

# *Speak With Impact*

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# Writing is Thinking Made Clear

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# Speaking is Thinking Made Real

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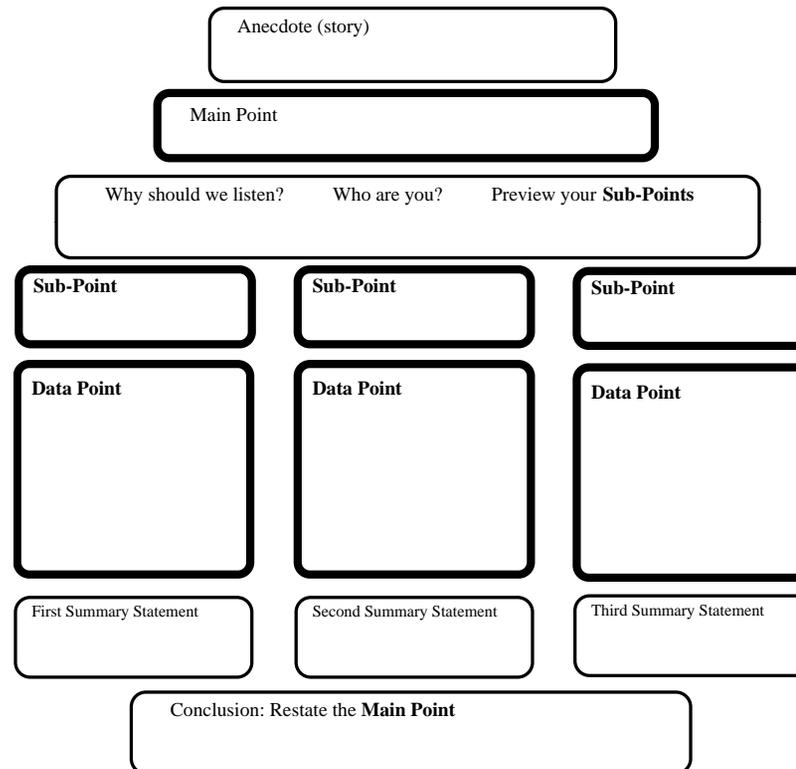


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The trick is to make sure your thinking is clear, your facts are accurate, and your stories compelling, **BEFORE** you open your mouth.

# Many ways of organizing thoughts

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Subject: \_\_\_\_\_

# Four-fold

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purpose

values (demeanor)

main ideas

validation, illustration

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- Purpose: Improve administrator competence and confidence in public speaking; seize opportunities to educate or acknowledge.
  - Values: Communication skills can make/break an administrator.

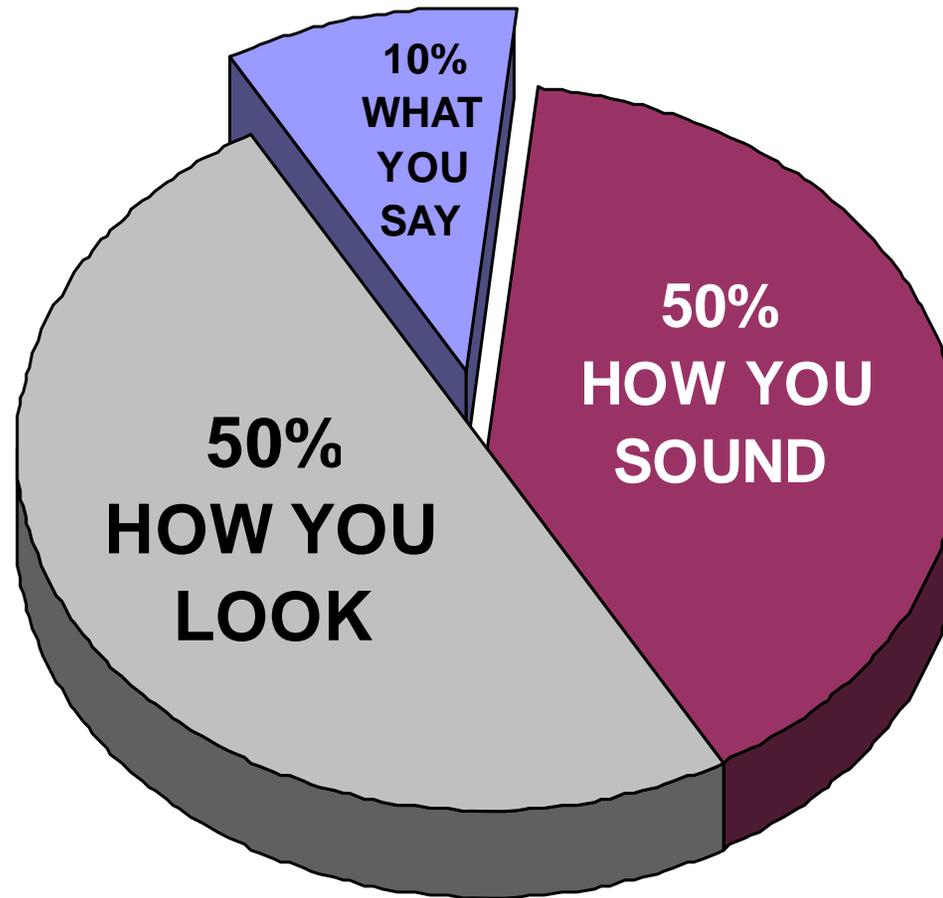
# Main Ideas/Illustration:

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- |                                  |  |
|----------------------------------|--|
| 1. Organizing information        | Traditional, 4 fold                          |
| 2. Credibility                   | Control what you can but learn the factors   |
| 3. Start strong                  | Check audience through introduction          |
| 4. Make it easy for the listener | Transitions, paint the picture, visuals      |
| 5. Bring it home                 | Story/example/evidence for every point       |
| 6. The aftermath                 | Questions, hostility, listening              |
| 7. Other opportunities to speak  | Introducing speakers, leaving voice messages |

# Day To Day Communication

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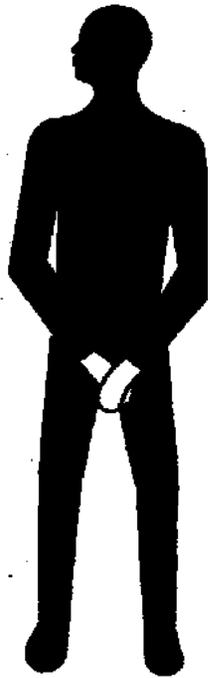
# Nonverbal Communication

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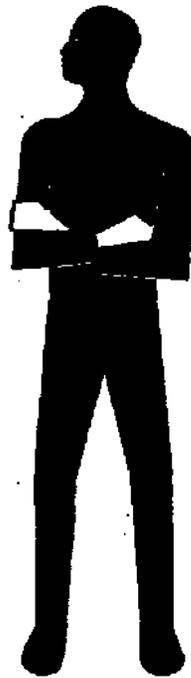
- clothes and grooming
- eye contact, facial expression
- movement
- gestures
- sitting and standing
- touch and distance



**“Hostage”**



**“Fig Leaf”**



**“Straight Jacket”**



**“Wounded Soldier”**



**“Steeple”**

# Verbal Communication

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- Volume
- Speed
- Tone
- Punctuation

Check your audience through  
introduction

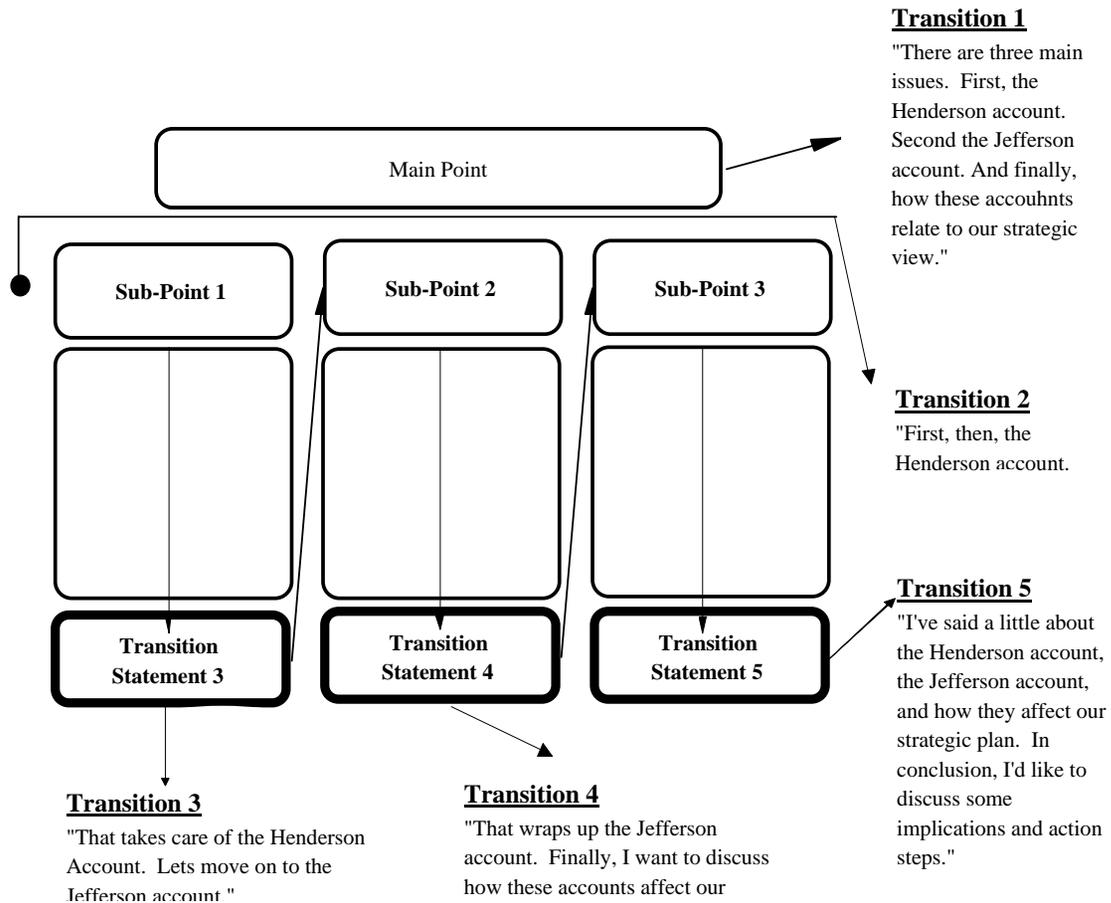
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Make it easy for the listener

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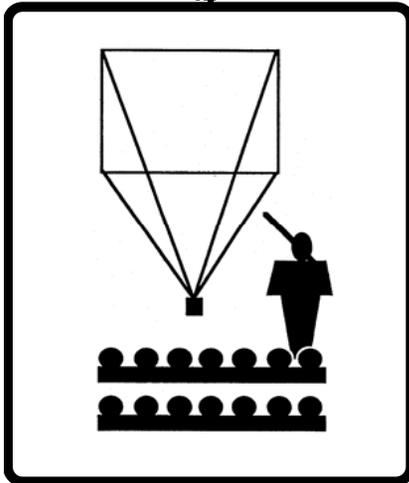
# Transitions



## Using the OVERHEAD PROJECTOR

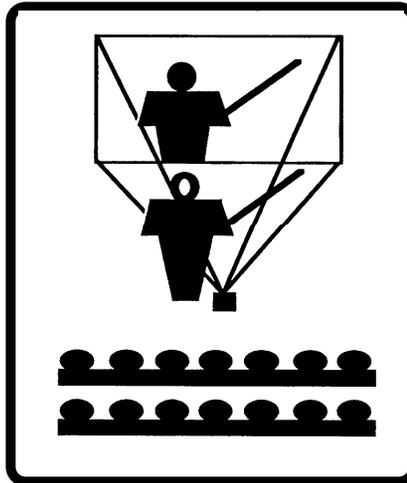
### **AVOID**

Back to the audience, pointer in wrong hand, looking back over shoulder, too far from the screen.



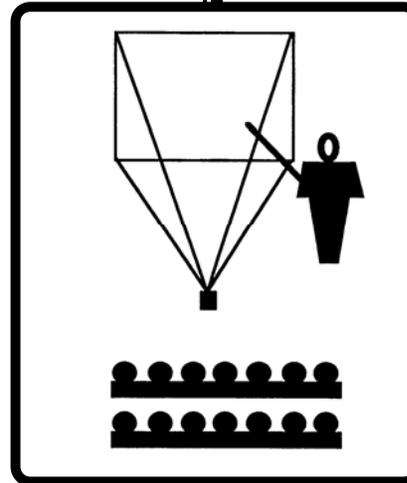
### **AVOID**

Standing at machine with shadow on screen.



### **TRY TO**

Face audience while standing near the screen, pointer in correct hand, Touch, Turn, and Talk.



# Tips on Using Visuals

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1. Don't begin or end with a visual aid
2. Touch, turn, and talk
3. Stand close to the projected image
4. Limit use of a pointer
5. Determine how bright you need lights
6. Provide a working surface for your notes
7. Make eye contact
8. Be decisive in changing images
9. Don't be afraid of the silence
10. Add insight to the visual

# Stimulate the senses when you communicate

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## Visual

- I can see what you mean.
- Can you picture what I'm suggesting?
- I can't visualize the final product

## Auditory

- How does this sound?
- Does it ring true?

## Tactile

- I wouldn't touch this issue.
- It feels right

## The End

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Bring it home - point by point,  
story/evidence/example with each

Revisit your points, practice your ending

Think on your feet ..... anticipate

# Hostility.... demeanor counts

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- Longer sounds defensive. Shorter sounds confident.
- Avoid sounding: condescending, challenging, defensive, disappointed, disgusted, fed up, frustrated, sullen, worried
- Look confident
- Have some phrases ready:
  - If the question is .....
  - If you're asking me ....
  - I understand how you feel; I see what you mean
  - That's a normal reaction
  - I've noted that

# Why Listen?

## Competence

- **Understanding instructions, hearing advice, learning about others' needs and concerns, etc. increases our competence in 2 ways:**

- 1. It increases our technical competence** - simply, the more information we retain, the more effective we can be with our jobs.
- 2. It builds information rich relationships** - People are more likely to disclose more information, and more detailed or sensitive information, to people who are perceived to be good listeners.

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## Empathy

- When we listen to others, we display that we are concerned about their message.

- Thus, good listening fosters empathy with another person's position

- **Research shows that empathy is highly correlated with both actual and perceived communication effectiveness.**

## Other Affirmation

- When we listen to others, we display 2 things:

1. That we find our audience worth while to listen to as people.
2. That our audience is worth our time, which is often in high demand elsewhere.

- **Thus, good listening validates other peoples' self-worth.**

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# Other opportunities to speak

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## Introducing a speaker:

- Only the basics
- 2 minutes or less
- Make the speaker feel special
- Look competent to the audience
- Minor details aren't necessary
- Avoid trite expressions
- Let audience members make up their own minds

# Leaving voice mail messages

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- Concise
- Clear
- Conversational
- Concrete
- Complete

# Have good information on the tip of your tongue....

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## Have great sound bites

- "Besides teen pregnancy, the best predictor of drop out rate is performance (failure) in algebra." (Doug Reeves)
- "Not taking algebra prior to high school is a life-limiting decision." (Dr. Adena Loston)

## Have control of your tongue....

- "The more you say, the less people remember." Anatole France

# Speak with Impact

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