

2024

CLEAR AND CONFIDENT SPEAKING SKILLS

LEARNING OBJECTIVES AND ACTIVITIES



PREPARED BY

ROBYN ALBERS
OWNER, LEAD CONSULTANT
CLEAR SPEAK GCC CONSULTING



CLEAR SPEAK GCC

Excelling in Professional Communication

Date: February 15th, 2024

Hello Nawal,

Thank you for choosing Clear Speak GCC Consulting as your preferred consultant.

This is an outline of the learning objectives to enhance public speaking skills. By the end of this program, you will gain the expertise and confidence needed to excel in public speaking. You'll develop a strong command of English, sharpen your communication skills, and become a compelling, persuasive speaker who captivates any audience.

This program was put together with the help of my clients. They expressed their language concerns and desire to practice their public speaking skills in a group environment or one-on-one.

Your speaking skills will improve with practice and knowledge. I will be with you every step of the way.

Kind regards,



Robyn Albers
Owner, Lead Consultant
Clear Speak GCC Consulting

Assertive and Confident Speaking Skills

7.5 hours (5 sessions)

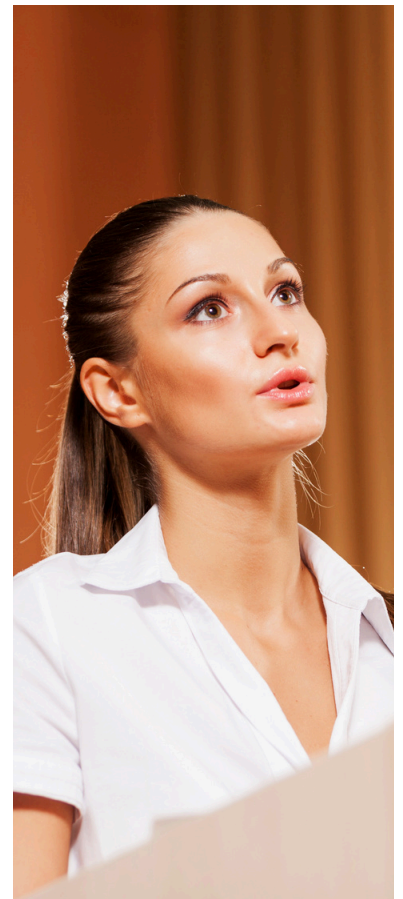
Overview

Participants enjoy these workshops because they learn the tools to speak more confidently in public. They learn how to analyze their own speech patterns and to identify weak language. Participants develop assertiveness in communication by overcoming communication barriers and anxiety. They learn theatre techniques for effective public speaking which enhances a more self-confident demeanor in speaking situations. For example, they will learn how to use voice and body language to exude confidence. Once they are speaking more confidently, they will learn how to structure their conversation to promote understanding and be persuasive.

WEEK 1: TOPICS TO BE COVERED

Week One: Building Your Public Speaking Foundation

- **Meet Yoodli, Your AI Speaking Assistant:** Get acquainted with Yoodli, your AI companion for improving your speaking skills, and discover how it will empower you throughout the program.
- **Make a Good Impression:** Craft and deliver a captivating elevator pitch that leaves a lasting impression, ensuring you're ready for any professional opportunity.
- **Command Your Body Language:** Learn the secrets of effective body language, helping you convey confidence, authority, and engagement while speaking in public.
- **Breathing Techniques for Unshakable Confidence:** Discover proven breathing techniques that will boost your self-assurance, enabling you to speak with poise and charisma in any situation.



Meet Yoodli, Your AI Speaking Assistant:

Overview

Yoodli is a free AI-powered speech coach that gives you personalized feedback on your speaking performance. Yoodli is a web app that lets you record your speech or presentation and get instant analytics on various aspects of your communication, such as filler words, pacing, eye contact, body language, inclusive language, hand gestures and more. You can also compare your progress over time and get tips and resources to help you become a more confident and effective speaker.

There is a free version and a paid version. if you choose to get an annual membership use code: **ROBYNALBERS20 to get 20% off.**

Go to: <https://app.yoodli.ai>

WEEK 1: YOODLI ACTIVITIES

Open Yoodli and sign up (free)

Try out the app to give you a baseline. Talk for 2-3 minutes.

- Introduce yourself
- Explain why you are taking this course
- Explain how you use public speaking in your job
- Identify one goal you would like to achieve in 5 weeks

After using Yoodli, write down your starting statistics:

- repetition%:
- filler words %:
- non-inclusiveness %:
- weak words %:
- pacing: Words Per Minute

What do you plan on working on? How will you use Yoodli? How often/time?



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MAKE A GOOD IMPRESSION: ELEVATOR PITCH

Your USP

What do you do at work on a weekly basis? Make a list of your tasks.

What are your accomplishments/outcomes? What are you proud of?

Describe your clients. Whom do you help the most? Describe the following in general: age, gender, nationality, education, religion, personality, occupation, etc.



MAKE A GOOD IMPRESSION: ELEVATOR PITCH

Your USP should be a well-prepared 10-second blurb that lets people know exactly what you do and how you can benefit them.



"Hello, my name is _____ and I'm a (your position)_____."

I help _____ (who do you help?).
_____ (do what?) so that they
_____ (why?)."

Example: Hello, my name is Robyn Albers and I'm the owner and lead consultant of Clear Speak GCC Consulting. I help professionals like you speak more clearly and confidently so they can perform better at their jobs.



Your turn: Write your own USP. Practice until you are comfortable describing what you do clearly. Try not to memorize it. Get used to saying the same thing in different ways.

Instructions:

- Write your USP and practice it for a few minutes
- Move around the room and introduce yourself
- Remember handshakes and remember intercultural communication

COMMAND YOUR BODY LANGUAGE

Command Your Body Language: Here are 7 tips of effective body language, to help you convey confidence, authority, and engagement while speaking in public.

Maintain Eye Contact: Establish a connection with your audience by making eye contact with individuals across the room. Avoid staring at a single spot or looking down at your notes.

Open Posture: Stand tall and open up your body by avoiding crossed arms and legs. An open posture suggests approachability and confidence.

Gestures: Use purposeful hand gestures to emphasize key points. However, avoid excessive or distracting movements.

Smile: A genuine smile makes you appear more approachable and friendly. It also helps to relax your audience.

Posture: Maintain a strong and upright posture. This not only makes you look confident but also helps with breath control and voice projection.

Control Nervous Habits: Be aware of nervous habits like fidgeting, tapping, or pacing, and work to minimize them.

Be Mindful of Hands: Keep your hands away from your face or neck, as these gestures can convey nervousness. Instead, use them to support your message.



Instructions:

Watch a few minutes of <https://www.youtube.com/watch?v=ZZZ7k8cMA-4>.

This is a discussion piece. Choose a tip from above and answer with the style.

- What do you like about this presenter's style?
- What do you dislike about his presentation style?

BREATHING TECHNIQUES

Breathing Techniques for Unshakable Confidence: Here are some proven breathing techniques that will boost your self-assurance, enabling you to speak with poise and charisma in any situation.

Story About WEADS and Speaking Confidently

Optional: Watch the online videos about sounding better

- **Theatre Techniques for Clear and Confident Speech**
 - **Being on Your Spine**
 - Easier to breathe
 - **Diaphragmatic breathing**
 - Hand on stomach and chest (stomach should rise, not chest)
 - **Talk from your stomach for projection**
 - Shallow breaths restrict your vocal cords

Activity:

1. Repeat this as a group:

- a. He He Hello
- b. He Hello
- c. Hello, my name is _____

2. What difference do you notice?

3. Play a game on Yoodli called Spin a Yarn

4. Put it all together: Get up in front of the group and deliver your USP

5. Challenge: Tell us about the 3 Cs (Your favorite cuisine, color, country)



Review Week Two: Objectives

Week Two: Crafting Powerful Speeches

- **Understand Speech Structure:** Develop the art of creating impactful speeches by understanding the essential components and organization that keep your audience engaged and informed.
- **Creating Engaging Introductions:** Learn to captivate your audience from the very beginning with attention-grabbing introductions that set the stage for a compelling speech.
- **Audience Insight:** Gain the ability to analyze your audience effectively, ensuring your message resonates and connects with their interests, needs, and expectations.
- **Dynamic Voice Modulation through Pauses:** Discover the power of voice modulation and how strategically placed pauses can enhance the impact of your speech, making it more engaging and memorable.

Challenge:

Find an opportunity to talk. Use the body language, posture, and body language you learned today. Report to the group next session.

ROBYN ALBERS: Owner of Clear Speak GCC Consulting Masters of Education in TESOL and twenty-five years experience training employees and university students in the United Arab Emirates, South Korea, Taiwan and Canada. She has published academic articles on the Scholarship of Teaching and Learning and has won international awards in teaching.

She serves as a board member for the Canadian Business Council Abu Dhabi. She currently volunteers as the head of membership.

Her mission is to help employees write and speak simple, clear, messages to increase confidence and competence in their working environment.



WEEK TWO: UNDERSTAND SPEECH STRUCTURE

Welcome Exercise: (15 min)

1. Tell the group how you practiced your voice techniques or USP over the past week. Remember to talk to the group by projecting your voice and speaking slowly.
2. Move around the room introducing yourself to group members. Focus on your posture, body language, and eye contact.
3. In 1 minute or less, introduce yourself to the group.



Ted Talk: 3 Things I Learned While My Plane Crashed by Ric Elias

https://www.ted.com/talks/ric_elias_3_things_i_learned_while_my_plane_crashed?language=en

1. Watch the video and count how many times Ric Elias uses the word “three”.
2. Discussion:
 - a. Why do you think he uses the word 3 so often?
 - b. What childrens’ stories/poems do you know with the number 3?
 - c. Why is 3 the magic number?

Understand Speech Structure



- **Introduction:**

- Hook
- Credibility
- Outline

- **Body 1:**

- Transition
- Thesis (purpose of talk)
- Reason 1
- Explanation
- Supporting information (WIFFM)
- Link back to the thesis

- **Body 2:**

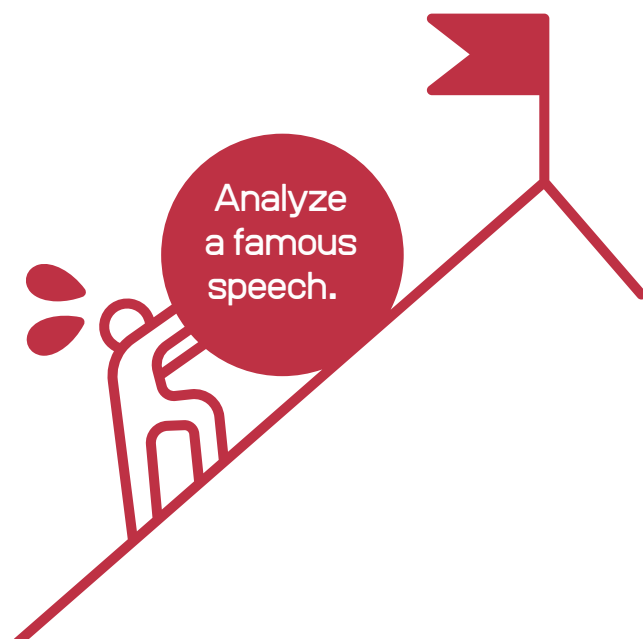
- Transition
- Thesis (purpose of talk)
- Reason 2
- Explanation
- Supporting information (WIFFM)
- Link back to the thesis

- **Body 3:**

- Transition
- Thesis (purpose of talk)
- Reason 3
- Explanation
- Supporting information
- Link back to the thesis

- **Conclusion**

- Summary of 3 main points + thesis
- Tie to introduction (bonus)
- Action (think, remember, do?)
- Thank the audience



Presenting Professionally: The Introduction

Introduction:

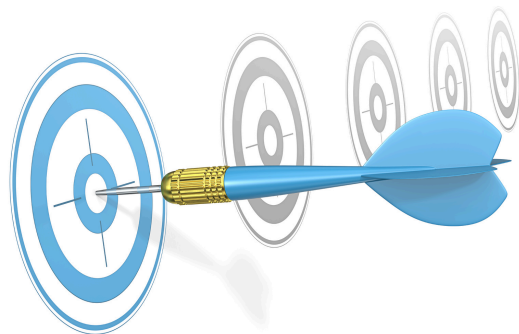
The introduction has three parts. You need to hook the audience, establish your credibility and outline what you are going to say.

What will you say to capture the audiences' attention?



Tell the audience why they can trust you. How can they know what you are saying is true and relevant to them.

Target your talk: Thesis and three main points
Briefly explain the purpose of your presentation and the three ideas that support your purpose. 1-2 sentences.



Presenting Professionally: Body I

Body 1:

Body 1 has 5 parts: Transition, thesis + idea 1, explanation, supporting information, link back to thesis.

Transition: Choose one of these:

First of all,
To begin with,
I'd like to start today by....



TO DO LiST

1. **FIRST**
2. **THINGS**
3. **FIRST**



Repeat your thesis (purpose of talk) and your first supporting idea. Here is an example: "People should be vegetarian because of health reasons".

Explanation

Explain what you mean. Use relevant sources by saying, "According to a recent study..."



Supporting Information

Provide an example that is relevant to your audience. It could be a story, fact, statistic, photo. However, it needs to **MATCH** your audience.

Link back to your thesis and idea #1

Example, "As you can see, health considerations is one reason why people should consider becoming vegetarian".



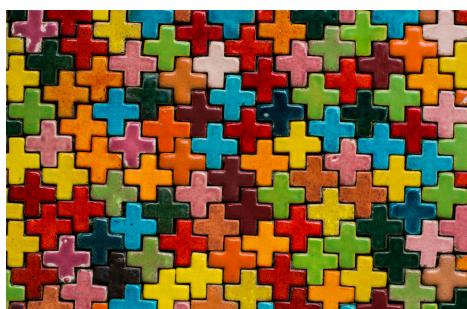
Presenting Professionally: Body 2

Body 2:

Body 2 has 5 parts: Transition, thesis + idea 2, explanation, supporting information, link back to thesis.

Transition: Choose one of these:

Second of all,
Another reason why...
I'd like to move on to my second point which
is....



Repeat your thesis (purpose of talk) and introduce your second supporting idea. Here is an example: "People should be vegetarian because of economic reasons".



Explanation

Explain why this is true. Use relevant people by saying, "Biz Stone, the co-founder of Twitter says..."



Supporting Information

Provide an example that is relevant to your audience. It could be a story, fact, statistic, photo. However, it needs to **MATCH** your audience.



Link back to your thesis and idea #2

Example, "Therefore, saving money is another motivation for people to become vegetarian".



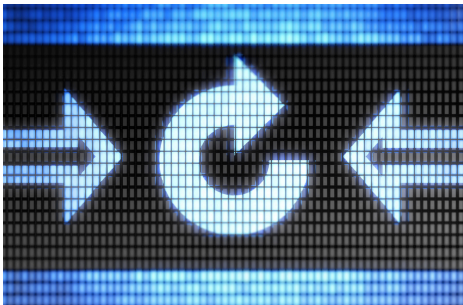
Presenting Professionally: Body 3

Body 3:

Body 3 has 5 parts: Transition, thesis + idea 3, explanation, supporting information, link back to thesis.

Transition: Choose one of these:

Finally,
A third reason why...
My final point is/shows/explains/proves



Repeat your thesis (purpose of talk) and introduce your third supporting idea. Here is an example: "vegetarianism is best is because environmental factors".

Explanation

Explain why this is true. Try to use trustworthy proof.



Supporting Information

WIIFM- What is in it for me? Explain why this is relevant to your audience. Why should they care? Make them care.

Link back to your thesis and idea #3

Example, "Therefore, being vegetarian is so much better for our world."



Presenting Professionally: Conclusion

Conclusion:

This is the most important part of a presentation. This is where you can impact people and make a difference.

Transition: Choose one of these:

In conclusion,
We have come to the end of this presentation.
I'd like to conclude this presentation by...



Summarize the presentation is a fresh way

Thesis + 3 main points. For example, you can see why being vegetarian is best since it is good for your health, pocketbook and the environment. Follow the same order with the ideas.



Take Action

What do you want the audience to think, remember or do with your information. You can challenge them, make a promise, etc. If possible, try to bring the story back to the hook at the start of your presentation. It is impressive if you can do that.

Thank your audience + Take questions (optional).

Thank you very much for listening to my presentation.
I appreciate your time and attention. Thank you.



Presentation Skills: How to Sound Confident

10 places to pause during your speech/talk.

1. Before Starting the Speech
2. After Asking a Rhetorical Question
3. Before Delivering a Key Point
4. After Making a Key Point
5. When Transitioning Between Topics
6. To Emphasize a Statement
7. Instead of saying, “ummm, ehheh, ahh”.
8. To Allow Laughter or Applause
9. During Complex Information
10. At the Conclusion of the Speech



Dynamic Voice Modulation through Pauses: 10 Places to Pause

10 places to pause during your speech/talk.

1. Before Starting the Speech
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Dynamic Voice Modulation through Pauses: 4 Tips to Practice

Pauses: Use body language to punctuate your speech with well-timed pauses. This gives your audience time to absorb information and adds emphasis to your words.



Vary the Length of Pauses:

Different situations call for different pause lengths. Short pauses can create anticipation, while longer ones can signal a shift in topic or a moment of reflection.



Example:

"In this fast-paced world, we often rush through our daily tasks without taking a moment to savor the **little joys** – like the warmth of the **sun on our skin**, or the laughter of a child."



Your Turn: Where should you pause?

"Ladies and gentlemen, today we are gathered here to celebrate a remarkable individual. A person whose dedication, unwavering commitment, and tireless efforts have left an indelible mark on our community."



Your turn again:

"As we embark on this new journey together, remember that success is not just about reaching the destination; it's also about enjoying the path you travel. Life is full of unexpected twists and turns – some short, some long – and how we navigate them defines our journey."

Dynamic Voice Modulation through Pauses: 4 Tips to Practice

Pauses: Use body language to punctuate your speech with well-timed pauses. This gives your audience time to absorb information and adds emphasis to your words.



Emphasize Key Points:

Use a pause just before or after an important point to highlight it. This will draw your audience's attention to the crucial information.



Example:

Example: "In the world of business, adaptability is not just a nice-to-have quality; it's a **necessity**. When market conditions change, and they will, your ability to pivot and innovate will determine your success."



Your Turn:

"Education is more than the acquisition of knowledge; it's a journey of self-discovery and personal growth. As we strive for academic excellence, let's not forget the significance of character development."



Your Turn:

"Our project has seen its **challenges**, setbacks, and long hours of hard work. But today, we stand here with a successful outcome – a testament to our resilience and determination."

Dynamic Voice Modulation through Pauses: 4 Tips to Practice

Pauses: Use body language to punctuate your speech with well-timed pauses. This gives your audience time to absorb information and adds emphasis to your words.



Emotion and Tone:

Match your pauses to the emotion or tone you want to show. In a serious moment, a longer pause can create gravity, while in a humorous context, a well-timed short pause can enhance the punchline.



Example:

"In times of sorrow, it's essential to remember the power of **compassion**. A single act of kindness, no matter how small, can bring a glimmer of hope in the darkest moments."



Example:

Why is 6 afraid of seven?

Because 7 8 9 (seven ate nine).



Your Turn:

"Life is a journey filled with ups and downs. During the moments of doubt and uncertainty, remember the resilience that resides within you. It's what carries you through the storm and into the light."

Dynamic Voice Modulation through Pauses: 4 Tips to Practice

Pauses: Use body language to punctuate your speech with well-timed pauses. This gives your audience time to absorb information and adds emphasis to your words.



Practice Pauses on Punctuation:

Make a conscious effort to pause at punctuation marks, especially after a sentence or major point. It helps the audience catch up and absorb the information.



Example:

Let's eat, Grandma.
Let's eat Grandma.



Your Turn:

"As we embark on this journey, we face many **challenges**. **Yet**, with determination and teamwork, we will overcome them."



Your Turn Again:

"In the world of technology, innovation is the driving force behind progress. It fuels our growth, our future, and our dreams."

Dynamic Voice Modulation through Pauses

Exercise:

- What are some ways you can practice and listen to voice modulation? List 5.
- Divide into two groups.
- Choose a speech below and practice delivering the speech with a focus on dynamic voice modulation and pauses. You should aim to show the appropriate emotions or style through their voice.
- Take turns delivering your speech to the rest of the class.
- Try to use pauses strategically to emphasize key points, create suspense, or convey the desired emotions.



Humorous Speech:

Title: "The Perils of Punctuation"

Ladies and gentlemen, today I'm here to talk about something that has haunted writers, teachers, and even professional editors for centuries – punctuation! Have you ever wondered why a comma can be the difference between "Let's eat, Grandma" and "Let's eat Grandma"? Punctuation, my friends, is the unsung hero of our language, making us all a little less cannibalistic!

Serious Speech:

Title: "Climate Change and Our Responsibility"

Ladies and gentlemen, we gather today to address a matter of utmost seriousness - the impending crisis of climate change. The scientific evidence is irrefutable, and the consequences of our inaction are dire. The fate of our planet rests in our hands, and it is our solemn responsibility to take immediate and concerted action to protect the environment for future generations.

Inspirational Speech:

Title: "The Power of Resilience"

My fellow warriors, life has a way of testing us, pushing us to our limits, and challenging our spirit. But remember this: it's not about how many times you fall, it's about how many times you rise. Every setback is an opportunity to bounce back stronger. So, in the face of adversity, let's stand tall, stay strong, and never, ever give up!

Preview Week Three: Objectives

Week Three: Captivating Your Audience Effective Speech Structure Continues:

- Further refine your skills in crafting compelling speeches by delving into the art of constructing a captivating body that keeps your audience engaged.
- **Audience Engagement:** Learn to capture and maintain the attention of your audience, ensuring they are actively involved and receptive to your message.
- **Seamless Transitions for Clarity:** Develop the skill of using smooth transitions to guide your audience through your speech, enhancing clarity and ensuring they follow your ideas effortlessly.
- **Storytelling Mastery:** Explore the world of storytelling and discover how to weave narratives into your speeches to make them more relatable, memorable, and impactful.
- **Clarity and Conciseness:** Improve your ability to communicate with clarity and conciseness, ensuring your message is delivered effectively and leaves a lasting impression on your audience.

Start your own presentation.

What is your purpose? What do you want to achieve? Why?

What is your thesis? What are the three main points?

Thesis:

Point 1:

Point 2:

Point 3:

Outline your introduction on page 11. Fill it in and practice for our next session.

Audience Engagement

Introduction and Warm Up.

1. Review Speech Structure:

- What part of speech structure changes depending on your audience?
- What does “WIIFM” stand for?

2. Practice Voice Modulation:

- Turn to page 20
- Break into groups of 2-3 and choose a speech (if alone, record yourself using Yoodli)
- Practice giving the speech and providing feedback

3. Captivating Your Audience Effective Speech Structure Continues

Before preparing for any presentation or meeting or important talk, you need to analyze two things:

- Purpose:** Why are you giving this talk? Inform? Persuade? Entertain?
- Audience:** Who are you talking to? What is important to the audience?



Your audience determines the supporting information you use. Make it relevant to them.

Audience Engagement

Thinking About Your Audience

1. Questions to ask yourself:

- a. What do these people need? How can I relate the information to them?
- b. What information will make them respect me?
- c. What kind of information will help to make my point:
 - i. Facts
 - ii. Statistics
 - iii. Personal stories
 - iv. Case studies
 - v. Expert opinion
 - vi. Graphics
 - vii. Humor
 - viii. Demonstrations



Determine your audience type. How will your presentation/talk benefit them?

2. Identify your audience on the next page.
Use a highlighter to identify the people you often speak to or deliver talks for.

3. Do you normally include this type of information?
Why?/Why not?

***What are
your
audience
benefits?***



Audience Types and Supporting Info

Reference List for General Audiences

1. Academic Audience:

- **Characteristics:** Professors, scholars, and fellow students with a deep understanding of the subject matter.
- **Supporting Information:**
 - In-depth research and data.
 - References to academic journals and peer-reviewed articles.
 - Statistical analysis and empirical evidence.
 - Complex theories and concepts.
 - Acknowledgment of existing debates and controversies in the field.

2. General Public Audience:

- **Characteristics:** Diverse group with varying levels of knowledge on the topic.
- **Supporting Information:**
 - Start with a compelling hook or real-world example.
 - Use simple language and avoid jargon.
 - Visual aids such as infographics and charts to simplify complex information.
 - Relatable anecdotes and stories.
 - Address why the topic matters to them personally or to society as a whole.

3. Business/Professional Audience:

- **Characteristics:** Industry professionals, potential clients, or colleagues.
- **Supporting Information:**
 - Market research and data.
 - Industry trends and statistics.
 - Cost-benefit analysis and ROI projections.
 - Case studies and real-world examples of successful implementations.
 - Solutions to specific business problems or challenges.

4. Government or Policy Audience:

- **Characteristics:** Policymakers, government officials, or organizations focused on public policy.
- **Supporting Information:**
 - Data on the social, economic, or environmental impact.
 - Legislative and regulatory considerations.
 - Comparative studies or international examples.
 - Cost estimates and budget implications.
 - Proposed policy recommendations and their potential benefits.

Audience Types and Supporting Info

Reference List for General Audiences

5. Community or Activist Audience:

- **Characteristics:** Community members, activists, or non-profit organizations.
- **Supporting Information:**
 - Personal stories and testimonies.
 - Local data and statistics.
 - Grassroots initiatives and community involvement.
 - Visuals showing the impact of the issue on the local community.
 - Calls to action and ways to get involved.

6. Student Audience:

- **Characteristics:** Young, sometimes uninterested, school environment
- **Supporting Information:**
 - Relevant pop culture references or examples.
 - Interactive elements like polls or quizzes.
 - Use humor and relatable anecdotes.
 - Encourage discussions or Q&A sessions.
 - Engage in a way that encourages student learning and participation.

7. Opposition or Skeptical Audience:

- **Characteristics:** Individuals who may be opposed to your viewpoint or skeptical.
- **Supporting Information:**
 - Address counterarguments and refute them.
 - Use credible sources and data to back up your claims.
 - Anticipate objections and provide persuasive responses.
 - Showcase the benefits and advantages of your perspective.
 - Appeal to common values or shared goals.



Audience Types and Supporting Info

Reference List for Business Audiences

1. Senior Leadership Audience:

- **Characteristics:** Senior executives and decision-makers.
- **Supporting Information:**
 - Strategic objectives and alignment with the company's mission.
 - Key performance indicators (KPIs) and performance metrics.
 - Financial data and ROI projections.
 - Highlight the impact of your proposal on the company's bottom line.
 - Concise, high-level summaries and recommendations.

2. Cross-Functional Teams:

- **Characteristics:** Colleagues from different departments with varying expertise.
- **Supporting Information:**
 - Clearly defined project goals and objectives.
 - Visual aids and diagrams for better comprehension.
 - Interdepartmental collaboration and resource allocation.
 - Emphasize the benefits and potential challenges for each department.
 - Address potential concerns and conflicts in advance.

3. Frontline Employees:

- **Characteristics:** Non-management staff who will implement the plan.
- **Supporting Information:**
 - How the plan directly impacts their daily work.
 - Training and support that is required for implementation.
 - Provide examples of success stories from similar initiatives.
 - Emphasize how it aligns with the company's mission and values.
 - Encourage feedback and input from employees.

4. External Stakeholders (Clients, Suppliers, Investors):

- **Characteristics:** Individuals or organizations with a vested interest in your company.
- **Supporting Information:**
 - Client testimonials and satisfaction data.
 - Supplier performance and reliability.
 - Financial performance and growth projections.
 - Industry trends and competitive analysis.
 - Demonstrated commitment to sustainability or corporate social responsibility.

Audience Types and Supporting Info

Reference List for Business Audiences

5. Regulatory or Compliance Agencies:

- **Characteristics:** Government agencies or industry regulators.
- **Supporting Information:**
 - Legal compliance and adherence to regulations.
 - Documentation of internal processes and controls.
 - Data on environmental, health, and safety practices.
 - Measures taken to ensure data security and privacy.
 - Plans for ongoing compliance and reporting.

6. Investment or Finance Audience:

- **Characteristics:** Shareholders, investors, or financial analysts.
- **Supporting Information:**
 - Financial statements, including balance sheets and income statements.
 - Historical financial performance and growth trends.
 - Market analysis and competitive positioning.
 - Risk assessment and mitigation strategies.
 - Dividend policies or capital allocation plans.



7. Union Representatives or Employee Associations:

- **Characteristics:** Representatives of organized labor or employee associations.
- **Supporting Information:**
 - Employment terms and conditions.
 - Collective bargaining agreements and negotiations.
 - Employee benefits, compensation, and safety measures.
 - Data on employee satisfaction, retention, and engagement.
 - Proposed changes and their potential impact on employees.

Audience Types and Supporting Info

Exercise: Individual or pairwork

- Choose a presentation topic from pages 29 and 30
- Choose the type of audience you are speaking to: _____

Who is your audience?

What is your purpose? What do you want to achieve? Why?

What is your thesis? What are the three main points?

Thesis:

Point 1:

Point 2:

Point 3:

Outline your introduction on page 11.

Audience Types and Supporting Info

Presentation Topics to Choose From

1. Presentation Topic: "Effective Time Management"

Thesis: In today's fast-paced world, mastering effective time management is essential for personal and professional success.

Main Points:

1. **Setting Clear Goals:** Discuss how defining clear, specific goals is the first step towards effective time management.
2. **Prioritizing Tasks:** Explain the importance of prioritizing tasks based on importance and urgency.
3. **Utilizing Time Management Tools:** Highlight the various tools and techniques available for efficient time management.

2. Presentation Topic: "Climate Change and Its Impact"

Thesis: Climate change is a global crisis that demands our immediate attention and action.

Main Points:

1. **Understanding Climate Change:** Present the basics of climate change and the role of human activities.
2. **Impact on the Environment:** Discuss the devastating effects of climate change on the environment and ecosystems.
3. **Solutions:** Explore potential solutions, both individual and collective, to combat climate change.

Audience Types and Supporting Info

Presentation Topics to Choose From

3. Presentation Topic: "The Benefits of Regular Exercise"

Thesis: Incorporating regular exercise into your lifestyle leads to a healthier, happier, and more productive life.

Main Points:

- **Physical Health Benefits:** Discuss how exercise improves physical health, including weight management and reduced risk of chronic diseases.
- **Mental and Emotional Well-being:** Highlight the positive impact of exercise on mental health, stress reduction, and emotional well-being.
- **Increased Productivity:** Explain how regular exercise can enhance productivity and cognitive function.

4. Presentation Topic: “ ”

Thesis:

Main Points:

-
-
-

Notes: Use your presentation outline

Transitions

Practice making sentences using these transitions. While practicing, remember voice, posture and breathing techniques. (5 min several times during session).

To Introduce a Topic

1. To begin with,
2. First off,
3. Initially,
4. At the outset,
5. Originally,
6. At first,
7. Before all,
8. Originally,

Similarity

1. In the same way,
2. Just as ... so too,
3. Likewise,
4. Similarly,
5. Together with,
6. Correspondingly,
7. Comparatively,
8. As well as,

Contradiction

1. Unlike,
2. Despite,
3. Whereas,
4. Instead,
5. Although,
6. Still,
7. Otherwise,
8. However,
9. Besides,
10. Regardless,
11. After all,
12. Even so,
13. That being said,

Time

1. After,
2. Afterward,
3. At last,
4. Before,
5. Currently,
6. During,
7. Earlier,
8. Immediately,
9. Later,
10. Meanwhile,
11. Now,
12. Recently,
13. Simultaneously,
14. Subsequently,

Transitions

Cause and Effect

1. Accordingly,
2. Consequently,
3. Hence,
4. So,
5. Therefore,
6. Thus,
7. Owing to,
8. As a cause of,
9. As a consequence of,
10. Contributes of,

Illustration

1. For example,
2. For instance,
3. Namely,
4. Specifically,
5. To illustrate,
6. Such as,
7. In other words,
8. To show that,
9. As revealed by,
10. In the case of,

Addition

1. Additionally,
2. Also,
3. As well,
4. Besides,
5. Equally,
6. Most importantly,
7. Further,
8. Furthermore,
9. In addition,
10. Moreover,
11. Along with,
12. Apart from this,

Sequence

1. First/firstly,
2. Second/secondly,
3. Third/thirdly,
4. Next,
5. Then,
6. Finally,
7. Following,
8. Previously,
9. Subsequently,
10. Last but not least,
11. Above all,
12. First and foremost,

Transitions

Contrast

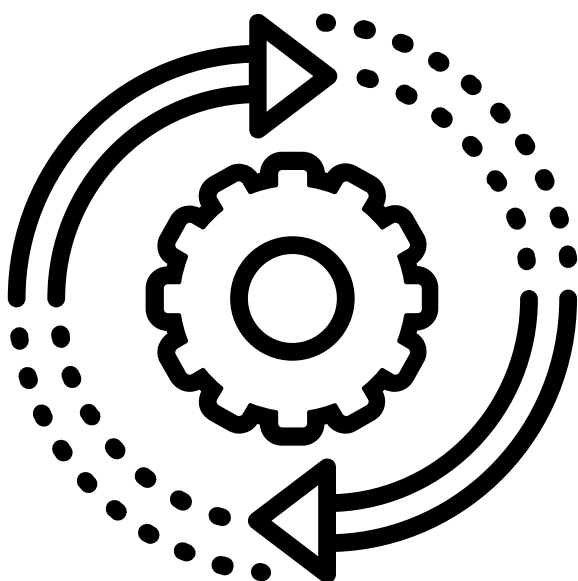
1. But,
2. However,
3. In spite of,
4. On the one hand
5. Nonetheless,
6. Notwithstanding,
7. In contrast,
8. On the contrary,
9. Still,
10. Yet,
11. Unlike,
12. Nevertheless,
13. Conversely,
14. Alternatively,
15. Even so,
16. Differing from,
17. Even so,

Emphasis

1. Even,
2. Indeed,
3. Of course,
4. In fact,
5. Truly,
6. Particularly,
7. Clearly,
8. Especially,
9. Undoubtedly,
10. Unquestionably,
11. Indeed,
12. Obviously,

To End a Topic

1. In conclusion,
2. In the end,
3. On the whole,
4. To conclude,
5. In brief,
6. Briefly,
7. In the final
analysis,
8. To sum up,
9. In summary,
10. As shown above,
11. In the long run,



WEEK FOUR: TOPICS TO BE COVERED



Week Four: Confident On-the-Spot Speaking

- **Speaking on Your Feet:** Develop the ability to speak confidently and eloquently in impromptu situations, ensuring you can handle unexpected speaking opportunities with grace.
- **Mastering Q&A Sessions:** Learn effective strategies for handling Q&A sessions, including how to address questions with clarity, confidence, and poise, ensuring your audience receives the information they seek.
- **Polished Presentation Delivery:** Put it all together and refine your presentation delivery skills, incorporating the techniques and knowledge you've gained throughout the program to create compelling and persuasive presentations.

By the end of this week, you'll be well-prepared to speak confidently and persuasively in various professional scenarios, whether it's an impromptu discussion, a Q&A session, or a meticulously prepared presentation.



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CONFIDENT ON-THE-SPOT SPEAKING

Speaking on Your Feet:

To develop the ability to speak confidently and eloquently in impromptu situations, you need to review the speech structure on page 10.

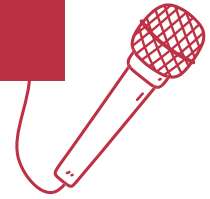
Rule of three:

Make a list of three items that can be grouped together. For example:

1. Past Present. Future
2. Local. Regional National
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



CONFIDENT ON-THE-SPOT SPEAKING

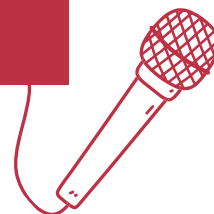


Suggestions for general impromptu speeches/answers

1. **Problem, Cause, Solution:** Address the issue at hand, discuss the root causes, and propose potential solutions.
2. **Past, Present, Future:** Explore how a situation or concept has evolved over time, its current state, and what the future might hold.
3. **Local, Regional, Global:** Discuss the impact of a topic or issue on a local, regional, and global scale.
4. **Benefits, Consequences, Recommendations:** Highlight the positive aspects, negative consequences, and suggestions for improvement or action.
5. **Pros, Cons, Compromise:** Present the advantages and disadvantages of a subject and propose a middle-ground solution or compromise.
6. **History, Impact, Lessons:** Examine the historical context, the impact on the present, and the lessons we can learn from it.
7. **Challenges, Opportunities, Innovation:** Identify the challenges in a particular field, the opportunities for growth, and innovative approaches to addressing them.
8. **Caution, Preparation, Action:** Discuss potential dangers, the importance of being prepared, and the actions that need to be taken to mitigate risks.
9. **Current Trends, Emerging Technologies, Future Possibilities:** Analyze the latest trends, emerging technologies, and potential future developments in a specific industry or field.



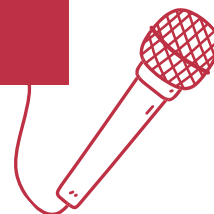
CONFIDENT ON-THE-SPOT SPEAKING



Suggestions for the banking industry

1. **Financial Products, Customer Needs, Regulatory Compliance:** Discuss the range of financial products offered by banks, how they align with customer needs, and the importance of complying with banking regulations.
2. **Digital Transformation, Customer Experience, Data Security:** Explore how digital transformation is impacting the banking sector, the importance of delivering an exceptional customer experience, and the measures taken to ensure data security.
3. **Market Volatility, Investment Strategies, Risk Management:** Examine the challenges posed by market volatility, strategies for managing investments, and the role of risk management in banking.
4. **Branch Banking, Online Banking, Mobile Banking:** Compare and contrast the traditional branch banking model with online and mobile banking services, discussing the evolving customer preferences.
5. **Sustainable Finance, ESG Principles, Community Engagement:** Delve into sustainable finance initiatives, the integration of Environmental, Social, and Governance (ESG) principles, and how banks engage with their communities.
6. **Fintech Disruption, Collaboration, Innovation:** Analyze the disruption caused by fintech companies, the collaborative efforts between traditional banks and fintech startups, and the innovations arising from these partnerships.
7. **Cybersecurity Threats, Fraud Prevention, Customer Trust:** Address the cybersecurity threats facing the banking industry, the measures to prevent fraud, and how to build and maintain customer trust.
8. **Credit Lending, Risk Assessment, Economic Impact:** Explore the processes of credit lending, the assessment of credit risk, and the potential economic impact of lending decisions.
9. **Regulatory Changes, Compliance Challenges, Industry Resilience:** Discuss recent regulatory changes in the banking sector, the challenges of compliance, and how the industry can remain resilient in the face of evolving regulations.
10. **Financial Inclusion, Banking the Unbanked, Social Responsibility:** Talk about the importance of financial inclusion, initiatives to bank the unbanked populations, and the role of banks in fulfilling their social responsibility.

RESPONDING TO QUESTIONS WITH CONFIDENCE



5-Step Process for Answering Questions

Many people dread Q&A sessions after a presentation. They worry that they'll be caught off guard, be faced with a question they don't know how to answer or have to deal with a hostile audience member who doesn't agree with their points.

There are ways to make Q&A less painful and more beneficial to both the person asking the question and the person answering.

1. Relax

Take a deep breath and smile if appropriate. Take a moment to think.

2. Check Comprehension

Make sure you understand the question that was asked. Sometimes people ask two questions. Repeat and paraphrase the question to check for understanding. Some helpful phrases are:

"So what you're asking is..."

"If I understood correctly, you're asking.... Is that correct?"

"I'm sorry. I'm not sure understand your question. Could you repeat that?"

"In your first question, you asked if.... I will start with this question."

3. Stall for Time

You can congratulate or thank the audience for asking a good question. Thank the person for their question or comment on the question itself. You might use phrases like:

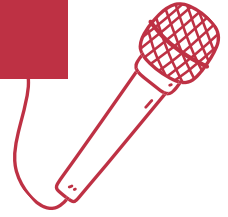
"I'm so glad you asked about that..."

"That's a great question!"

"Thank you for asking about that..."



RESPONDING TO QUESTIONS WITH CONFIDENCE



4-Step Process for Answering Questions Cont'

4. Think Before You Speak

From steps 1-4, you should be thinking about your 3 points. If you need a little more time, take it now. Once you know which 3 points you will be using, plug it into the speech structure. Tailor your answer to be as short as long as you wish. You are in control.

Introduction

Hook
Credibility
Outline

Body 1

Transition
Main idea + point #1
Explain
Supporting info that **relates to the audience**. *"For example,"*
Link to thesis *"That is one way that (point 1) helps..."*

Body 2 & 3

Repeat the same process as body 1

Conclusion

Summarize your three main points.

"As you can see, point 1, point 2, and point 3 will help solve (insert person's question)."

Smile. Silently congratulate yourself. Take a breath and take another question. Repeat steps 1-4.

HANDLING TOUGH QUESTIONS

Don't panic if you do not know the answer. You are human and nobody expects you to have all the answers. If you are in a situation where you really are not sure how to answer a question, there are some other techniques you can use to stall for time and keep calm:

- Ask someone in the audience/panel with more specific experience to help
 - *"I believe the best person to answer this question is _____. What do you think?"*
- Buy more time by asking to get back to that person later
 - *"This is an excellent question and I would love to talk about this in-depth with you after this Q&A session".*
- Suggest to speak to the person privately after the talk
 - *"Interesting. I would prefer to answer this question one on one".*
- Find an angle of the question you can answer. See bridging techniques.
- Pass the question back to the audience to answer
 - *I'd love to hear what you or the audience has to say about that question.*
- Simply admit to not knowing the answer to that question.
 - *"I am not sure. I can get back to you with that information."*
 - *"I do not have the answer right now, but I will find it."*

The tough questions are usually the ones that offer the greatest opportunity for discussion. If you do not get defensive and instead open the floor for additional comments and ideas, you could be amazed by what comes out of your Q&A session.



MAINTAINING CONTROL WITH BRIDGING TECHNIQUES

Bridging techniques are useful for smoothly transitioning between what someone is asking you and what you would prefer to talk about. You are the magician with your magic hat. You decide what comes out of the hat. Here are some useful phrases that will help you talk about what you prefer.

"That's an interesting point, and it connects well with..."

"Speaking of which..."

"In relation to that..."

"Before I answer that, I'd like to add..."

"What's important to remember is..."

"But the real question here is..."

"To build on what you just mentioned..."

"Before we delve deeper, let me touch on..."

"Let's go back to the beginning..."

"This ties in with..."



We see bridging techniques used most in media interviews where the interviewee has a specific agenda and message that they want to send to the public. If you listen to interviews of politicians and very high-level business people, you will hear them use specific phrases in order to move the subject back to the message they most want to send.

Bridging techniques are not always the best defense. It is quite obvious to most journalists and most members of the public that what you are doing is avoiding the question. This can sometimes do more harm than good. In a media situation, however, where news stations are looking for a very short sound bite to fill their slot, the more often you speak your main message, the better.

YOUR TURN: PRACTICE ANSWERING QUESTIONS

Bring together everything you have learned in this public speaking course.

The basics:

- Check your posture
- Watch your breathing
- Use eye contact
- Smile if appropriate

Use speaking techniques

- Avoid fillers (pauses are better)
- Emphasize important words
- Use voice modulation
- Use body language
- Use transitions

Use the Speech Structure

The speech structure is vital for controlled and confident speeches. It is the formula that most good speakers use. Once you are comfortable with the speech structure, you will be able to see the “road ahead of you”. Your audience will follow you more easily and it will be easy to build a rapport (connection) with them.

Use Yoodli

Practice in the comfort of your own home. Look at the coaching feedback you receive and the analytics.

Use Chat GPT

Describe your situation using “you”. For example, “*You are giving a speech about (___). Suggest 10 questions that you will receive from the audience.*” See the following page for questions generated by Chat GPT.

QUESTIONS FROM THE AUDIENCE FROM CHAT GPT

1. As a leader in a financial institution, how would you describe the current economic outlook for the Middle East region?
2. Can you share a recent success story from your team's efforts in improving customer service or client satisfaction at HSBC?
3. What strategies do you think are crucial for HSBC to remain competitive in the rapidly evolving financial industry?
4. How do you handle team conflicts or challenges within your department, and what advice can you offer to other leaders in similar situations?
5. With the rise of digital banking, how is HSBC adapting to the changing landscape and ensuring a seamless customer experience?
6. In your role, what are the key qualities you look for when hiring or promoting team members, and why?
7. Could you share your insights on the importance of sustainability and corporate social responsibility in the banking industry, and how HSBC is contributing to these efforts?
8. How does HSBC Middle East foster a culture of innovation, and can you provide an example of a recent innovation or technological advancement your team has implemented?
9. In a rapidly evolving regulatory environment, how does your team ensure compliance and risk management while still delivering on financial goals?
10. What advice would you give to aspiring leaders in the banking sector who aim to reach executive roles, based on your own experiences and journey to becoming a director and team leader at HSBC?

These questions cover a range of topics relevant to a leader in the banking industry and should help your client practice impromptu speaking in her role as the Director and Team Leader at HSBC Bank Middle East.

WEEK FIVE: TOPICS TO BE COVERED



Week Five: Business Communication in Meetings

- **Business Etiquette in Meetings:** Learn the nuances of business etiquette specific to meetings, including how to conduct yourself professionally, engage with colleagues, and make a positive impression.
- **Agenda Utilization:** Understand the importance of using and following meeting agendas to keep discussions on track and productive, saving valuable time for all participants.
- **Effective Speaking for Meeting Success:** Develop the essential speaking skills required to conduct meetings with confidence, ensuring your messages are clear, concise, and impactful.
- **Polite Interruptions:** Discover techniques for politely cutting people off when necessary to maintain focus and ensure meetings stay on topic without causing offense.
- **Effective Speech Structure:** Conclusive Endings: Continue to refine your speech structure skills by focusing on creating impactful and memorable conclusions that leave a lasting impression on meeting participants.



BEFORE THE MEETING: AUDIENCE AND PURPOSE

Know Your Audience

High context cultures: these cultures rely heavily on what is not said. Rather, they emphasize context, non-verbal cues, and shared experiences. These societies, like many in the Middle East and Asia, prioritize relationships and group harmony. Communication is not direct, and understanding context is crucial for interpreting messages accurately.

Low context cultures: their communication is explicit and relies on clear, direct language. These societies, often found in Western cultures, prioritize precise verbal expression over implicit cues. Information is straightforward, and less emphasis is placed on shared context, allowing for a more explicit and individualized communication style.



Task then Relationship



The Order Matters!



Relationship then Task



PURPOSE: SET CLEAR OBJECTIVES



Define the purpose and objectives of your meeting beforehand. Clearly articulate what you want to achieve to keep the discussion focused and productive.

- **Send out an agenda:** 1-2 days before the meeting, send out the agenda and ask if there are any items to be listed.
- **Identify time for each item:** To ensure participants know how much time is available, write suggested time allowed for each item.

STARTING THE MEETING: BUSINESS ETIQUETTE

Punctuality:

- Arrive on time for the meeting and start and end as scheduled. Respect participants' time to demonstrate professionalism.

Greetings and Introductions:

- Begin the meeting with a polite greeting. Introduce participants and establish a positive atmosphere, especially if attendees are not familiar with each other.

Follow Agenda:

- Stick to the agenda to manage time effectively. If additional topics arise, consider scheduling a separate discussion to maintain focus.



EFFECTIVE SPEAKING FOR MEETING SUCCESS:

Develop the essential speaking skills required to conduct meetings with confidence, ensuring your messages are clear, concise, and impactful.

Concise Communication:

- Be clear and concise in your communication. Avoid unnecessary jargon, and get to the point to ensure that the meeting stays on track.

Respect for Speaking Turns:

- Allow each participant to express their thoughts without interruption. Encourage a collaborative and respectful environment where everyone feels heard.

Engage the Audience:

- Encourage active participation through open-ended questions and discussions. This approach fosters collaboration and ensures that everyone feels involved in the meeting.

- What are your thoughts on [specific topic]?"
- How do you envision our team addressing [challenge or opportunity]?"
- Can you share an example from your experience that relates to [current project or issue]?"
- In your opinion, what factors contribute to the success of [current initiative]?"
- What do you believe are the key priorities for our team in the coming [month/quarter/year]?"



POLITE INTERRUPTIONS

Interrupting someone in a meeting can be delicate, but there are polite ways to redirect the conversation or bring attention back to the main points. Here are some phrases you can use:

The Verbal Marathoner: is someone who often monopolizes the conversation. This individual may continuously share thoughts, opinions, or updates without allowing much room for others to contribute

"I value your insights, and I'd like to ensure we hear from everyone in the room. Can we also get [name's] perspective on this topic?"

"Thank you for your input. I'd love to hear from others as well. [Name], what are your thoughts on this matter?"

"I appreciate your enthusiasm on this topic. Let's make sure everyone has a chance to share their thoughts. [Name], what's your perspective?"



"The Echo Enthusiast": This person has the tendency to repeat what has already been said, comparing the individual to an echo that reverberates through the meeting.



"We've covered that aspect well. Now, let's shift focus to [another relevant point] to make sure we're thorough in our discussion."

"I'm glad you're reinforcing [person's previously mentioned point]. To avoid revisiting the same ground, let's move on to [related topic] for a more comprehensive understanding."

RADIATE CONFIDENCE: BODY LANGUAGE FOR LEADERSHIP

Body language comprises a significant portion of non-verbal communication, often estimated to contribute up to 70-80% of overall communication. Understanding and effectively utilizing non-verbal communication can enhance interpersonal relationships, improve communication clarity, and convey confidence and credibility in various social and professional settings.

A Powerful First Impression:

Strong and Confident Posture: A strong posture is important for exuding confidence because it communicates several key messages to others: assertiveness, confidence, competence, good interpersonal relationships, and a positive self-image.

1. Stand tall with your shoulders pulled back and relaxed.
2. Keep your chin parallel to the ground, neither tilted up nor down. Elongate your neck.
3. Align your spine in a straight but natural position, avoiding slouching or arching.
4. Distribute your weight evenly on both feet, with your feet shoulder-width apart.
5. Engage your core muscles to support your spine and maintain stability.
6. Relax your arms by your sides or use open gestures to convey openness.
7. Avoid crossing your arms or hunching your shoulders, which can appear defensive or insecure.
8. Maintain eye contact with others to demonstrate attentiveness and confidence.
9. Take slow, deep breaths to calm nerves and project a sense of ease.
10. Practice good posture consistently until it becomes a natural habit, reinforcing feelings of confidence and self-assurance.



Practice Time: Place a book on your head. Stand up and tell people about your last vacation, or a book or a movie you enjoyed.

RADIATE CONFIDENCE: BODY LANGUAGE FOR LEADERSHIP

Strong and Confident Gestures:

Using Your Hands When Talking: Gesturing while speaking can create a sense of connection and rapport with the audience, fostering engagement and understanding. Gestures can also complement verbal communication, helping to clarify and emphasize key points, making the message more engaging and memorable. Below is a list of Do's and Don'ts.



How to Use Your Hands

1. **Open Palm Gesture:** Extending an open palm towards someone conveys openness, honesty, and trustworthiness. It can create a sense of connection and rapport with the other person.
2. **Steepled Hands:** Pressing the fingertips of both hands together with palms apart in front of your chest signals confidence, self-assurance, and thoughtfulness. It suggests that you are deeply engaged in the conversation or decision-making process.
3. **Pointing with Purpose:** Pointing with a purposeful gesture, using an extended index finger, can emphasize key points or direct attention to specific details. It conveys confidence and clarity in communication.
4. **Open-Arms Gesture:** Opening your arms wide, as if welcoming someone with a hug, expresses warmth, acceptance, and openness. It fosters a sense of connection and inclusivity in interpersonal interactions.
5. **Hand on Heart:** Placing one hand over your heart while speaking or listening conveys sincerity, authenticity, and emotional connection. It signals genuine care and empathy for the other person.
6. **The Finger Pinch:** Shows confidence and high status. Use for important points or headshots. Loosely place the index finger and thumb together.
7. **Mirroring Speech:** Sync your hand gestures with your words to reinforce your verbal communication. For example, use your hands to illustrate the size or shape of objects you're describing.

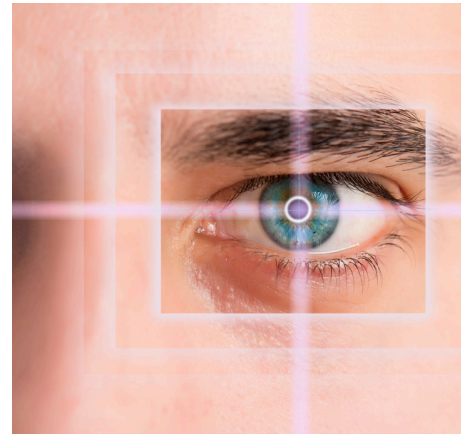
Practice Time: Talk about some of the rules/principles that your parents taught you when you were growing up. Try to use the gestures.

RADIATE CONFIDENCE: BODY LANGUAGE FOR LEADERSHIP

More Tips for Strong First Impressions

Use the Power Gaze:

Power Gaze: is a prolonged, steady, and assertive eye contact technique used to convey confidence, dominance, and authority. It communicates assertiveness and commands attention, often employed in leadership or negotiation situations to establish control and influence others effectively.



How to Power Gaze

1. Maintain steady eye contact without staring aggressively.
2. Relax your facial muscles to appear confident but approachable.
3. Hold eye contact for 7-8 seconds at a time before briefly looking away.
4. If needed, look straight at the bridge of their nose
5. Avoid blinking excessively, which can signal nervousness.
6. Avoid squinting. It may seem aggressive or skeptical.
7. Avoid nodding your head too much. Try to keep your head still.
8. Use a slight nod or smile to convey warmth and engagement.
9. Adjust gaze intensity based on the context and cultural norms.
10. Practice regularly to build confidence and naturalize the gaze.
11. Power gaze and stay silent: When a person finishes talking, stay silent and maintain eye contact. This prompts them to tell you more.

In a Group Setting

1. Shift your gaze to a different person every 2-3 seconds and try to include as many people as possible.

RADIATE CONFIDENCE: BODY LANGUAGE FOR LEADERSHIP

More Tips for Strong First Impressions

Use Power Poses:

Power Poses: Power poses are expansive and open body postures that convey confidence, authority, and dominance. When making a first impression, adopting a power pose can help project a strong and assertive image. Here's how to power poses effectively:



How to Power Pose:

The key is to take up space. How do people react when they win or achieve something great?

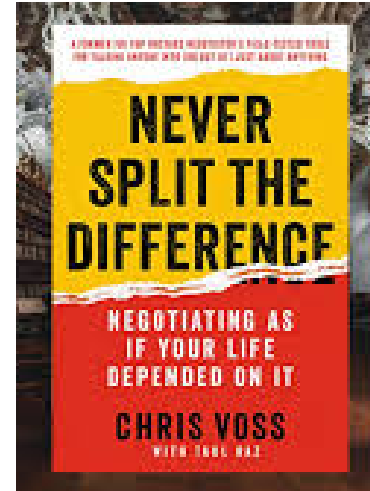
Take up physical space by standing or sitting in a relaxed but expansive manner. Avoid making yourself appear small or minimizing your presence. Use these poses when talking or posing for a photo. Here are some suggestions:

1. Maintain a strong posture and your head high.
2. Place your hand on your hip or hips.
3. Keep a thumb outside of a pocket.
4. Place an elbow on a chair or table.
5. Hands on your waist. Hands forward (never backward) and bring closer together if wanting to minimize body size.
6. Place your hands on the desk with your fingers open.
7. Steeple your fingers
8. Cross arms, but show fingers.
9. Legs slightly open- equal on each hip.
10. One leg in front, the opposite hand on your hip or leg.

NEGOTIATION SKILLS: MIRRORING

“Never Split the Difference” by Chris Voss

“Never Split the Difference” is the best-selling book on negotiation. It introduces tactical empathy in negotiation, emphasizing understanding over persuasion. Chris Voss shares strategies from hostage negotiation to achieve mutually beneficial outcomes in any negotiation context.



Lessons from the Book:

Mirroring:

Mirroring in negotiation involves repeating the last few words or main points the other party says, fostering rapport and encouraging them to expand.

Practice mirroring with a partner.

Example:

Client: "We need to ensure the project stays on track."

You: "On track?"

Client: "Yes, we need to make sure the supplies arrive at the warehouse by April 30th".

1. Client: "Our budget is limited, so we're looking for cost-effective solutions."
2. Client: "We're feeling a bit overwhelmed and think more support would help."
3. Client: "Finding a reliable partner is crucial for our upcoming initiatives."
4. Client: "Efficiency is a top priority for our operations."
5. Client: "Quality is non-negotiable in our product development."
6. Client: "Scalability is key as we plan for future growth."

PUTTING TOGETHER POSTURE AND GESTURES

You have been building towards this moment. You have learned the theory and understand what you should do. Now, put your knowledge into practice. Practice saying the following with confidence and clarity.

1. "I am confident that we can achieve our goals."
2. "Our team has the capability to overcome any challenge."
3. "I firmly believe in our strategy for success."
4. "I am proud to present our accomplishments."
5. "With determination and perseverance, we will prevail."
6. "We are both committed to finding a mutually beneficial solution."
7. "Like you, I believe in the importance of collaboration and teamwork."
8. "I hear what you're saying, and I agree that communication is key."
9. "Just as you mentioned, attention to detail is critical in our line of work."
10. "We both recognize the value of innovation and thinking outside the box."
11. "Firstly, we'll address the immediate challenges."
12. "Secondly, we'll implement strategies for long-term growth."
13. "Next, I'll outline our budget projections for the upcoming quarter."
14. "To summarize, we've covered three main objectives so far."
15. "I echo your sentiments about the need for transparency and honesty."



4 Responses to **Speaking Anxiety**



01

Biological
How your body responds

02



Cognitive
What you think



03

Behavioral
How you show anxiety

04



Emotional
How you feel

Monarth, Harrison and Larina Kase. The Confident Speaker, New York: McGraw-Hill, 2007

YOUR PRESENTATION

Content: Introduction

Clear introduction with hook, credibility, and outline. Appropriate for the audience?

Body 1:

Transition? Yes. No

Mention main idea of the talk? Yes. No

Explains clearly in 2-4 sentences

Provides supporting ideas (examples that suit the audience)

Summarizes idea

Body 2:

Transition? Yes. No

Mention main idea of the talk? Yes. No

Explains clearly in 2-4 sentences

Provides supporting ideas (examples that suit the audience)

Summarizes idea.

YOUR PRESENTATION

You have been building towards this moment. You have learned the theory and understand what you should do. Now, put your knowledge to practice. Deliver your 5-minute presentation to the group. We will be giving you feedback on the following:

Body 3:

Transition? Yes. No

Mention the main idea of the talk? Yes. No

Explain clearly in 2-4 sentences

Provides supporting ideas (examples that suit the audience)

Summarizes idea.

Conclusion:

Transition: (In conclusion)

Summarizes in a fresh way:

Take-away:

Notes: