The Nuts and Bolts of Effective Communication

Part I
Building Blocks: Audience

- Reframe your purpose around your audience
  - What does my audience need to hear from me?
  - Why should they care?
  - How do I want them to react?
Building Blocks: Information

- Quote
- Connecting Story
- Illustrative Data
- Supporting Research
- Observation
- Useful Analogy
- Connection
“People retain structured information up to 40% more reliably”
– Matt Forrest Abrahams
Building Blocks: Structure

- Primary Thought
  - Point 1
    - Info
    - Observation
    - Illustrative Data
  - Point 2
    - Info
    - Connecting Story
  - Point 3
    - Info
    - Info
    - Info
Building Blocks: Structure

Primary

Point 1

Info

Synthesis

Point 2

Info

Synthesis

Point 3

Info
Building Blocks: Flair
Building Blocks: Flair

“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

-Maya Angelou
Building Blocks: Flair

8.25 seconds

Story
Sensory Detail
Audience Participation
Humor
Prop

Rhetorical Question
Shocking statistic or comparison
Quote
What if Scenario
Storytelling

Part II
How can storytelling help us?
What goes into a story

**Beginning**
- Drop reader into center of the action
- Provide necessary background information
- Establish major dramatic question

**Middle**
- Obstacles block central characters' paths

**End**
- Crisis
- Climax
- Consequences
Audience

• **Who** is in your audience?

• **What** do they already know about the context and your issue?

• **Why** are you telling them this story?

• **How** can you frame the story to appeal to this audience?
Building Blocks: Flair

8.25 seconds

Story
Sensory Detail
Audience Participation
Humor
Prop

Rhetorical Question
Shocking statistic or comparison
Quote
What if Scenario
What makes a story captivating

• Purpose or motive

• Strong, clear structure
What makes a story captivating

• Content
  – Can you identify the purpose?
• Structure
  – Was the story clear?
  – Did the structure make sense?
• Content
  – What did you want to know more about?
  – What could be skipped?
• Polish
  – What details would you add to the story?
  – What could improve the human connection?
Preparing Your Mind and Body

Part III
In Person Communication

- **7%** What you say
- **38%** Tone of voice
- **55%** Body language

- Mehrabian, 1971
<table>
<thead>
<tr>
<th>Language</th>
<th>Syllables/Second</th>
</tr>
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<tbody>
<tr>
<td>English</td>
<td>6.19</td>
</tr>
<tr>
<td>Spanish</td>
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<td>5.18</td>
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<tr>
<td>Japanese</td>
<td>7.84</td>
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Spoken American

- Pitch inflection on operative word
- Downward inflection at end of thought
Practice Makes...Muscle Memory
Nervous?

1 Speaking before a group
2 Heights
3 Insects and bugs
3 Financial Problems
3 Deep water
6 Sickness
6 Death
7 Flying
8 Loneliness
9 Dogs

-Book of Lists
Nervous?
Nervous?

Heart Rate (BPM)

Pre Stress, Speech Prep, Speech, Math

TSST
Nervous?

The graph shows cortisol levels in micrograms/dL during different stages: Arrival, Pre Stress, Post Stress, Recovery 1, and Recovery 2. The TSST period is highlighted, indicating a significant rise in cortisol levels post-stress.
What You’ve Been Told
Goal
Connect with: Your Eyes
Connect with: Your Energy
Connect with: Your Energy
Preparation
Finding Your Optimal Zone
Give the Audience
Your Gift
This is your Mindset
Make a Mental Movie

Seeing is Believing
While you’re Waiting….

Write an endless list of Gratitude
For our Spiritual Speakers...

“.....please give me the right words today....”
Remember 3 Words
Tell the Story.....No need to memorize
Subtle Props

Back of the Room Pictures
Presentation Challenges

Part V
Q&A
Q&A Dos
Q&A Don’ts
Beginning – Peak – End Effect

Source: Kahneman (2000)
Memory Blocks

- Pause
- Question
- Review