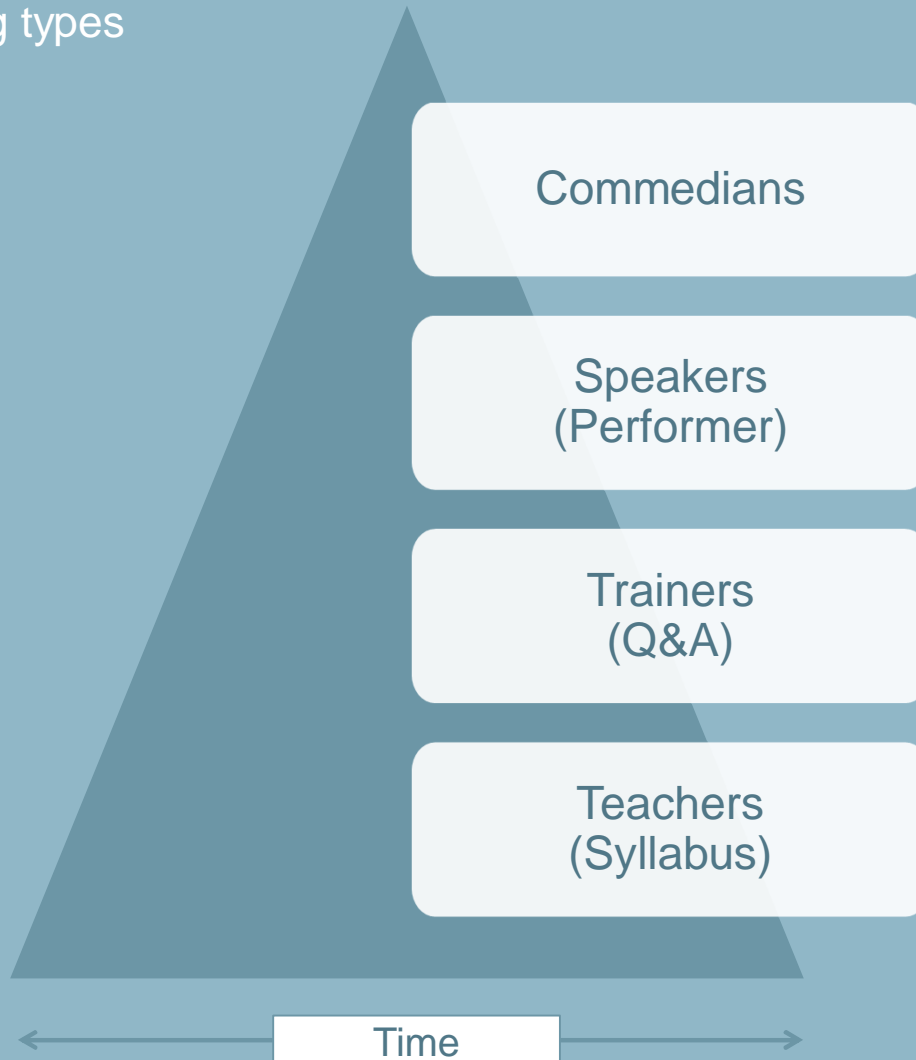


Speaking types



Massively privileged position:

- Inspire
- Influence
- Entertain

Elements of public speaking

<p>Opening statement</p> <ul style="list-style-type: none"> ▪ 3 seconds (!) to make people love or hate you ▪ Be creative, and start with a short story before you introduce yourself 	<p>System: MAPTAS</p> <ul style="list-style-type: none"> ▪ <u>M</u>ake <u>A</u> <u>P</u>oint <u>T</u>ell <u>A</u> <u>S</u>tory ▪ Timing: 80% Vignette, 20% Make a Point 	<p>Watch your body language</p> <ul style="list-style-type: none"> ▪ ONLY move with purpose ▪ When you gesture with your hands, hold the gesture in place for at least two seconds before pulling back ▪ Facial expression, voice, tone, movement, gestures, modulation 	<p>Space</p> <ul style="list-style-type: none"> ▪ Make a pause before and after an important piece in order to highlight your best material
<p>Introduction</p> <ul style="list-style-type: none"> ▪ VERY important as it gives you credibility with the audience, max 60s ▪ „It hasn't always been that way...“ 	<p>Let me give you an example</p> <ul style="list-style-type: none"> ▪ These words are the bridge between content, information, wisdom or lesson and the story that backs it up 	<p>I don't know</p> <ul style="list-style-type: none"> ▪ Even if you know, ask the audience for a name you can't remember. ▪ The idea is to connect with the audience. 	<p>Comedy Callback</p> <ul style="list-style-type: none"> ▪ Deliver a humorous statement, story or situation in your vignette and draw laughter from the audience. Later on in the speech you make reference to the humorous story and the audience laughs again
<p>Short Stories (vignettes)</p> <ul style="list-style-type: none"> ▪ Premise: the concept, the idea ▪ Problem: the conflict to resolve ▪ Pay off: the resolution of the conflict, context of learning, the „big jewel“ 	<p>Pause – Scan – Nod</p> <ul style="list-style-type: none"> ▪ The pause allows the audience a chance to do a psychological evaluation of the speakers point ▪ Scanning room helps a speaker to connect with the audience. ▪ The nod might be the best kept secret of professional speakers. 	<p>Slowdown and repeat twice</p> <ul style="list-style-type: none"> ▪ Become aware of the speed in which you speak. Slowing down helps to engage with the audience 	<p>Self deprecating humor</p> <ul style="list-style-type: none"> ▪ humor is the ultimate payoff. One of the most effective forms is self deprecating humor, where we poke fun on ourselves. This type of humor creates huge payoffs because it takes the audience by surprise

Gestures



Gestures



The Leveller

Symmetrical physiology; upright, moving hands, palms down in downward movement and spreading long the way.

“This is the way it is, it is true”

For ladies: The Leveller Is especially important for woman to use to gain fast credibility with groups of men and women.



The Placator

Symmetrical open physiology, palms up, moving in an upward direction.

Says 'help me', 'I'm open', 'I want to please you'.



The Distractor

Asymmetrical physiology, angular, disjointed and incongruent

'I don't know, it's not my fault'.

Primarily used in an entertaining 'joker' style exchange to maintain interest and perhaps provide humor.



The Blamer

Asymmetrical, leaning forward, and pointing the finger.

'Its your fault, it's down to you'.

Often used in an entertaining 'joker' style exchange to maintain interest. Because it is so strong and "in your face" my suggestion is to only use it with intention.



The Computer

Asymmetrical, hands-on chin or arms folded, think pose, academic lecturer stance authority.

'I'm reasonable, logical and sensible, here are the facts'.

Also a good stance to adopt when listening to comments/questions from participants, says 'I'm listening to you and considering your words carefully'.

Summary speaking elements, gestures

Elements

- Use the space, i.e. different position for
 - Good / bad messages
 - Introducing yourself or talking about yourself today / in the past
- Opening statement
- Introduction
- Short stories (vignettes)
- System: MAPTAS
- „Let me give you an example...“
- Watch your body language
- The pause – scan – nod
- I don't know
- Slowdown and repeat twice
- Space
- Comedy Callback
- Self deprecating humor

Gestures

- Use gestures
 - The **Leveler**
 - The **Placator**
 - The **Distractor**
 - The **Blamer**
 - The **Computer**
- Modulate voice, tone, pitch, speed
- Use questions instead of statements to engage with the audience
- Make use of the speaking elements to connect with the audience



Metaphors & Storytelling

- The art of *storytelling* is a critical element in keynote speeches, presentations, or sales conversations.
- Storytelling helps to communicate with a compelling narrative, with a vision and a purpose.
- Metaphors can be used to illustrate specific topics and themes of a conversation or to get difficult messages across in a smart way.
- Overall, metaphors
 - help to get and to maintain attention
 - build an appropriate relationship with the customer
 - enables the customer to perceive the relevance of what is shared with him
 - pitch the communication in a way that relates to the customer's map of the world and their reality.
- Learn to use a story where the themes and ideas will expand during the presentation or conversation. At this point, it is worth noting that the customer is entertained that way, aren't they? Telling a story always attracts attention, and it is a sales rep's responsibility to find the balanced mix of providing facts and to entertain.
- Questions instead of statements help you to connect with the audience.
- Please remember, you want to create a positive environment. You will not disagree to the fact that when asked for how a meeting went, your answer might be typically an emotional one, like "quite nice" or "very inspiring" or "awful." Emotions are what the customer remembers *first* about a meeting, right?

Your Need-Narrative






Question	Your text
<p>For [target audience], it's a constant challenge to [general problem]. Every [time period], these people [perform a key activity] in order to [achieve a primary goal]. This is especially true if you're a [niche].</p>	<p>...</p>
<p>The main problem they face is [primary functional problem relating to activity] which leads to [bad/worst case outcomes]. Today, their best option is [substitutes], but of course, they [the most common complaints of each substitute]. With [key trend], the problem will only get worse over time.</p>	<p>...</p>
<p>If only there was a easier/better/cheaper way to [perform a key activity], then customers could [quantifiable impact on their primary goal] which would lead to [positive outcomes / emotions]. With [number of potential customers], there is a clear opportunity to meaningfully impact a huge number of people.</p>	<p>...</p>

Milton Language Pattern

Example

- | | |
|---|---|
| <ul style="list-style-type: none"> ▪ And ... ▪ Because ... ▪ I know ... ▪ That's right ... ▪ Means ... ▪ You can ... ▪ Imagine, just imagine ... ▪ What would it feel like, if ... ▪ It's as if ... ▪ The more, the more ... ▪ Just pretend for a moment ... ▪ You may be wondering ... ▪ You may notice ... ▪ It is a fact, ... ▪ When you realise ... ▪ There is no need to ... until ... ▪ You wouldn't disagree to the fact, would you? ... You wouldn't disagree with the fact, you need oxygen to live, would you? | <p>And as you become more familiar with the topic...</p> <p>Because you understand the principles...</p> <p>I know you wondered how this is possible.</p> <p>That's right, viewing it that way.</p> <p>That means you can improve.</p> <p>You can, <<name>>, do that.</p> <p>Imagine, just imagine what it would be like if you succeeded?</p> <p>What would it feel like if performance improves by 10%?</p> <p>It's as if you enter a new level of performance.</p> <p>The more you improve the more you gain.</p> <p>Just pretend for a moment that this new system is in place.</p> <p>You may be wondering how easy the solution fits into your system?</p> <p>You may notice how simple the solution is.</p> <p>It is a fact, better performance means higher productivity.</p> <p>When you realise the true potential of the solution you want to have it.</p> <p>There is no need to act until you fully grasped the concept.</p> |
|---|---|

Summary Course #3

Elements	Gestures	Storytelling	
<ul style="list-style-type: none"> ▪ Use the space, i.e. different position for <ul style="list-style-type: none"> ▪ Good / bad messages ▪ Introducing yourself or talking about yourself today / in the past ▪ Opening statement ▪ Introduction ▪ Short stories (vignettes) ▪ System: MAPTAS ▪ „Let me give you an example...“ ▪ Watch your body language ▪ The pause – scan – nod ▪ I don't know ▪ Slowdown and repeat twice ▪ Space ▪ Comedy Callback ▪ Self deprecating humor 	<ul style="list-style-type: none"> ▪ Use gestures <ul style="list-style-type: none"> ▪ The Leveler  ▪ The Placator ▪ The Distractor  ▪ The Blamer ▪ The Computer    ▪ Modulate voice, tone, pitch, speed ▪ Use questions instead of statements to engage with the audience ▪ Make use of the speaking elements to connect with the audience 	<p>Metaphors</p> <ul style="list-style-type: none"> ▪ help to get and to maintain attention ▪ build an appropriate relationship with the customer ▪ enables the customer to perceive the relevance of what is shared with him ▪ pitch the communication in a way that relates to the customer's map of the world and their reality. <p>Need-Narrative</p> <ul style="list-style-type: none"> ▪ outlines a thesis on how to make peoples' lives better. ▪ A clear need narrative helps you prioritise features, communicate the product effectively, and hone in on the most 	<p>important niche.</p> <ul style="list-style-type: none"> ▪ Deliver a vision and a purpose <p>Milton Language</p> <ul style="list-style-type: none"> ▪ Milton Language Patterns have a very positive perceptual impact in daily conversations. ▪ the customer could take the meaning that is most appropriate for him, i.e., he can better hear the proposed solution and see the resulting potential. ▪ Milton Language is also handy for gaining rapport, especially if used together with Clean Language.