the whole message is supported. We call this "message congruence".

For example, I can deliver a weak message to my audience by standing with my arms crossed firmly across my chest, my head shaking back and forth while saying, "As I look around this room, I see nothing but untapped potential." No one in the room would believe me because "*what I do*" and "*how I look*" do not support what I'm saying.

It is imperative that you align all of your communication components to support your message for maximum impact.

In this session, we'll take a look at the actual words we use that make up your message. This is the piece most of us focus on when creating our presentations because it is the element that we have direct and conscious control over. While it may not have the same impact on individuals as "how we look" and "what we do", "what we say" still matters.

#### Third Method of Communication: What We Say

One summer Friday morning in Sunnyvale, I was giving a presentation at a Toastmasters group. I was putting together some material for another program and wanted to test some of the points in front of a smaller, more critical group before incorporating them into my main program.



As I started my closing remarks, I said, "In review, I want to..." and from the back of the room, someone shouted, "Then go ahead and do it!"

You should know that this group had "more than a few" extremely boisterous members!

I learned an invaluable lesson that morning. If you are going to do something in your presentation, then you don't talk about it and you don't ask permission. *You simply do it.* When you are in front of a group, you have a limited amount of time. Don't waste your words and their time talking about things that you want to do when you know you are going to do them anyway.

Later, my Dale Carnegie master instructor would hit me harder on this same point with a more humbling message by saying, "Listen up. You are there to help someone else identify and work through their challenges. When you are facilitating a group, *they don't care about 'what you want' or 'what you would like to do!*"

This observation is based on a number of the <u>Dale Carnegie Human Relations</u> <u>principles</u> and is the basis for our presentation and sales training programs. When you are speaking in front of a group, or when you are conducting a sales presentation, realize that no one cares about "what you want." They're only listening for how they will be affected. So don't waste time saying "what I want to do…" or "I'd like to…" Instead, focus on what's in it for your audience.

The phrases "what I want to do..." and "what I'd like to do..." are verbal and mental crutches. Using them is a habit that we have to break. Remember, your audience has one idea at the forefront of their mind: *what's in it for me*. Don't waste time talking about what you want. Get their attention immediately by talking about what they want.



#### **Don't Think About Elephants**

Think back to the 2010 movie "Inception". There's a scene near the beginning where Leonardo DiCaprio and Joseph Gordon Levitt were in a helicopter giving Ken Watanabe an education on the process of inception.

Levitt said, "Okay, this is me, planting an idea in your mind. I say: *don't* think about elephants. What are you thinking about?" And Ken says, "Elephants".

This observation was something we discussed during my NLP certification: *There is no physical representation of the word 'not'*. The concept of 'not' is a language construct.

For example, you can envision a glass of water. We've all had experiences with a glass of water. We've drank water from a glass of water. We've knocked over glasses of water and had to mop up the water after it was out of the glass. There are "real world" examples in our history that involve a "glass of water".

There is nothing in the real world that corresponds to "not a glass of water".

In order to understand what "*not* a glass of water" means, you first have to know what "a glass of water" means. When someone gives you the command "Don't think of a glass of water", you must first think of "a glass of water" to understand their command.

Similarly, when people define their goals in terms of what they don't want, they have to conceptualize the thing they don't want before they can comprehend their goal. Their attention becomes focused on what they're trying to avoid. For this reason, we tell people in the Dale Carnegie Course to create their goals using positive language. Their goals have to be something they can visualize in their environment and they can strive for.







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No one rises to low expectations.

Les Brown

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When we coach participants in our speaking programs, we have them close with a positive command to the audience for the same reason. When they get their audience focused on something positive and real, their presentations close with more impact and they achieve better results.

#### **5 Tips For What You Say**

Here are several more tips for changing your language when you give a presentation:

- **Refrain From Using "Just":** I encountered this when making cold phone calls. Opening the conversation with "I'm just calling to…" gives the impression that your message is of no consequence. Don't minimize your message this way. Leave out the "just" and make a stronger call.
- Use Positive References: Strong openings and strong closings matter when you selling to your client, and they matter when you're standing in front of a group presenting your ideas. Remember the principle in the movie *Inception* - 'not' is a language construct. Tell your audience what you want them to do.
- **Use Language Relevant To The Audience:** Tailor your presentation to your audience. If you are speaking to a specialized group, you want to use language that is common to that group. Giving a technical presentation to a technical group demands technical language. Giving a presentation to a group of executives will demand language that focuses on finances and results. By using the appropriate language for the appropriate group, you will hold their attention and easily deliver your message.



- Paint Word Pictures: The language of the mind consist of pictures, sounds, tastes, touch, and smells. Use your language to create these sensory experiences in your audience's mind. In the Dale Carnegie program, we teach our participants how to use language to create word pictures. The acronym we use for this is *ACME*:
  - □ A = Action: Language suggesting action and motion attracts more attention.

**C=Color:** Colorful language makes images stand out.

- M=ME: When you use anecdotes, personalize them by putting yourself and, if possible, the audience in your language. By using first person language, you give your story more impact over using an "impartial observer" approach.
- **E=Exaggeration:** Studies by learning researchers reveal that people easily remember items that are bizarre in contrast with their environment. Exaggerate the points you wish to emphasize.
- Reduce Your Reliance On Crutch Words And Phrases: Technically, a crutch word is a word or phrase that you rely on too much to convey your thoughts. Prime examples I've heard are "you know", "like", "awesome" and, of course, "I want to..." or "I'd like to". Relying on a few choice words to describe the totality of the experiences in your presentation flattens out your stories and reduces the emotional impact. Expand your vocabulary and remove the crutch words.



What we say matters. The words we use quantify our thoughts, ideas, and emotions in such a manner that we are able to transfer ephemeral concepts between individuals to reach a mutual understanding.

The next time you stand up to speak at a conference, conduct your sales meeting, or even conducting a webinar, remember that your words will impact your audience. Use the above ideas to take command of your language and shape your audience's thoughts. You will communicate your message with clarity and precision.

In these past three sessions, we have reviewed the visual components of our communication process and the impact these components can have on our audience's reception. There is, however, one more component that will have a major impact on your message congruence because it allows you to communicate additional nuances words alone can't transfer.

Ready to set the tone of your message to match your audience? Then let's begin...

## Session Four FOURTH METHOD OF COMMUNICATION: HOW WE SAY IT

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#### "You have to say it right..." -Ragetti, Pirates of the Caribbean: At World's End

In this final session, we take a look at one of the most overlooked ways we communicate with our peers.

In the previous sessions, we reviewed the visual components of our presentation - that is, *what we do* and *how we look*. We also reviewed the words used in the message - *what we say*. These elements determine how well our audience accept the information we are presenting. However, there is another auditory component that has a major impact on the meaning of our message and that is *how we say it*.

#### Fourth Method of Communication: How We Say It

In my first <u>High Impact Presentations program</u>, my trainer had me perform an unusual exercise in front of the class. He asked me to read from a boring manuscript detailing facts about the planets in our solar system. He added, "Read it as you would read it to yourself, but read it aloud."

I started reading the manuscript. When I occasionally looked up from the pages, I noticed that some people in my audience were distracted, most of them were disinterested and probably focused on preparing for their own presentation. No one was paying attention to what I was presenting. It wasn't exactly engaging material.

Then the instructor said, "Now read the manuscript as a mother would read a bedtime story to her 5 year old child."



To comply with that request, I had to change my whole mental attitude and demeanor. But when I made the change and began reading that same manuscript with the care and expressiveness of a young mother reading to her child, I noticed that my audience's attitude had changed also. Some even sat up and started paying attention!

After reading like this for about 20 seconds, my instructor said, "Now read it like a fiery Baptist preacher."

Again, I had to change my mindset to that of a bible-belt preacher addressing his congregation. And once again I noticed a clear shift in the attention and attitude of my audience. No one was mentally asleep any longer!

After two more shifts of a priest delivering a eulogy and a motivational football coach, my instructor finally said, "OK. Read the manuscript aloud as you would read it to yourself once again."

This time while reading it aloud, I noticed that I had more energy, more vitality, and a lot more flexibility than when I originally read it. I also noticed a change in the audience's attitude. The entire audience was with me now.

In that brief session, I learned that in the space of 5 minutes I could alter the mood, demeanor, and attention of my audience merely by changing the intonation, pacing, and loudness of my voice.

This is something that we all have the potential to control. But we need that external mirror to help us see beyond our initial self perceptions. If we use external coaching to help guide us in the early stages of our speaking development, we can harness this power to gain the audience's attention.



#### **Selling Over The Phone**

One of the insights I gained during my time in inside sales was that I had to open a sales call over the phone differently from the way I opened a sales call when standing in front of a prospect. When I'm standing in front of a prospect, I can use my appearance and behavior to get their attention, allowing me to use a weak opening line like, "How are you doing today." When I'm standing in front of a prospect, I can see when their eyes are focused on me and I can assess their responses by watching their behavior.

However, when I'm on the phone, I can't see what they are doing and they can't see me. The only tool I have at my disposal is my voice. In this situation, not only is *what I say* important, but also *how I say it*.

One way you can get someone's attention over the phone is by using their name. In fact, in his book, How to Win Friends and Influence People, <u>Dale</u> <u>Carnegie wrote that a person's name is the sweetest, most important sound in</u> <u>any language</u>. By using their name, you send an unspoken message to your prospect that they are important.

But let's not stop here. In our <u>High Impact Presentations</u> program we teach participants five ways to open their presentations that will gain their audience's attention. One of those methods is to open with a question. It immediately puts the audience in the frame of mind to search for the answer.

On the phone, you can easily ask a question and use the person's name at the same time merely by changing the inflection of your voice and which words you vocally mark.



Instead of making a general introduction like, "\*Hi\*, Bob", put the vocal inflection on their name and say, "Hi, \*Bob\*?" Now, you're using their name and asking a question. And when they say, "Yes", you know you got their attention. How you proceed after this is a topic for another session. And remember, attention does not equal interest. Interest is a topic for a whole new post.

Vocal inflection is a useful tool when you have self control. It's a detriment when it becomes a symptom of nervousness. I've heard freshman sales people get on the phone and put a vocal inflection at the end of every sentence making it sound as if they are constantly asking permission and ruining their credibility. In fact, I've had quite a few <u>Dale Carnegie Course</u> participants stand up and deliver a presentation while being in the grip of this nervous behavior. It's one of the habits we coach against in the classroom, helping participants regain control of their voice, giving them back a valuable asset.

#### Zig Ziglar Talks About Speaking Flexibility In Sales

In one of his recorded lectures, Zig Ziglar discussed the impact that vocal flexibility has in sales. He then performed a simple exercise to show how using your voice to verbally mark certain words, you can change the entire meaning of a sentence. Consider the following sentence:

"I didn't say he stole the money."



By vocally marking different words, you can change the sentence's meaning:

\*I\* didn't say he stole the money. (I didn't say it. That guy over there said it.) I didn't \*say\* he stole the money. (I wrote it in an email.)

I didn't say \*he\* stole the money. (I said his twin brother stole the money.) I didn't say he \*stole\* the money. (He just borrowed it... without asking permission.). I didn't say he stole the \*money\*. (I said he stole the bread.)

Again, you'll probably look at this and say, "This is great information, but I don't see a practical application." However, I propose that it has already been used *on you*.

If you've ever been on the client end of a sales transaction and the sales rep was performing a comparison, they probably marked one of the options using their voice in a subtle way. For example: "The black Porsche has a 500 HP engine and a sun roof. Now, the \*red Mustang\* has a 525 HP engine and a moon roof. Which one do you want to take for a test drive?" And while he asks the question, he's also reinforcing the option by rolling the keys to the Mustang in his hand.

If you weren't knowledgeable about <u>physical or auditory anchoring</u> <u>techniques</u>, then you were gently nudged to making a predetermined selection, unaware of what was happening.

This type of communication happens all of the time. In the majority of cases, it happens by people who don't know what they are doing and have no knowledge that they are doing it. More importantly, most people are simply unaware that it's happening to them.



But if a good salesperson or leader understands these principles and has an increased awareness of their abilities, they can take control of any situation and gently guide all parties to a desirable and beneficial outcome.

#### **5 Tips To Control How You Say It**

Here are 5 methods on controlling not just what you say, but how you say it:

- Exercise the muscles you use to produce your voice. In the movie remake of Robocop, the film opens with Samuel L Jackson's character performing a series of vocal exercises before going live for his news show. Most people who use their voice for a living, i.e. speakers, singers, and stage actors, will perform regular vocal exercises and do voice warm ups before going on stage. It's a good way to get better control of your voice. Also, remember that the muscles involved in creating your voice aren't confined to the throat. They start in the abdomen with your diaphragm and extend up to the ones that shape your mouth. Give them all a workout.
- **Vary your Volume**. When I enrolled in my first <u>Dale Carnegie Course</u>, my instructor coached me to increase my vocal volume so that the people in the back of the room could hear me. I've always had excellent hearing so the volume of my voice was always just enough so I could hear myself without drowning out the surrounding environment. However, most of the time you aren't speaking for yourself, but to other people. Speak so others can hear you, but not so loud that you drown them out. Also, vary your volume to match the environment you want to create. Presenting motivational material may require a loud, booming voice whereas presenting more inspirational or emotional ideas will require a lower, softer volume. Be flexible.



- Use intonation and pitch. Have you ever listened to a presentation at a technical conference. There's a reason these presentations have the stigma of being uninteresting. Most of the time, the material is delivered in a monotone voice. The presenters are there to deliver the facts in a logical manner, not to entertain the audience. But even this material can be made more interesting if presenters use vocal intonation and varies their voice pitch. Varying the tone and pitch will make the material easier to follow and more mentally digestible. And it keeps the audience's attention.
- **Use pacing to control your flow**. Television is a fast-paced environment with each minute costing thousands of dollars to produce. Naturally, presenting material over TV requires speakers to be fast. However, some speakers deliver at one speed - fast as possible. While presenting on TV requires you to get as much information out as possible, there is still room to adjust the pacing of your voice. Fast talkers have the stigma of being untrustworthy. Like a used car salesman, the fast talker gives the impression they are trying to rush past something. If you want to be relatable, remain flexible and match your cadence to your audience.
- **Use Pauses**. As in music, the silence between the words and phrases sets the tone of your presentation. Use pauses for enhancing dramatic effect. Use pauses to give your audience time to process your words and your ideas. And use pauses to "take the pulse" of the audience. During our training, our master trainer taught us that we needed overcome the urge to "fill" every moment with words. And if you've spent any time in sales, then you've probably heard that salespeople spend too much time talking about their product, and not enough time listening to their clients. As a presenter, you are responsible for the flow and speed of the ideas you are presenting. Give you audience time to digest your ideas. More importantly, give yourself some time to listen and watch your audience to verify that they are processing your ideas.



### CONCLUSION

The next time you are engaged in a phone interview, managing a conference call, or leading a webinar, remember *what you say* is important, but *how you say it* can determine your success. Your voice carries power, regardless of your awareness or control. I encourage you to use the ideas above to take control of your voice and use it to achieve maximum influence.

This ends the four-part series on speaking with power and passion. Our journey through the communication landscape has taken us through *what we do, how we look, what we say,* and *how we say it.* 

It is my hope that the end of this e-book marks the beginning of your quest for communication excellence. Choose to continue improving and sharpening your skills. Be the person who not only wants to talk to people, but influence them as well.

There's a whole world of untapped communication possibilities. We have just scratched the surface! Join our community below and let's explore the possibilities together.

Until next time, speak well!



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