

The Persuasive Leader

How to Speak with Maximum Impact

Patrick McClure



Agenda

The Instant messaging Generation

Planning & Preparation

Overcoming Barriers

Vocal Variety

Body Motion

Connecting with the Audience

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, Overheads)

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
- **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 co-workers. 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 Ha (hand on diaphragm)

Mouth

Yaw, 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

Energy Body 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** (Professor Emeritus of Psychology, UCLA), 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**
Share Your Energy

- **Common Reality**
Know your audience

- **An Intimate Conversation**
One Person at a Time

- **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**

Review/Conclusion

The 5 Key Points

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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 salesmen 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 consultant and author, he has dedicated his practice to helping others achieve Performance.

Mr. McClure specializes in three critical leadership skills:

- [Sales skills.](#)
- [Presentation Skills](#)
- [Networking Skills](#)

During his 25 years in corporate America, he achieved spectacular results. He personally sold over \$100 million in products and services for companies such as IBM, Digital Equipment, EDS and Hitachi Data Systems. He also leveraged significantly greater sales via indirect channels, and by his sales teams. Four years ago, he left corporate America and founded the Connexia Group.

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 is also a Partner in the Cerius Consulting Group (www.ceriusconsulting.com.)

He recently published his first book: [Precision Selling: 21 Winning Strategies to Achieve Peak Performance.](#)

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