



V A U T I E R
COMMUNICATIONS

SPEAK FROM THE HEART



‘You Are The Message’



‘SPEAK FROM THE HEART’

Two Perspectives

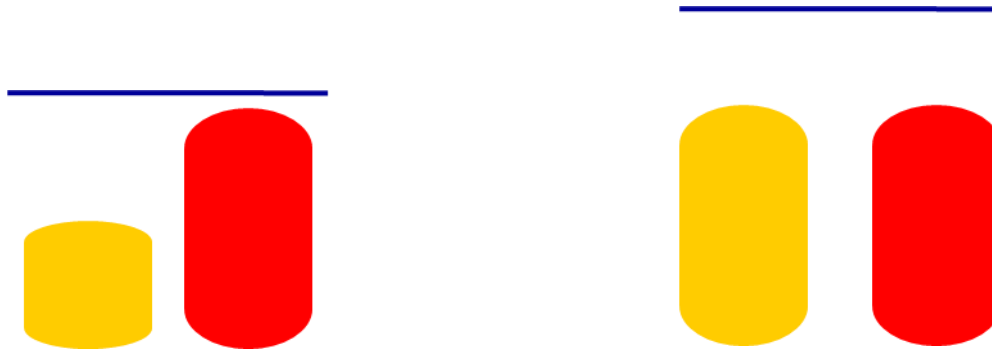
How do you feel about me speaking with you today?



Why is this important?

2 Key Competencies define each of us:

- Functional competency
- Ability to communicate



Four Quadrants of Executive Communication

Executive Presence

See

Eyes

Hands

Posture

Hear

Volume

Inflection

Pace

Non-Words

Message Organization

Listeners

Purpose

Format: Know This / Do This

Persuasive Evidence

Flow & Transitions

Delivery

Informal-----Formal

Extemporaneous

Notes/Handouts

PowerPoint

Webinars

Script

Video

TelePrompter / TelePresence

Q & A / Facilitation

Answer Directly

Viewpoint / Response

Informational Q & A

Hostile Q & A

Questions of Interest

Objections

When you speak

How would you like your listeners to describe you?

‘You Are The Message’

When you are described like this, the outcomes you can achieve are:

- Create Change
- Move Information
- Lead Others



SPEAK FROM THE HEART

‘You Are The Message’

Focus

Focus



Focus on 1 person
for 1 thought



It's a 'Build'

What situations are you in most often?

- 1-1
- 1-Group

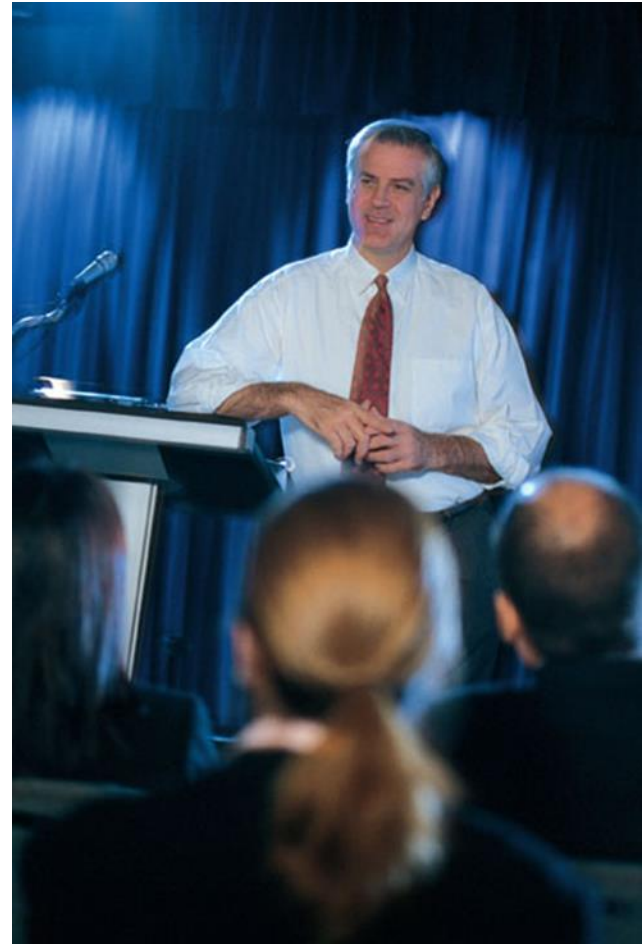
Most often
Comfortable
Competent



Benefits for the Speaker

When you Focus:

- Think more clearly
- Confident & Engaging



Focus Example

Take me out to the ballgame.

Take me out to the crowds.

Buy me some peanuts & crackerjacks.

I don't care if I ever come back.

For it's root-root-root for the _____.

If they don't win it's a shame.

Cause it's 1-2-3 strikes you're out.

At the old ballgame.



SPEAK FROM THE HEART

‘You Are The Message’

Executive Presence

Executive Presence



Executive Presence

Physical: Look

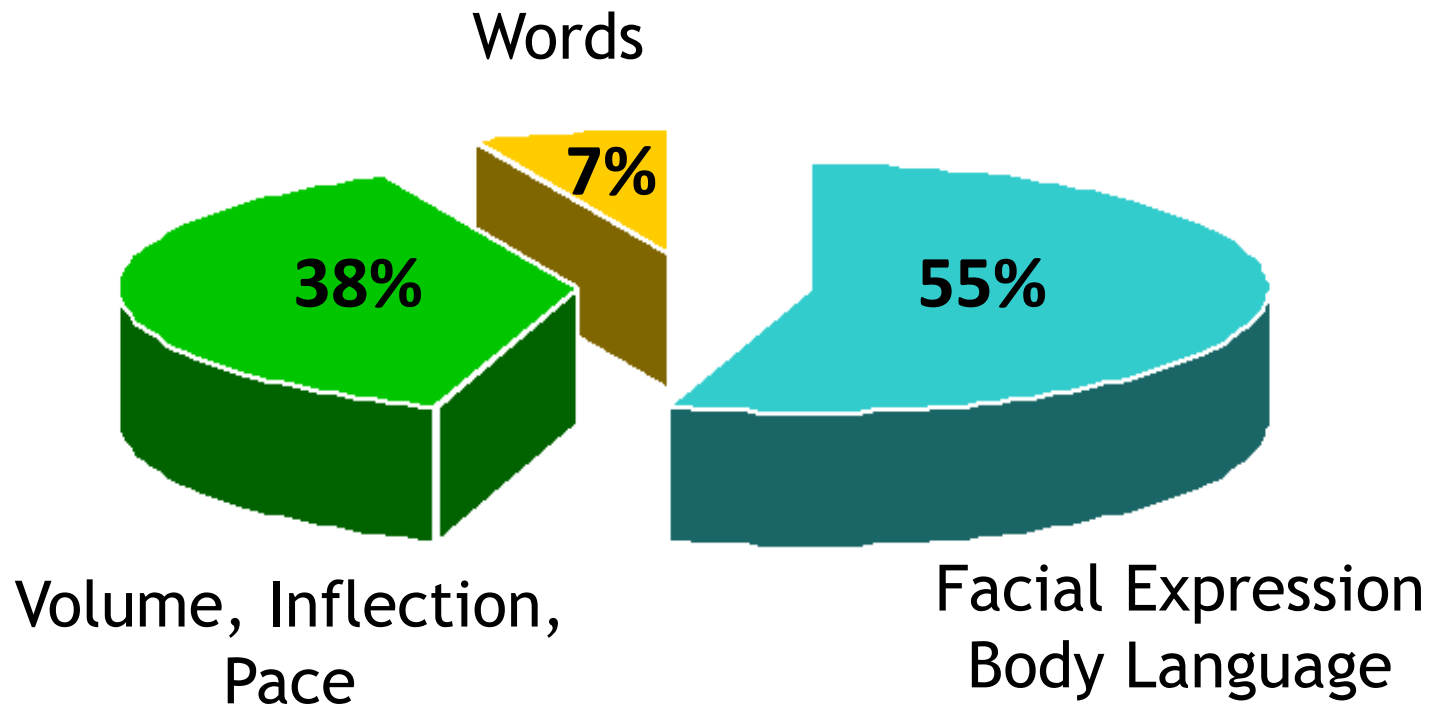
- Balance
- Gesture above waist
- Relax arms between thoughts

Vocal: Sound

- Volume: 'Speaker's Voice'
- Inflection: Key words & phrases
- Pace: Momentum

The Research

Albert Mehrabian, UCLA

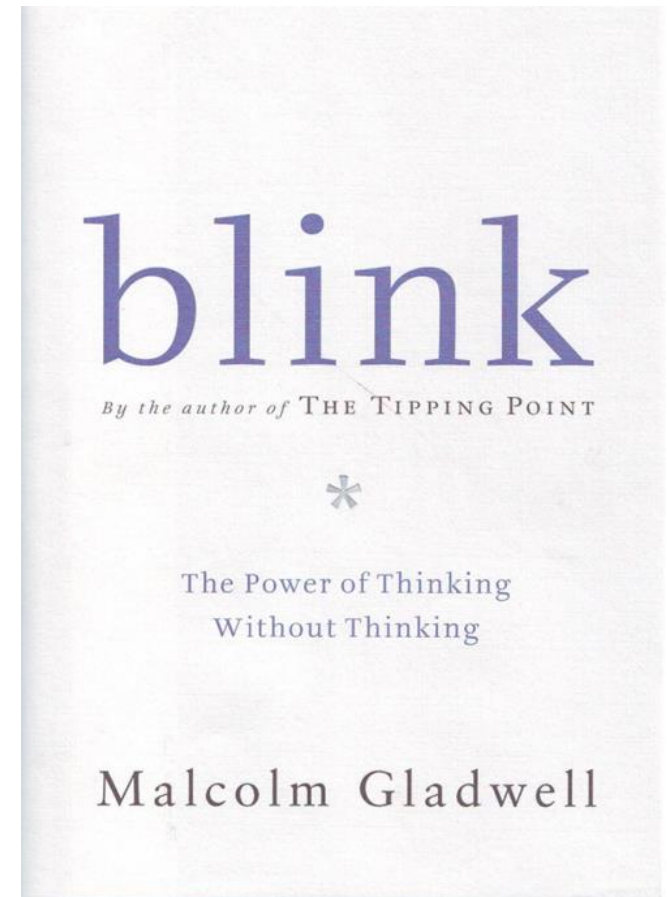


Interpretation of your message

‘Thin-Slicing’

Brain uses 2 strategies:

- Conscious
 - Think about what we’ve learned & answer comes
- Adaptive unconscious
 - Reaches conclusions without telling us why or how

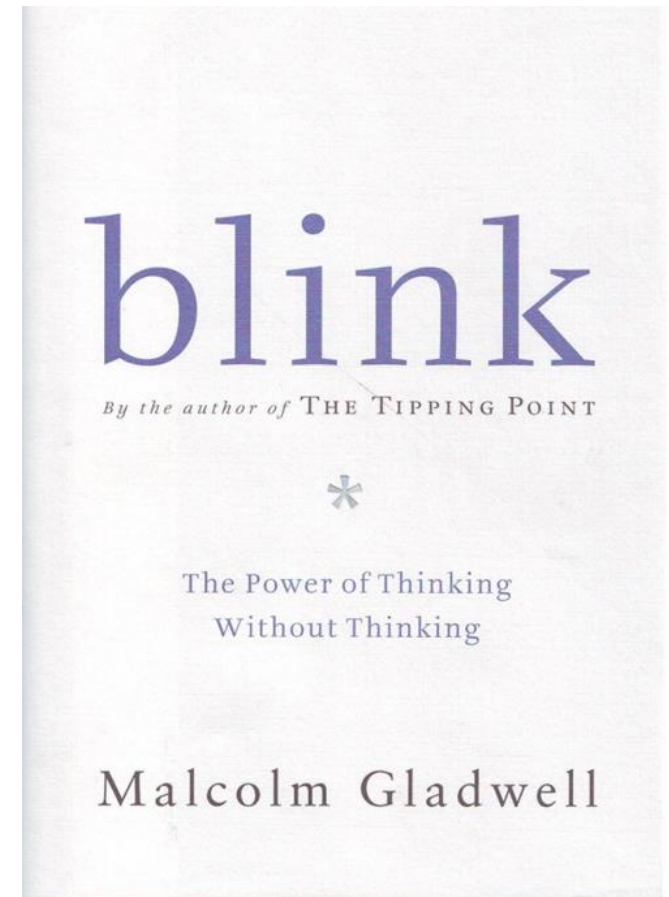


‘Thin-Slicing’

Research by Ms. Nalini Ambady

Professor effectiveness

- 10 sec. silent video clip
 - 5 sec. silent video clip
 - 2 sec. silent video clip
-
- Their students after a full semester of classes

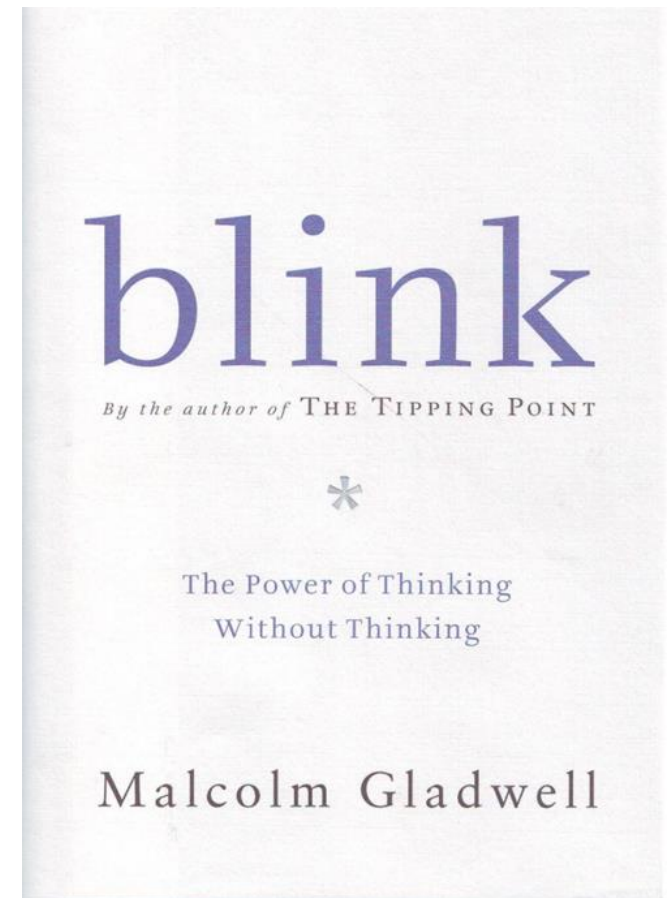


‘Thin-Slicing’

Research by Ms. Nalini Ambady

Conclusion

‘A person watching a silent 2-second video clip of a teacher he or she has never met will reach the same conclusions about how good that teacher is that are very similar to those of a student who sat in the teacher’s class for an entire semester. **That’s the power of our adaptive unconscious.**’

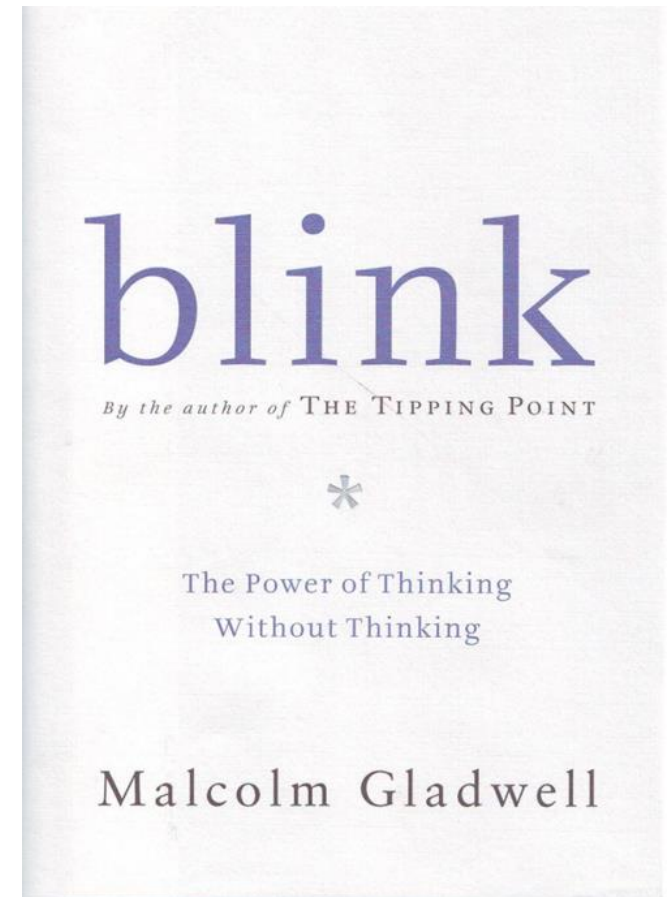


‘Thin-Slicing’

Research by Ms. Nalini Ambady

What’s it mean?

‘Whenever we meet someone for the first time, whenever we interview someone for a job, whenever we react to a new idea, whenever we’re faced with making a decision quickly and under stress, we use that 2nd part of our brain.’

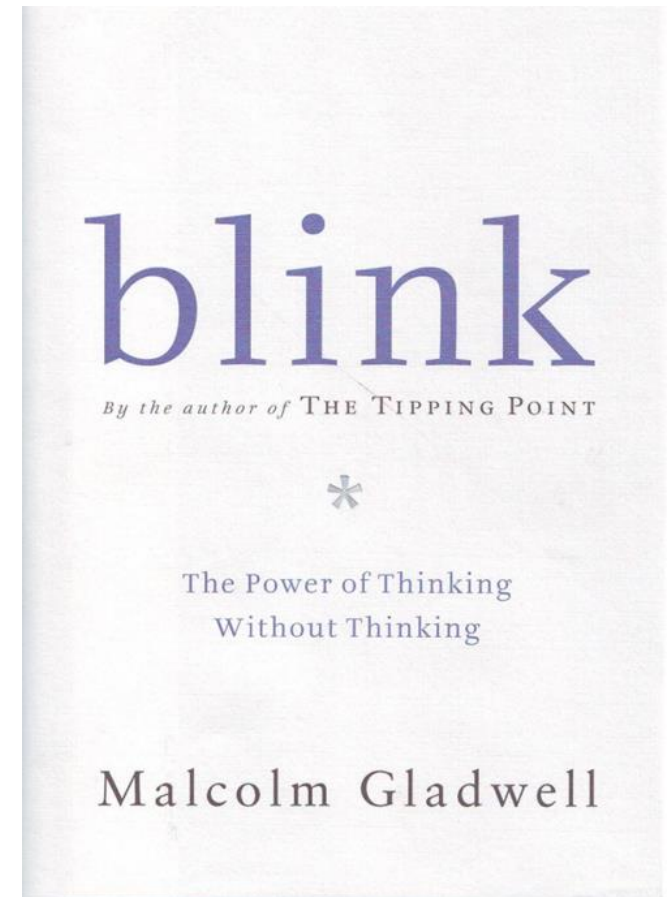


‘Thin-Slicing’

Malcolm Gladwell

What’s it mean?

‘And the truth is, that our unconscious is really good at this, to the point where thin-slicing often delivers a better answer than more deliberate and exhaustive ways of thinking.’



Impact on Listeners

Your listeners remember:

- Your emotional expression
 - Eyes-Voice-Face-Body
- Ideas from your words



The Key Energy Skills

- Balance
- Gesture above waist
- Relax arms between thoughts
- Speaking voice
- Inflect key words/phrases
- Focus, 1 thought : 1 person



Benefits for the Speaker

Natural Energy

- Committed to what you're saying
- Audience is engaged
- 'Feel & See' your message



Phil Davison: Stark County, OH





SPEAK FROM THE HEART

‘You Are The Message’

Organizing Your Message

Organizing What You Say

“The secret to being a bore is to tell everything.”



Voltaire
Author/Philosopher
1694-1778

Organizing What You Say

- File the plan
- Fly the plan
- Change course
passenger safety



Flight Plan

Organizing What You Say



Organizing What You Say

- Who are your listeners
- What's your destination with them
- Select your format
- Forms of Influence
- Tell a Story: B-A-R

Organizing What You Say

What's your destination with them
When you're done speaking what will they:

- Know Inform/Update/Educate
- Do Recommend/Propose/Influence

5 Forms of Influence

- S Statistics & Facts
 - P Personal Experience
 - E Example
 - A Analogy
 - K Killer Quote
- Demonstration

Demonstration

- ‘It doesn’t fit. It doesn’t fit. The glove doesn’t fit.’
- Goes well, very compelling
- Doesn’t go well, very compelling



Statistics & Facts

- Clear, simple & appropriate
- May be clever
- Tailor to your listeners
- Avoid too much detail

Personal Experience

- Something which I experienced
- I'll speak passionately about it
- Deliver using a B-A-R formula

Examples

- Didn't happen to me
- May have a legend or character
- I'll be passionate about it
- Deliver using B-A-R formula

Analogy

- Toughest of all
- Domino Effect, Perfect Storm, Black Swan
- Clear & logical to listeners



Killer Quotes

- Clear & logical to listeners
- Industry guru
- Business 'Thought Leader'
- Best selling business books

An Example

CNN's Miles O'Brian interviews
Rick Smith, CEO, Taser International

- 7 questions under 2 ½ minutes
- Uses 4 different Forms of Influence
 - Analogy
 - Example (B-A-R)
 - Facts & Statistics



ONLY ON CNN

CNN STUN GUN DEBATE

4:37A/71

AMERICAN MORNING

ST KNOWN FOR PLAYING UNCLE VERNON IN THE HARRY POTTER MO



SPEAK FROM THE HEART

‘You Are The Message’

Deliver Your Message

Range of Options

Select a Method

Informal → Formal

- Extemporaneous →
- Notes →
- Tablet →
- PowerPoint →
- TelePrompter →

Deliver your message

Effective Delivery

Apply the physical skills:

- Focus (1 thought 1 person)
- Natural Energy (posture/voice)
.....to your delivery method

PowerPoint Slides

- Positioning
- Focus & Natural Energy
- Joe Buck & Troy Aikman
 - (Play by Play, Color)

Positioning

- Stand left of visual
 - Same Plane/Speaking part of visual
 - Left to right, top to bottom
- Feet angled towards projector
- Move forward when done

Apply Presence Skills

- Use Focus: 1 bullet - 1 person
- Point with left, paint with right
- Balance stance, move, gesture, neutral
- Speakers voice & inflection

Joe & Troy FOX's Best

Play-by-Play

1st

Joe Buck

‘tells you
what you
see’



Then Color

2nd

Troy Aikman

‘tells you what
it means’

The Art & Science

- Tell the audience what they see
- Then, what it means

Present from PPT

Do

- Point & look
- Capture thought
- Find a person
- Talk thought

Don't

- Talk to screen
- Talk before you have person in focus



SPEAK FROM THE HEART

‘You Are The Message’

Establish a Viewpoint

‘The Art of the Short Message’

Establish a Viewpoint

- Topic
- Viewpoint
- Evidence
- Tie Back

Establish a Viewpoint

- Topic
 - Clear
- Viewpoint
 - Declarative/ positive
- Evidence
 - Specific/ concise
- Tie Back
 - ...and that's why I say

Establish a Viewpoint

- Topic
 - Chicago
- Viewpoint
 - One of the greatest cities to live in
- Evidence
 - Great parks, transport & economy
- Tie Back
 - ...and that's why I say, Chicago...



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Q & A

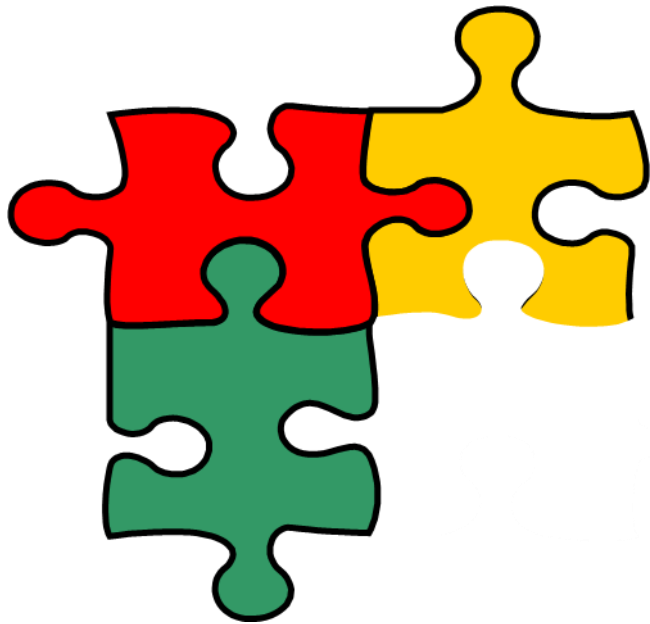
Question & Answer



- Continuation of the presentation
- In a 'Dialogue'
- Continue to focus on your purpose

2 Forms of Q&A

More Information



Challenge or Attack



Viewpoint Formula

Viewpoint & Question / Answer

- Topic
- Viewpoint
- Evidence
- Question/Issue
- Direct Answer
- Evidence

2 Q&A Skills

- Answer the question directly
- Rephrase on the issue, then answer

Answer Directly

You are most credible when you:

- Begin with a direct answer
- Develop the answer
- Tie back to Know This or Do This

Question & Answer

Example: Bob Dudley

New CEO of BP

Interviewed by George Stephanopoulos

GMA, July 27, 2010

**Answer Question
Directly**



**Then Develop
the Answer**

Bob Dudley Interview



Rephrase the Question

Under Pressure

- Identify the issue
- Rephrase the issue
 - Take negatives out
 - Position for your answer
 - Buy thinking time

Example

Rephrase the Issue

Was it greed or ignorance which caused you to dump your chemicals into Lake Michigan?

- How did the chemicals end up in the lake?



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Great Engineering Example

Nick Selby: Georgia Tech

Nick Selby
Mechanical Engineering



SPEAK FROM THE HEART

‘You Are The Message’

Summary

You are the Message

- Executive Presence
- Organized Message
- Deliver using Executive Presence
- Q & A

Open to Q & A



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