

Speak With Impact

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Writing is Thinking Made Clear



Speaking is Thinking Made Real



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

Anecdote (story)		
Main Point		
Why should we listen? Who are you? Preview your Sub-Points		
Sub-Point	Sub-Point	Sub-Point
Data Point	Data Point	Data Point
First Summary Statement	Second Summary Statement	Third Summary Statement
Conclusion: Restate the Main Point		

Subject: _____

Four-fold

purpose

values (demeanor)

main ideas

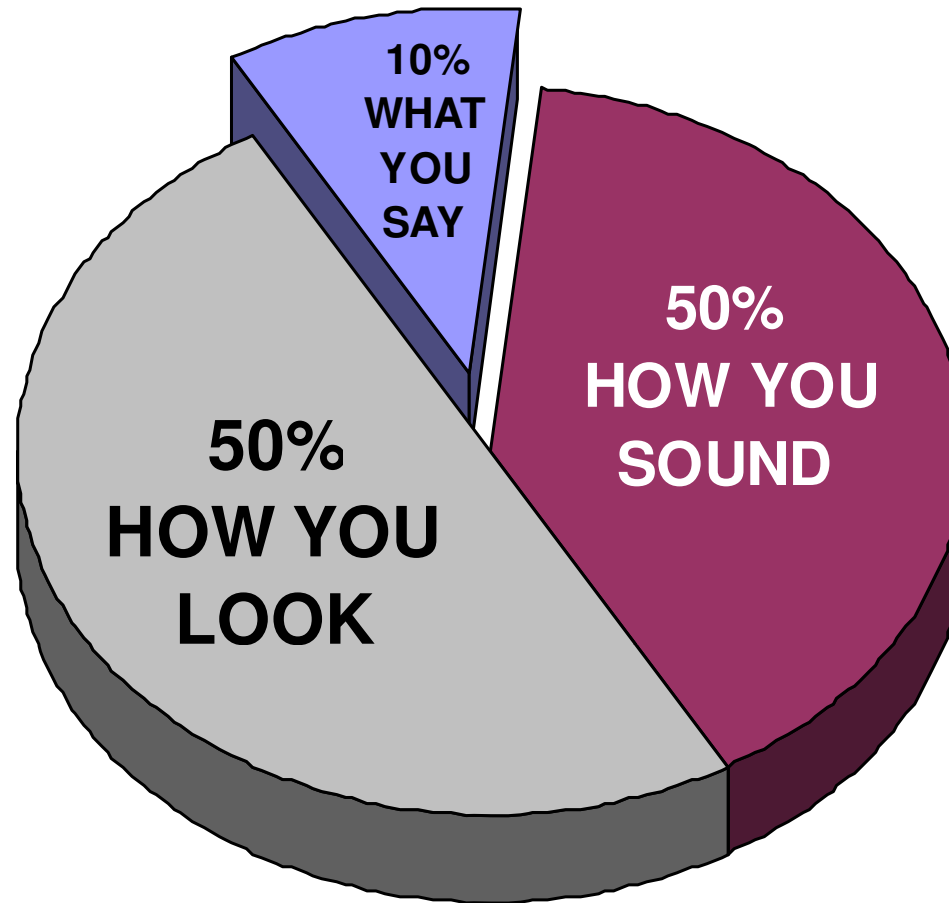
validation, illustration

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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:

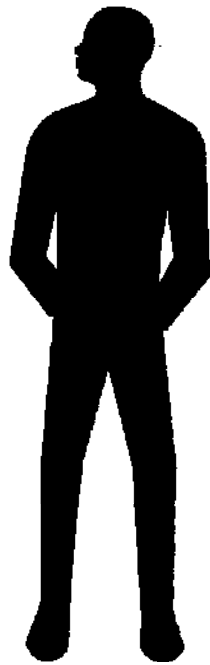
- | | |
|----------------------------------|--|
| 1. Organizing information | Traditional, 4 fold |
| 2. Credibility | Control what you can but learn the factors |
| 3. Start strong | Check audience through introduction |
| 4. Make it easy for the listener | Transitions, paint the picture, visuals |
| 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



Nonverbal Communication

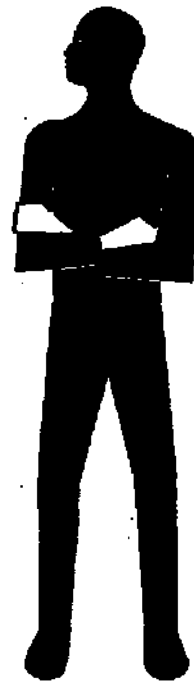
- clothes and grooming
- eye contact, facial expression
- movement
- gestures
- sitting and standing
- touch and distance



“Hostage”



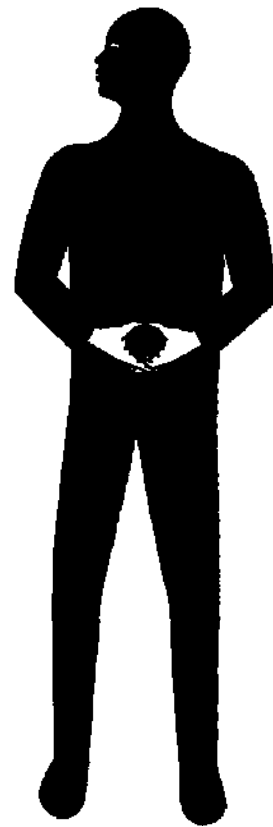
“Fig Leaf”



“Straight Jacket”



“Wounded Soldier”



“Steeple”

Verbal Communication

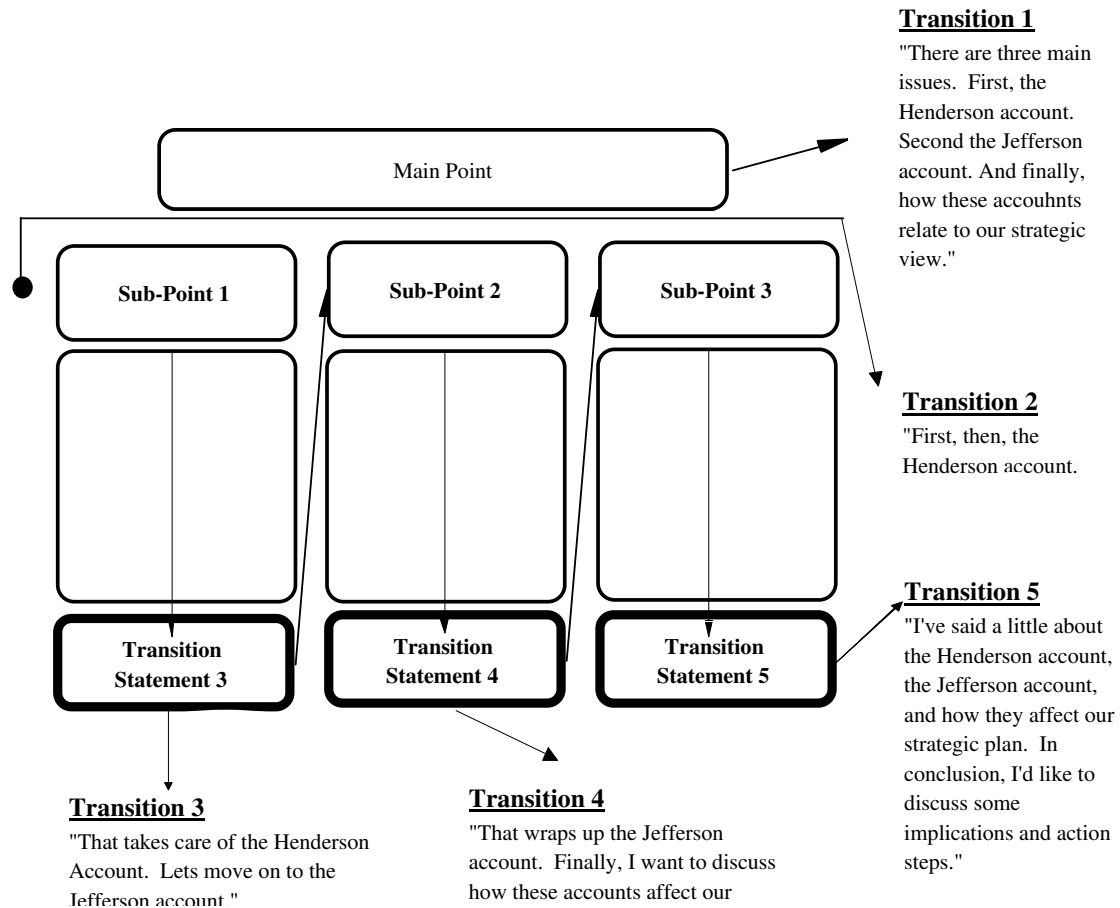
- Volume
- Speed
- Tone
- Punctuation

Check your audience through introduction

Make it easy for the listener



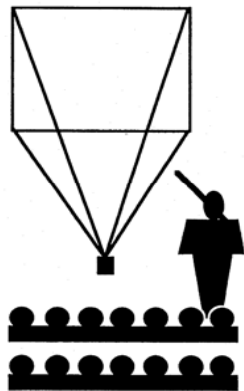
Transitions



Using the OVERHEAD PROJECTOR

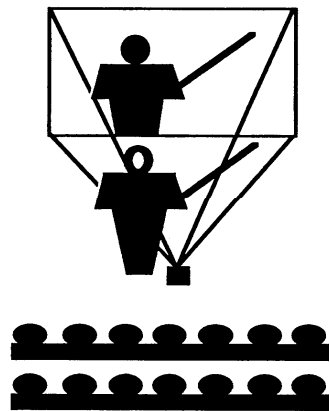
AVOID

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



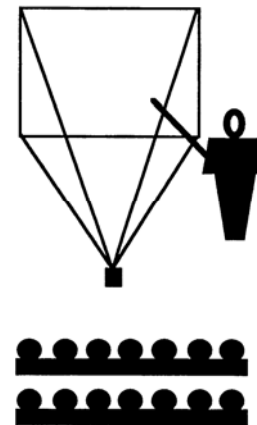
AVOID

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

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

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

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

- 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

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

- Concise
- Clear
- Conversational
- Concrete
- Complete

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

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

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