



Persuasive Communication Skills: Part 3 of 3



Presented by:

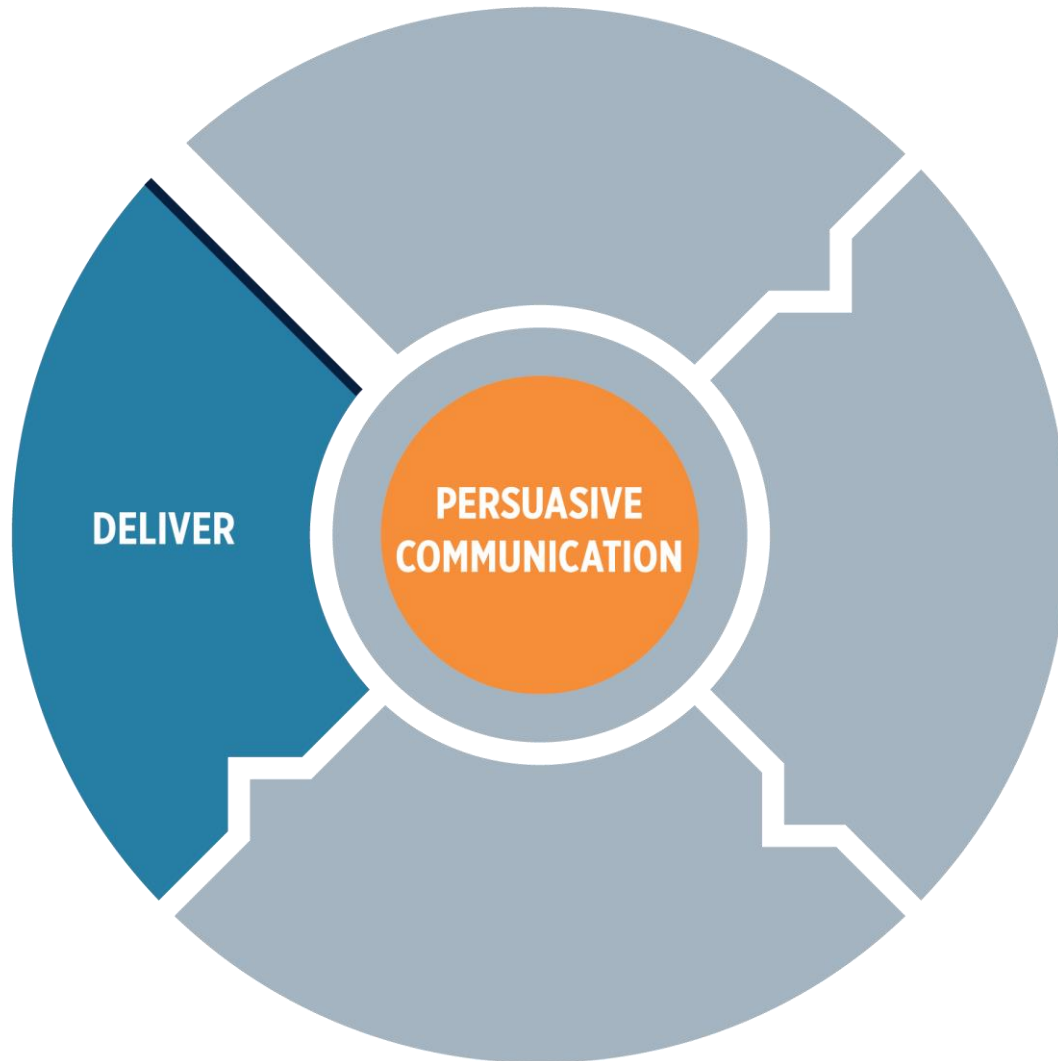
The Latimer Group

Presented to:

The Hartford, Middle & Large Commercial



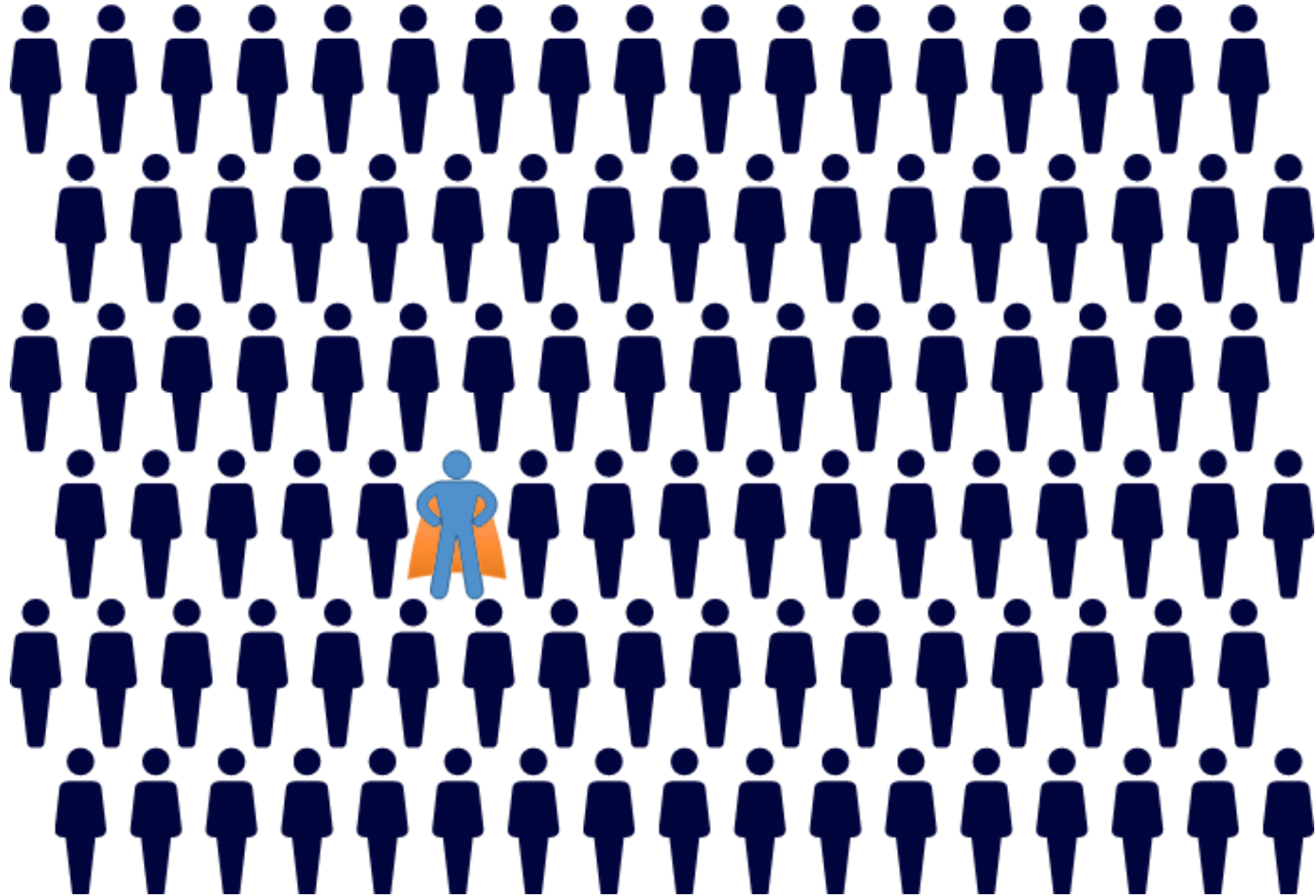
The Latimer Group Model



How Do You Want to Make Your Audience Feel?



Command the “Room”

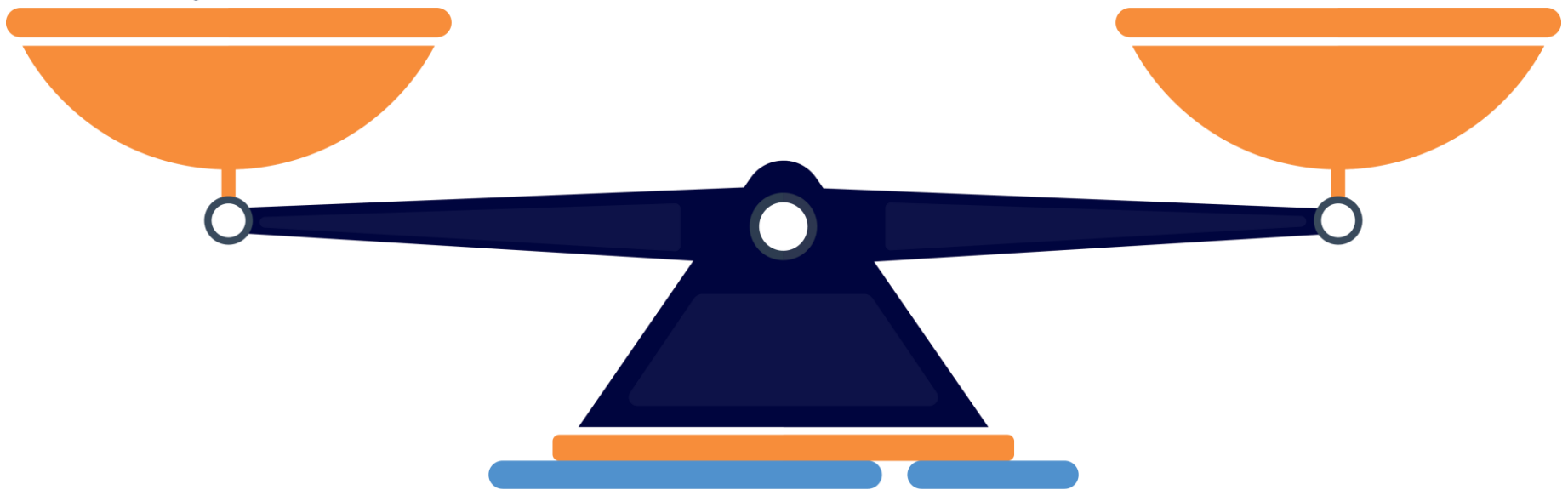


The Essential Rule of Powerful Delivery

Balance *being authentic* with *being appropriate*

Who you are
How you feel
What you show

Audience
Situation
Venue



Goals of Delivery

1

Make message easy to consume and retain

2

Engage audience with you and with message

3

Demonstrate conviction and strengthen credibility

“Do you know what a foreign accent is? It’s a sign of bravery.”

- Amy Chua

How Do Your Nerves Manifest?



Degrees of Delivery

—
DETRACT

○
NEUTRAL

+



BODY LANGUAGE
Posture & stance
Gestures & movement
Eye contact & facial expressions



VOICE
Volume & projection
Pace & pausing
Inflection & tone



VERBAL LANGUAGE
Vocabulary & sentence structure
Speech patterns & techniques
Formality & fluidity

Posture & Stance



Square shoulders to audience

Elongate spine

Stay open, nothing crossed

Sit up straight

Avoid lean

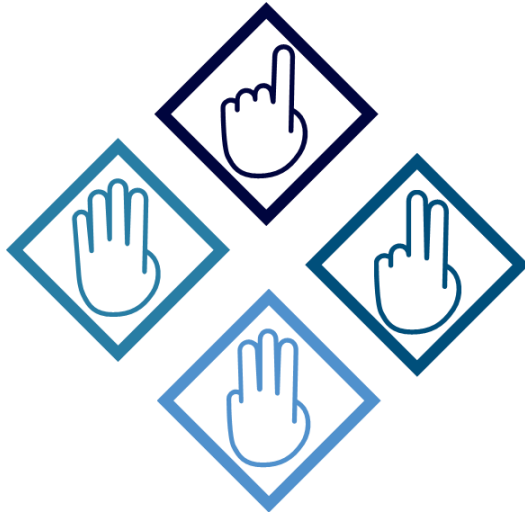
Plant feet

Relax!

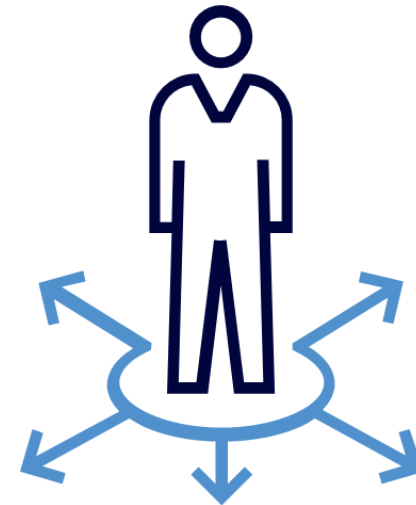




Gesture for meaning
Capture attention



Move with purpose
Channel energy



Avoid repetition or extremes

Eye Contact & Facial Expressions



Distribute in person

Include everyone

Focus virtually

Look toward camera

Arrange set-up

Match message

Consider culture



Create connection, signal confidence

What Do You Notice?

Observe my behavior

What do you see me doing?

What impression do I leave?



Curate Your Setting

Background and frame

Invoke conversations

Remove distractions

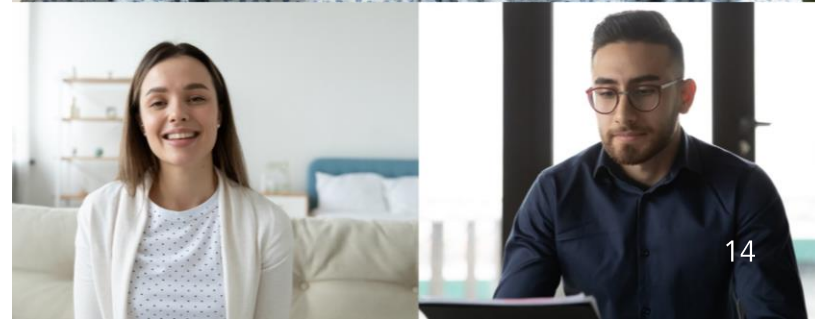
Guarantee you are in focus

Camera and lighting

Manage height and angle

Ensure it is eye level

Illuminate your face



Volume & Projection



Nerves affect your voice

Volume vs. projection

Breathe into the diaphragm

Consider the space/virtual connection

Make it easy for the audience to hear you

Don't overwhelm with volume



Pace & Pausing



Maintain a deliberate pace

Speak in periods, instead of commas

Embrace the power of silence

Give audience time to absorb

Take time to breathe



Can You Hear the Differences?

“Our financial performance in 2019 was strong. We outperformed the market by 6%, grew our market share by 12%, and had our strongest financial performance in a decade.”

Inflection & Tone



Match tone with intended emotion and impact

Utilize inflection to emphasize and show meaning

Be mindful of rising tone

Avoid monotone



It's what you say AND how you say it.

What Words Get in Your Way?



Vocabulary & Sentence Structure



Use varied, strong vocabulary

Deliver, direct, exceed, create, initiate, integrate, etc.

Avoid weak, qualifying language

Kind of, sort of, just, a little bit, basically, pretty much, actually, honestly, etc.

Speak accessibly and inclusively

Consider pronouns: *I, we, you, he, she, they*


Define terms and acronyms


Be mindful of jargon and buzzwords


Shorten sentences

Speech Patterns & Techniques





 Verbal pauses and fillers

 Qualifying language

 Inaccessible language

 Run-on sentences

 WIIFY (what's in it for you)

 Internal summaries

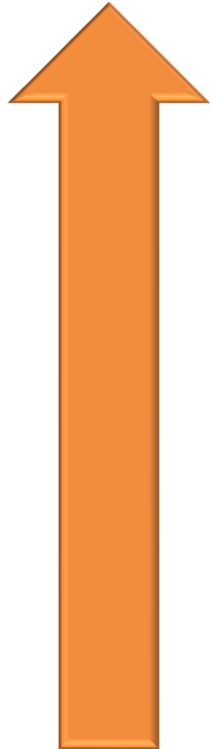
 Bullet points

 Real and rhetorical questions

Formality & Fluidity



FORMAL
PROFESSIONAL



INFORMAL
PERSONAL

CEREMONIOUS

On guard, reserved

POLISHED

Highly aware, poised

CONVERSATIONAL

Aware, composed

CASUAL

Unguarded, relaxed

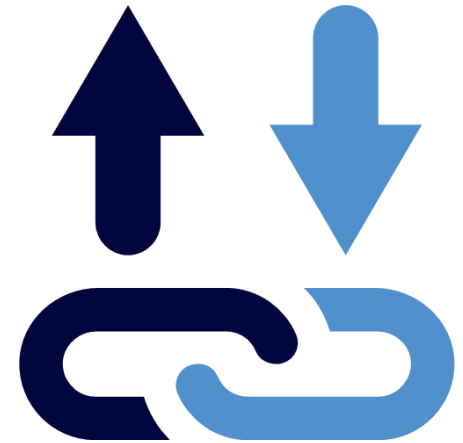
Managing Nerves, Optimizing Delivery



Preparation



Practice



Strategies

Key Takeaways from Deliver

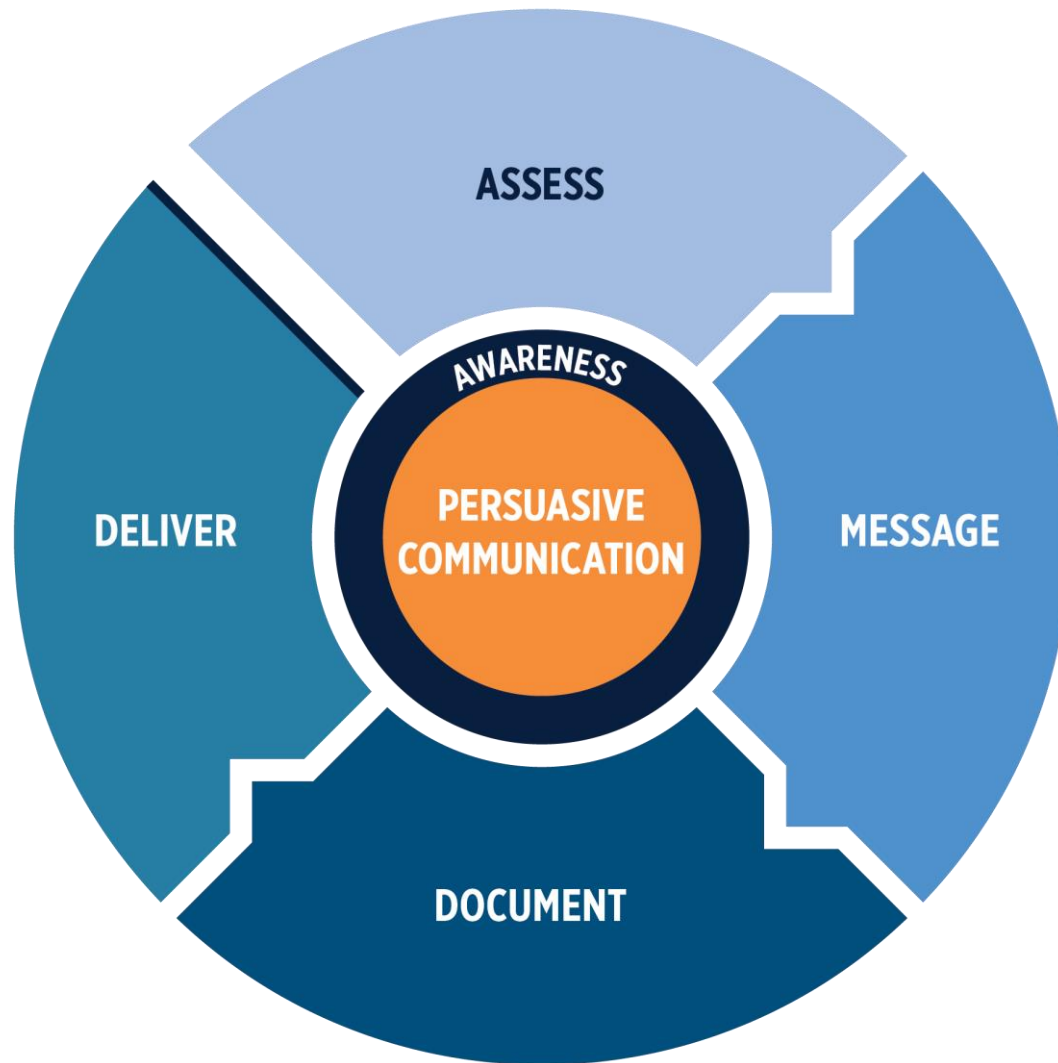
Be authentic and appropriate

Demonstrate confidence through strong body language

Utilize techniques to increase retention

Strive to transfer energy and inspire action

The Latimer Group Model



Takeaways, Questions, Breakthroughs



We Appreciate Your Feedback

Click on the link in the chat

Complete the 2-minute survey

Feedback is implemented immediately



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