

SPEAK



USE YOUR VOICE FOR CHANGE...

"If all my possessions were taken from me with one exception, I would choose to keep the power for speech, for by it I would soon regain all the rest."
— *Daniel Webster*

In-studying the way audiences receive messages, it has been found that much more than content is involved. Not only do the words you say make an impact on your overall message, but the way you package those words plays a more important role than you might expect.

Only seven percent of your total message is contained in the words of that message. This is the content. Without this seven percent, you have nothing. You must research, organize, and orchestrate your content to the best of your ability. Preparation is key to any good presentation.

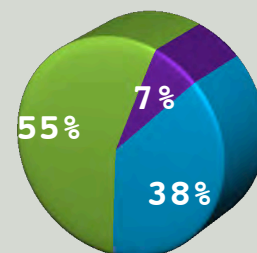
But there's more to speaking than just organizing material. Thirty-eight percent of your message is received and processed in the way that it sounds. That's your voice and how you

use it. The way you use your voice and the vocal atmosphere you create must support your words and make them come alive, or you may completely negate what you're trying to say. That means your voice must be strong and firm, and your tone must give the appropriate meaning to your words. And most importantly, you must be heard.

To add to the complexity, the visual signals you send account for fifty-five percent of your message and can also override your words if you are not careful. The expression on your face, your body language, and the way you carry yourself make a difference. Where you stand, how you stand, and even what you wear can influence an audience or impress a listener.

Your challenge as a presenter is to make sure the seven percent of your message that is

the content is matched in meaning and intensity by the ninety-three percent that is your voice and the visual impression you make. If you're unsure of yourself, practice in front of the mirror or ask a friend or colleague to critique your speech. Remember, confidence is reassuring to your audience.



● Content ● Sound ● Look
What Makes An Audience Listen?

ESTABLISHING CREDIBILITY

We Believe People Who Walk Their Talk

The reception you get from an audience depends to a great extent on your personal credibility. To be credible is to be believable, and whether you are to be believed is decided in the minds of your listeners. Although credibility is often bestowed upon you by others whose sentiments you cannot completely control, there are four areas where your behavior can influence their response.

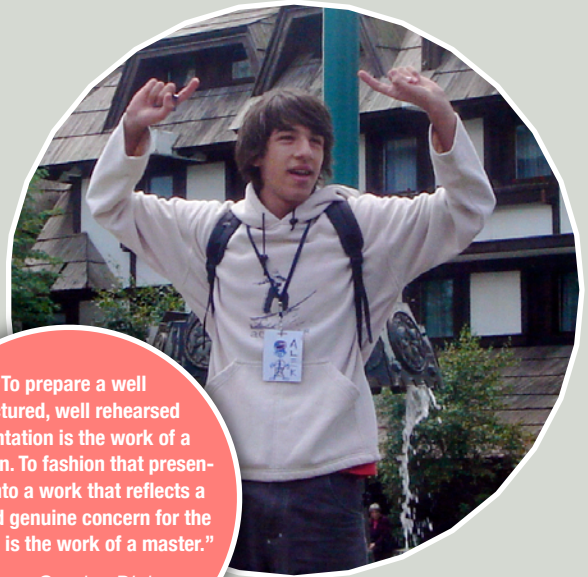
1. Integrity: This is your dependability and trustworthiness—your honor. As a person of integrity, you can be counted on to do what you say you will do, when you say you will do it. Your word is always good.

2. Expertise: Your expertise is developed

and is directly connected to emotional commitment. The more committed you feel, the more dynamic you will be, and the more you will be believed.

4. Open-Mindedness:

Your open-mindedness is an important component of your credibility because, in order to believe in you, your audience must feel you have considered their questions and concerns. Your confidence allows you to be open to



"To prepare a well structured, well rehearsed presentation is the work of a craftsman. To fashion that presentation into a work that reflects a deep and genuine concern for the audience is the work of a master."

~ Carolyn Dickson

INTRO	CHUNK I	CHUNK II	CHUNK III	CLOSING
Tell People What You Are Going to Talk About	Stories, Examples, Data, & Personal Experiences	Statistics, Small Words, Testimonials, Research, Conclusions	Analogies, Short Sentences, Quotations, More Data	Remind People What You Said & Tell Them What To Do Next

through your past history and experience, your knowledge and skill, and your ability to make critical judgments.

3. Dynamism: How dynamic you are is determined by your energy level and the enthusiasm you feel for your subject. Physical dynamism

is directly connected to

Possessing integrity, expertise, dynamism, and open-mindedness is a good beginning. But to be credible you must be able to convey these qualities to others; it is their perception of you that counts.

QUICK TIP SERIES

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QUICK TIP: PREPO

If you don't have the luxury of lengthy preparation time or if someone asks you a question and you need to give an immediate answer, use PREPO to organize your thoughts quickly and effectively.

POINT: Make your point. This is your major statement and should convey only one idea.

REASON: Give your reason for that point. The reason answers the question, "Why do you say that?" Your reason is more specific than your point, but not so specific that it becomes evidence.

EVIDENCE/EMOTION: This is where you put data, demographics, and emotional examples that support your reason. Be specific with numbers that substantiate your statements or personal examples that validate your reasoning.

POINT: Now make your point again. Evidence and emotion will lead you directly back to your main point. You may use the same words, or better yet, rephrase your point, but it should not change in content or attitude.

OBJECTIVE: This is your wrap up. It gives an action for you or an action for your audience which balances and closes your statement.