



WORKBOOK:
Review and Exercises
Facilitator Edition

THE **5** COMMUNICATION SECRETS THAT SWEEP OBAMA TO THE PRESIDENCY

Revealed by leading
communication expert
Richard Greene

Step-by-step lessons you
can use to build charisma
and power in your personal
and professional life!

Table of Contents

Introduction	2
<i>Flexible Implementation of the Course</i>	3
<i>Taking Ownership of the Lessons</i>	3
<i>Setting Goals, Managing Expectations</i>	3
<i>Review Before Exercises</i>	5
<i>Performing the Exercises</i>	5
<i>Reveal After Exercises</i>	5
Concepts and Themes Presented in the Video	6
Materials and Logistics	7
Playing the Video	7
Before You Begin	8
Ready...Set...Go!	9
How individuals can use the Video and Workbook	12
<i>Secret #1 – Words, Voice Tone, Body Language</i>	13
Exercises - Words	14
Exercises – Voice Tone	16
Exercise – Pause	19
Increase Your Resonance	19
Resonance Exercises	22
Exercises – Body Language	23
<i>Secret #2</i>	25
Exercise – Lasered, Compelling Message	26
<i>Secret #3</i>	27
Exercises – Communication Effectiveness Continuum	28
<i>Secret #4</i>	30
Exercises – The Four Languages	32
THE FOUR LANGUAGES QUESTIONNAIRE	32
The VISUAL Language	33
The AUDITORY Language	34
The AUDITORY DIGITAL Language	35
The KINESTHETIC Language	36
<i>Secret #5</i>	38
Exercises – Authentic Passion	39

Introduction

The video, **The 5 Secrets of Effective Communication**, is presented by Richard Greene, the creator of the 5 Secrets. It is designed to quickly advance the public speaking and presentation skills of viewers through five sets of lessons illustrated by video examples from the public speeches of Barack Obama.

Richard Greene is considered one of the leading communication coaches in the world. His success in coaching Princess Diana toward more impactful public appearances led The Sunday Times of London to dub him "The Master of Charisma".



An attorney by trade from USC Law School, Mr. Greene left the practice of law to share his communication breakthroughs with presidents, prime ministers, political candidates, CEOs and CFOs of Fortune 500 companies, attorneys, judges, actors, and marketing professionals in 26 countries. The skills he develops and strengthens include message development, media training, speech writing, and speech coaching, as well as helping clients overcome the fear of public speaking, a service he provided to Princess Diana in 1996.

Mr. Greene's ability to read body language and analyze all aspects of human communication drew the attention of national news organizations, many of which approached him to assist in their coverage of key news events. This expertise and experience, plus his analysis of the great speeches of the 20th century for a best-selling book, led him to distill the essential elements of effective communication into five categories.

Mr. Greene's recent appearance on Fox Business News demonstrated that even as President Obama has entered the crosshairs of public evaluation every president must face, the public and professionals alike remain impressed with his powerful presence and skill in communicating his vision. This consistent ability to inspire and unite, to convey a vision of accomplishment and stimulate action in pursuit of a goal, is why Mr. Greene designed this course using video examples from Barack Obama's speeches to illustrate each step in mastering these techniques.

The value of the video is further enhanced by the extended utility of the video clips. Even after team members gain ability in one technique while viewing clips in that section, as they progress to higher levels, they can return to those clips to see how Obama applies skills taught throughout the video. The cumulative effect drives home the lesson that it is the integration of all these elements that elevate a speaker to master level.

The video and exercise Workbook address five key areas in communicating with individuals or to large groups, in private or in public venues:

Secret #1: Voice Tone and Body Language

Secret #2: A Lasered, Compelling Message

Secret #3: The Communication Effectiveness Continuum

Secret #4: 4 Languages of Human Communication

Secret #5: Authentic Passion

Mr. Greene explains the effectiveness of each of the techniques and their sub-categories; he then shows a clip illustrating how Barack Obama applies them in some of his most powerful speeches.

Each section of the video is supported by areas in this Workbook that recap the key concepts of the lesson and then provide practical advice and exercises to help develop these skills.

Notes for Facilitators

They may forget what you said, but they will never forget how you made them feel.

Carl W. Buechner

Flexible Implementation of the Course

This video/workbook course is designed to be effective for both individual use and study and for learning in group/team situations. In fact, one way to implement the course is a hybrid approach: allow each team member to view the video on his or her own and then bring the team together to review it again, step by step. This permits members to come to their own conclusions about the techniques and to retrieve from their memories examples of how they have worked in communications members have witnessed or participated in. Discussing it in a group then disseminates the individual experience and provides an even richer environment for validating and applying the lessons.

Taking Ownership of the Lessons

Often team members can come into an instructional or workshop environment with a critical “show me” attitude. Overcoming this resistance is accomplished by a method that also amplifies the power of the lessons themselves: encourage team members to find their own examples of these techniques in action and stimulate discussion of just how the technique has its unique effect on the listener. This makes each team member feel like the material to be learned is his or hers and contributes to their experience of being invested in the course.

This is especially effective if you have periodic discussions about how team members feel each of the techniques could be impactful on their own areas of responsibility: how might problems be solved and possibilities be generated for them? Hearing some members brainstorm aloud can draw others into the circle of participation.

Setting Goals, Managing Expectations

Make it clear at the beginning of the workshop that, rather than mimicking Barack Obama, the goal is to tap into the natural abilities, knowledge and passion that each team member has.

The target result is to develop a powerful and personal style that allows team members to consistently and effectively accomplish the objectives of purposeful communication.

---Communication Objectives

Interpersonal and group communications are intended to accomplish a variety of objectives—almost always some combination of them. Among these goals are:

- **To Inform** – to pass on data and news; to make announcements.
- **To Reveal Intentions** – to announce to listeners what the speaker knows, feels, has done, or plans to do.
- **To Persuade** – to convince others of the correctness or desirability of a position or argument.
- **To Enroll** – closely connected to persuasion; the speaker wishes to move listeners to joining a group or to take action in support of a specific goal.
- **To Acknowledge** – to alert the listener that the speaker is aware of them, of their character, ability, accomplishment. Also to acknowledge a position, a set of concerns, or capabilities or limitations.
- **To Stimulate a Response** – to move the listener to communicating meaningfully back to the speaker.
- **To Teach and Train** – to establish a loop of instruction, action, and feedback in order to pass on knowledge and abilities.
- **To Shift Attitude** – to change or intensify the feelings of listeners toward something: a person, policy, course of action.

You may notice that all of these objectives overlap and interconnect in many ways. In fact, communication strategy is often concerned with managing the order and interaction of these objectives.

Of particular importance is the last on the list: **to shift attitude**. This is actually the intention or part of the design of all the other objectives, because any purposeful communication must engage the listener emotionally in order to be effective.

Later in this workbook, we observe that every decision is an emotional decision. If decisions were made merely by sorting data and parsing options, a computer could do it—people would be unnecessary. But we are emotional beings. After we have

gathered facts and considered options, we make our choices based on how we feel about the results of that process and what it says about our likelihood of success.

This is why much of the focus of **The Five Secrets of Effective Communication** is on emotionally engaging and moving listeners.

Review Before Exercises

Before having the team do the exercises in each section, review the purpose and the steps of the exercises. If any team members seem unclear on these, go through one of the exercises with a member who has grasped it. Seeing a peer perform the exercise can often clear up any confusion members have about how to carry them out.

Make a point of asking the team what elements of the previously viewed chapter of the video they are unclear on, or that they anticipate the exercises might clarify. This helps focus the intention of the members as they begin the exercises. It also suggests to some members possibilities to discover in the exercises that they might not have considered.

Performing the Exercises

All of the exercises are designed so they can be executed by individuals in a private space and conditions. This allows team members to practice the 5 Secrets at home or at a later time.

But each exercise can also be performed in the classroom or workshop setting, and doing so presents an excellent opportunity for feedback, correction and sharing of tips and experiences among team members. However, this workbook is designed to make the 5 Secrets learning experience as comprehensive as possible, so performing all of the exercises during the workshop would be require a prohibitive amount of time.

For this reason, it is important that you **review the exercises prior to the workshop**. Select key exercises that you feel would be most relevant to your team, their objectives and their areas of responsibility. Do those exercises in the workshop and encourage team members to continue the exercise process later to sharpen their skills further.

Reveal After Exercises

Once each exercise is completed, have team members share their experience:

- What did they learn?
- Why do they feel this secret is effective?
- How can they envision it being effective in their life?
- What examples of this secret in action can they recall from life?

Concepts and Themes Presented in the Video

The Five Secrets of Effective Communication video is presented in 10 lesson chapters. These represent the 5 Secrets and some sub-themes that warrant their own chapter. The 5 Secrets, and the core concept of each, are:

Secret #1: Words, Voice Tone, Body Language – Using your voice tone and your body language to make every word you speak have power, feeling and impact.

Secret #2: The Lasered, Compelling Message – Turning all the data and information you want to share into a "Lasered, Compelling Message" that becomes a memorable mantra for the audience.

Secret #3: The Communication Effectiveness Continuum – Helping you relax and connect with the audience by turning your speech or your presentation, into a personal *conversation* – one of the most powerful secrets of all great speakers.

Secret #4: The 4 Languages of Human Communication – Different people listen in different ways. This secret focuses on analyzing which of the 4 Languages of Human Communication you speak fluently and which you are deficient in. Then the video illustrates how to access "languages" you have not yet mastered, so you can communicate to anyone, no matter which languages they "listen" in.

Secret #5: Authentic Passion – Helping you tap into your honest, authentic passion for your subject or idea. All of the other secrets are amplified by your own fascination with and commitment to your subject. No matter how dense, obscure or ordinary what you are talking about seems, there is a way to the heart of it that can make it come alive for your listeners.

Materials and Logistics

For this workshop, please have prepared:

- A room large enough for participants to sit, either at a table or arranged in chairs. Chairs may be most advantageous, since this setup allows you to reconfigure seating to accommodate different exercises.
- A DVD player and monitor.
- Flip chart or whiteboard and markers.
- Copies of the Participant Workbook.
- Paper pads and pencil for participant notes and as required for the exercises.

Playing the Video

If you are playing this video from the DVD (as opposed to over a network feed), here are instructions for accessing each chapter.

- The DVD can be played continuously without cueing each chapter by clicking on the **PLAY ALL** option on the Main Menu.
- For purposes of the workshop, you will probably using the option that allows you to access each chapter separately. To do this, click on **LESSONS** in the Main Menu. This will take you to the first of several pages where you can select the Lesson chapter of your choice. When you play a Lesson in this mode, at completion you are returned to this menu and the next Lesson is highlighted.
- Also on the main Menu is an option called “How to Use This DVD”. The information accessed through this selection is included in the workbook, so playing this is unnecessary.

Before You Begin

- Familiarize yourself with the video, this guide and the exercises you will be using in the workshop.
- Reserve the room or space you will be using and make arrangements for breakout space if necessary.
- Set up the audiovisual equipment and make sure it is working properly. Insert the DVD and check audio levels. Set the sound so it can be heard throughout the room.
- Arrange the room for viewing and make sure everyone has a comfortable sightline to the screen.
- Set up the flip chart or whiteboard and write the agenda on it.

Ready...Set...Go!

One of the advantages of **The Five Secrets of Effective Communication** for team training situations is that Richard Greene himself is a seasoned coach and facilitator. He has led communication trainings for individual CEOs and celebrities, as well as large groups at major corporations and organizations. He serves as an engaging and informed guide through the video.

So you can focus your energies on customizing the lessons to your team and leading exercises and discussions, rather than interpreting elements of the video.

When planning your introduction, keep these points in mind:

- This workshop is about developing and empowering their personal styles, rather than imposing rigid rules that might straitjacket them.
- Their commentary and personal experiences are welcome and would serve the other members of the team.
- Set up the essential functions within your organization that will be served and enhanced by the strengthened communication skills of the team: sales, presentations, public appearances, trainings, etc.
- An added bonus is that the same skills they are learning will serve them in their personal life: interpersonal communications, speaking at family gatherings and community organizations. (These are excellent areas from which to draw personal experiences for the exercises. Feel free to step outside of their business lives.)
- Remind them that this workshop and video implies no endorsement of Barack Obama. Whatever their political persuasion, everyone can learn from the skill he has exhibited on his path to the Presidency. You can be certain that other politicians are studying him, even if they plan to run against him in the future! (More on Barack Obama in the workbook section, which begins right now!)

Why Barack Obama?

Whether you voted for Barack Obama or not, it's hard to ignore the skill and passion with which he delivered his message. This instructional DVD is strictly non-partisan with regard to policy or politics, but decidedly pro-Obama (and pro- Ronald Reagan, Franklin Delano Roosevelt and John F. Kennedy) when it comes to the ability to communicate powerfully and effectively.



While no political persuasion has a corner on powerful speaking, it is clear that great leaders have tended to be great communicators. John F. Kennedy moved a nation with the force and conviction of his inaugural address;



some of the phrases he used still inspire our thinking and speaking. Ronald Reagan earned his nickname, The Great Communicator, by making listeners feel as though he were



speaking directly to them alone, bringing them into the inner circle of his thoughts. Franklin D. Roosevelt held a country together through the Depression at least partly through the reassuring communications of his famous Fireside Chats.

There are great speakers in every walk of life. Oprah Winfrey rose to fame at least partly on her willingness to reveal her feelings and voice her opinions frankly and unashamedly. Billy Graham was a force in the public consciousness for over half-a-century based on the power of his oratory as much as his religious conviction. Singers from pop to country to rap credit their success to the power of their emotional connection to their audience and their fans' perception that these performers speak a truth relevant to their own lives.



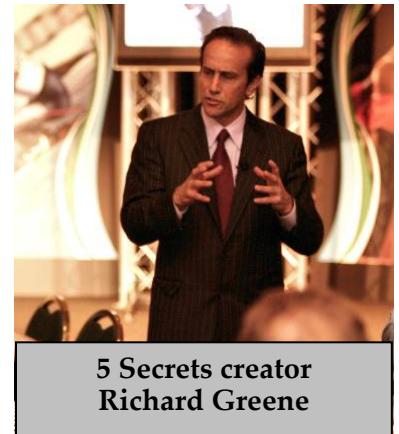
Legendary communicators in every field owe their success, whether they are aware of it or not, to their application of **The 5 Secrets of Effective Communication**. I have chosen President Barack Obama and his speeches as the example to illustrate these secrets for several reasons:

- He has had **tremendous public exposure** over the past months and years and is firmly in the public consciousness. You will be able to find many examples of his speaking power beyond the video excerpts on this DVD.
- While many politicians have been great communicators, **President Obama's meteoric rise** from relative unknown to the most powerful government figure on the planet is unprecedented. I demonstrate how his bringing together all of the 5 Secrets contributed to this.
- He is the **personification of a mythic dream** embedded in the American consciousness: that anyone, no matter how humble their origins, can become President of the United States. In keeping with this spirit, I show you how anyone can become a more effective speaker in their business or personal life by mastering the 5 Secrets.
- He has demonstrated **an ability to bring people of widely diverging opinions together** in pursuit of a common goal, a quality as essential in the business world as it is in government.



How individuals can use the Video and Workbook

Welcome to *The 5 Communication Secrets That Swept Obama to the Presidency*, an instructional course designed to increase the power and effectiveness of your business and personal communication. While you are free to discover your own path through learning the 5 Secrets, here are some suggestions on how to increase the speed and effectiveness with which you develop your skills.



- **Watch the video all the way through** in a relaxed setting, without worrying about retaining the information or techniques. This allows you to absorb the sense of the 5 Secrets and experience the power of President Barack Obama's speeches free of any pressure to "perform" in a learning mode. You might even watch it with someone else and talk about which of Obama's speeches affected you the most, and why.
- Now roll up your sleeves and get down to work. **Work through the instructional course one lesson at a time.** Take whatever time you need, pausing and re-reading the screen text, rewinding and noticing the text reinforcements under the speech videos. This is your course and you should move through it at a pace that works for you.
- At the end of each section is a reminder to go to this workbook. Here you will find a review of the Secret you just saw in the video course. After reading that, **try the exercises** designed to help you practice, experience and master these skills. Then move on to the next lesson in the video.
- **Move at your own pace** and feel free to **repeat any lessons you like.**
- Once you've completed the course, go back through the video and **re-experience President Obama's speeches.** Look for the ways he uses all the 5 Secrets each time he speaks.
- **Watch for other examples** of successes and failings in communication in public speakers, TV interviews, talk shows and in your business and personal life. As you become familiar with the 5 Secrets, you'll find that your awareness of these examples all around you will reinforce the skills you are developing.
- As you begin applying your new skills in your life, **notice the effects they have on your career and personal relationships.** This positive reinforcement is one of the most powerful incentives to continuing the practice and improvement of the communication techniques you have learned.

PLEASE NOTE: this is an extensive workbook designed to meet your every need in mastering all the 5 *Secrets* techniques. But you will become a more effective communicator if you learn even one of these skills. So advance at your own speed and, if you want encouragement to move forward, just give your new speaking abilities a trial run in your life.



Secret #1

Captivate listeners with Words, Voice Tone and Body Language

The Secret

*The world's greatest communicators know that people are **persuaded**, people are **moved** and people **act** based on more than words alone. They know that it is the effective use of all three avenues of human communication that drives great communication.*

1. In your communications, to individual employees and peers and to groups, the non-verbal aspects are far **more impactful than the actual words** that you say.
2. Clients, customers, associates, family members and friends and everyone you ever interact with are **highly affected by the tone of your voice and your body language**. These non-verbal aspects communicate the crucial qualities of sincerity and conviction as well as many other attributes that allow the listener to trust you, like you and even be open to your ideas and suggestions.
3. The three ways that human beings communicate . . . the only three ways . . . are by **WORDS, VOICE TONE and BODY LANGUAGE**
4. Studies have put the impact of **voice tone** as high as **38%**, the impact of **body language** as high as **55%** and the impact of one's **words** . . . as low as **7%**!
5. In order to be **optimally effective** in sending, and selling one's message, in any context, you must master the following components of **Voice Tone**:
 - a. **Vary the Speed** – fast and slow, slow for emphasis
 - b. **Vary the Volume** – loud and soft, soft for emphasis
 - c. **Vary the Pitch** – high and low, low for emphasis and impact
 - d. **Punc-Tu-Ation by Word**
 - e. **Punc-Tu-Ation by Syllable**
 - f. **Pause . . . Pause . . . Pause**
 - g. **Develop the Resonance** of your voice

h. In order to be **optimally effective** in sending, and selling one's message, a speaker must master the following components of **Body Language**:

- **Posture**: stand up tall
- **Posture**: shoulders up and square
- **Posture**: always be **centered**, whether still or moving
- **Gestures**: Use **downward motions** to plant your ideas firmly
- **Gestures**: Gesture within **The Power Zone** – between the shoulders – to convey strength and authority
- **Eye Contact**: send your message through your eyes into theirs!
- **Connect** with by **listening** to!
- **Stay in a centered space** of calm and stability in order to recover quickly

Exercises - Words

Words, while generating only 7% of the impact of your presentation, are very important. We will talk about words in more depth in Secret #2 (Lasered, Compelling Messages). Here, though, I want to help you focus on eliminating the two biggest mistakes that my clients make with their choice of words:

Mistake #1: Using *abstract language* as opposed to **concrete, sensory specific** words and phrases. If you speak in the abstract, listeners will be using their time and energy filling in the blanks instead of absorbing the sense of your message.

Mistake #2: Using *jargon*, or specialized words unavailable to the average listener, instead of **plain speak** and **easily accessible terms**. If you use jargon, listeners will be trying to decipher the meaning of your language instead of responding to the power of your communication. Even with listeners in the same area of business as you, keep specialized jargon and buzz words to a minimum.

1. Abstract vs. Sensory Specific Exercise

Pick two pages of a speech or presentation that you are writing or have written. With each sentence ask the following questions: "Is it tangible? Can I see, hear, taste, smell or touch/feel what is being described?" Wherever your answer is "yes", you are using **SENSORY SPECIFIC** sentences.

How many of these sentences are sensory specific? _____

Now, count the sentences where the meaning relies on understanding or interpreting or translating ABSTRACT words or phrases, i.e., words or phrases that have to be translated into something you can see or hear or taste or smell or touch?

How many of these sentences are abstract? _____

Which is more? _____

Ideally you want to have **ZERO abstract sentences**. This removes the burden of your audiences having to translate abstract into sensory specific – one of the biggest reasons why audiences get tired and tune out during a talk. If they are working to figure out what your words mean, they are missing the power of what you are working to communicate. At the very most, you should have **10% abstract** and the rest **clear, vivid sentences**. If you have more than that, make changing this balance a priority. You may be presenting ideas and strategies, but **it is the emotional connection and visceral impact that will persuade your listeners**.

2. Jargon

Unless you are speaking exclusively to an audience that fully understands the jargon that you speak as well as or even better than you, you should NEVER use it. So, any words that are specific to your work or profession or area of expertise – that are not normally understood by the general public – should be eliminated completely. The key is to find ways of expressing those words in plain, everyday language anyone can understand. Even if your audience understands the jargon you are tempted to use, **re-expressing in new language** that they are familiar with may awaken them to new possibilities. This is especially important when you are presenting concepts that your listeners know will eventually be part of a campaign to reach consumers or the general public. Your audience will want to know that what you are saying can be universally communicated.

Check your entire presentation for jargon words. How many do you have?

For each jargon word, come up with a **user-friendly** word or phrase to convey the same meaning. Where absolutely necessary, explain the jargon in the same sentence or paragraph so that your audience is never left trying to figure it out on their own!

Exercises – Voice Tone

Mastering your ability to use your voice is one of the quickest, easiest and most effective ways to improve your power to sway and motivate listeners. Just a little bit of practice with these **7 aspects of voice** tone will yield tangible and profound results.

For the following exercises, find a page in a speech that you have given, a page in a book, or an article in a newspaper or magazine. You are going to read these selections aloud in different ways. If possible, **record your voice** so you can play it back and note the difference in the effectiveness of each approach.

1. Vary the Speed

- a. Read your selection out loud at a **normal pace**.
- b. Read your selection out loud **as fast as you can**.
- c. Read your selection out loud **as slow as you can**.
- d. Now, read your selection out loud going gradually from **as fast as you can** to **as slow as you can** and **back again**.
- e. Here's the real test . . . read your selection out loud, **fast, normal** or **slow**, *depending on the content*:
 - If it is of **normal importance** – read at a **normal pace**.
 - If it is of **low importance**, read **quickly**.
 - If the phrases or sentences are **building to some conclusion or climax**, also read **quickly**.
 - If it is of **very high importance**, shift gears and read **very slowly**.

Varying the speed lets you act like a guide on a tour. The pace tells your listener what to look at and how important it is.

2. Vary the Volume

- a. Read your selection out loud at a **normal volume**.
- b. Read your selection out loud **as loud as you can**.
- c. Read your selection out loud **as softly as you can**.
- d. Now, read your selection out loud going gradually from **as loud as you can** to **as softly as you can** and **back again**.
- e. Here's the real test . . . read your selection out loud **as loud as you can** or **as softly as you can**, *depending on the content*:

- If it is of **normal importance** – read at a **normal volume**.
- If it is of **low importance**, read at a **normal volume**.
- If the phrases or sentences are **building to some conclusion or climax**, read with **increasing volume**
- If it is of **very high importance**, read **very loudly** or **very softly**.

Varying the volume lets you direct the listeners' attention and emphasize what is important. If they hear your volume **go up** or **go down**, they know something of **particular importance** is being said.

3. Vary the Pitch (high or deep)

- a. Read your selection out loud at a **normal pitch**.
- b. Read your selection out loud at a **very high pitch**.
- c. Read your selection out loud at a **very low pitch**.
- d. Now, read your selection out loud going gradually from **as high as you can** to **as low as you can** and **back again**.
- e. Now's the real test . . . read your selection out loud in a **high, normal** or **low pitch**, *depending on the content*:
 - If it is of **low or normal importance** – read with **little variation in pitch**.
 - If the phrases or sentences are **building to some conclusion or climax** or if it is of **very high importance**, read with a **significant variation in pitch**.

Varied pitch is a **wake-up call** to your audience. If you vary your pitch, you are tuning them into **focus carefully** on what is being said.

4. Punc-tu-ation by Word

Read your selection to yourself and pick a word in each of 3 sentences that you feel **deserves to be highlighted**. Then read those 3 sentences **punctuating that entire word**.

5. Punc-tu-ation by Syllable

Read your selection to yourself and pick a word in each of 3 sentences that you feel **deserves to be highlighted**. Then read those 3 sentences **punctuating, separately, each of the syllables** in those words. If the most important words in that sentence only have one syllable, try to literally turn it into a multi-syllable word. For example, the word FIRST has only one syllable but by punctuation the "F" sound a little bit differently that the "IRST" (F ...IRST) you might be able to give even more

impact to it. (This is one of the charms of the Southern accent in The United States.)

6. Pause . . . Pause . . . Pause

This is the skill that turns excellent communicators into truly great communicators. A well-timed pause can, more than just about anything else a speaker might do, instantly shift the energy in a room, create a sense of drama, increase the engagement of the entire audience and position you as someone who is in complete command.

It is, however, the one skill that my clients generally find to be the most difficult. That is mainly because people don't understand what a pause really is.

A pause is NOT simply the act of stopping talking. It is NOT like pulling back on the reins of a galloping horse. It is NOT standing still, alone in front of a room soaking in the anxious stares of the audience.

A pause IS the opportunity for a communicator to **go more deeply inside of his or herself**. And it is the **process of deepening** that creates the drama and transforms the audience. *It is creating a suspenseful tension that builds anticipation for what follows the pause.*

The ONLY way to do this, though, is to immerse yourself fully in what you are talking about. But you should be doing this anyway. For example, by saying the sentence, "Pausing will profoundly increase your impact on any audience" like this . . .

"Pausing . . . will pro-FOUND-ly . . . increase your impact . . . on ANY audience" you take a routine sentence and turn it into something that will captivate.

Notice the interrelationship between pausing and punc-tu-a-ting. **This is one of the great secrets of mastering the pause.** Saying the word "profoundly" without punctuation makes it almost awkward to use the pause. Saying the word "profoundly" with punctuation, however, creates a fantastic momentum that sets up the pause perfectly.

Here's another, even simpler sentence. "We must make this happen", spoken as...

"WE . . . MUST . . . MAKE . . . THIS . . . HAPPEN!"

If you are already at a place where you feel these words deeply, you can make this work. If not, it WILL feel awkward. So, instead of fighting the idea of pausing, use it to force you even deeper into your own speech.

Filling up every space with words is a particularly **dangerous trap for people in sales**. Some sales professionals feel pausing will allow the prospect they are addressing to raise objections or deflect the pitch being made. But pausing and letting the other person speak is a vital technique for **understanding and responding to their concerns**. Hearing what is important to a prospect is essential to demonstrating the value of what you are selling.

Exercise – Pause

- a. Say these two sentences normally.
“Pausing will profoundly increase your impact on any audience”
“We must make this happen”
- b. Now, **PUNC-TU-ATE the key words** in those sentences.
- c. And now, **PAUSE after each word** that you punctuate.
- d. Try it again, and again, until you **FEEL** that the punctuation and the pause are no longer a technique but rather a **perfect expression of your depth of feeling connected** to each sentence.

Increase Your Resonance

Resonance not only because it makes you seem more impressive, but it lets you **trade speaking loud for speaking compellingly**. Speaking with resonance allows you to draw your listeners closer, creating an experience of trust and intimacy; using volume alone as a way of forcefully impacting your listeners keeps them at a distance, both physically and emotionally.

I’ve saved Resonance for a separate discussion because of all the elements of speaking effectively, Resonance may seem like the one least responsive to improvement or practice. After all, your voice is your voice, right? How do you change a quality that is inherent to who you are?

The truth is, the Resonance of your voice can be **both improved and protected** so you will be more impressive in your communication. A little exploration of what creates resonance is helpful.

Resonance is produced when a **sound’s vibrations are enhanced by the space through which it travels**. To demonstrate this, step into a crowded closet and close the door. Then speak aloud and notice how small your voice seems and how its power drops off immediately.

Now go into a large bathroom and speak aloud. Notice how your voice seems fuller and the sound lasts longer. No wonder people like to sing in the shower!

While the initial depth and timbre of your voice is a good starting place for Resonance, the **spaces through which it travels enhance its power**. People think of a booming, powerful voice as coming from the chest, but the chest has little to do with resonance, because it is below your vocal chords. Sound travels up and out, so the upper passages are more important. These include the **pharynx** (the back of your throat), your **oral cavity** (mouth) and your **nasal cavity** (nose).

The Vocal Cords

How does knowing this help you increase your resonance? Let's begin where the sound begins. Your vocal cords are **muscular folds in your larynx** that produce vibrations when air is forced over them. If the cords are lengthened and tightened, they produce faster vibrations and higher sounds. If they are more relaxed, they produce deeper, richer sounds.

The key here is *relaxed*. Stress and tension act on the vocal cords like they do on muscles around the body: they cause them to tighten, so it is more difficult to produce deep, rich sound. Relaxing, through vocal exercises and calming exercises, allows you to create **greater resonance**. It's interesting to note that following the 5 Secrets guidelines for **Body Language** helps enhance your **Resonance**! If you **stand straight, square your shoulders and stay centered and calm**, you help your vocal cords stay more relaxed.

You can also do specific exercises to deepen your voice. The simplest is to **practice speaking in a deeper tone** to develop a sense of how your body feels when you are speaking resonantly. Doing so in front of a mirror lets you see the posture that produces more resonance. And **staying relaxed** allows you to retain what practice has produced, rather than lapsing back into a less resonant voice.

Practicing speaking aloud helps in another way. If you've been to a sports event where you screamed and rooted for a team for over two hours, you may remember that your voice sounded raspy and weak afterward. (You might even "lose your voice" for a time!) **Overuse** of your voice can negatively affect it. So how do public speakers and singers keep on producing sound for hours on end? How do heavy metal singers scream at the top of their lungs through a two hour concert? (Did you know that some have screaming coaches?!) They practice, practice, practice. Like any muscle in the body, those in your vocal apparatus can be strengthened and toned. Do more speaking from a **calm, relaxed place**, and your vocal tone and ability will improve. (This is another reason for being thoroughly prepared for a presentation. Knowing that you've covered all your bases will help you stay relaxed and confident.)

The Resonant Chambers

So once you created a sound with your vocal cords, what can you do about it as it travels through the resonant chambers – throat, mouth and nose – to increase your resonance? The most effective way to ensure good resonance is to **keep these chambers – and your vocal cords – in good health**. Here are ways to do this:

- **Stay Hydrated, Part 1** – the tissues in your larynx and the resonating chambers are very moist. Becoming dehydrated can seriously impair their ability to produce and support a resonant voice. So be sure to **get plenty of water** into your system – at least 64 ounces a day.
- **Stay Hydrated, Part 2** – antihistamines are drying agents and can negatively affect your voice. Also, caffeine and alcohol are diuretics which can deplete your body of water. If you have an occasion where you plan to speak, try to avoid all of these. If that isn't possible, **drink an extra glass of water** for each glass of alcoholic or caffeinated beverage you consume.
- **Stay Calm** – **practice relaxation exercises** (even meditation) before speaking. (See examples below.) Practice and review what you are going to say so you are confident, rather than tense, as you begin your communication.
- **Stay Protected** – **avoid excessive throat clearing, coughing, yelling, screaming or prolonged loud talking**. They can damage your vocal apparatus. (Remember the sports event above?)
- **Stay Fit** – **warm up your voice** before a speaking occasion. (See exercise below.) Get enough sleep and exercise your entire body, since that can affect all the mechanisms involved in speaking, as well as your ability to relax and stay calm.
- **Stay Natural** – while I spoke above about practicing speaking in a deeper voice, you should avoid forcing yourself into a deeper register than natural when you are communicating outside of your speaking exercises. That kind of unnatural speech can impair your vocal cords and make you sound forced and awkward. **Always speak in a pitch natural to your voice**. Let your exercises and practice sessions naturally increase your vocal range over time.

While many of the tips above appear focused on more formal speaking occasions, they can contribute to your complete ability to communicate in any situation, from the most public to the most intimate. The object of them all is **to increase the power of your voice to convey what you feel and what you want**.

Resonance Exercises

If you are preparing to speak in public, at a business meeting, or know you have a significant personal conversation coming up, you can do specific exercises to relax and limber up your vocal apparatus.

- First, focus on **relaxing your tongue** – let it **rest in the back of your teeth**.
- Say the following aloud 10 times, consciously exaggerating your facial movements: *Ooo-aahh-eee, ooo-aahh-eee*. Notice that the shape of your lips and your mouth's interior changes greatly as you move from one sound to the other. This exercise is flexing a great number of facial and oral muscles, building strength and stretching them just like an athlete stretches his or her body muscles before an event.
- Now repeat the following 10 times: *Me-ooo-me, me-ooo-mee*. Don't worry if you think you're sounding like the Wicked Witch's guard marching in The Wizard of Oz! What you are actually doing is **ranging from compressing your lips to stretching them**, again increasing your relaxation.
- Now begin **humming in a series of notes** ranging from low to high and back again. This helps you focus on the experience of **creating resonance inside your body structure**.
- Finally, spend a **few moments in silence**, breathing **slowly and steadily**, perhaps with your eyes closed. The object is to relax and center yourself. If you have a **favorite meditation technique**, practice it. Perhaps you can visualize yourself on a quiet tropical beach, watching the waves lap peacefully, rhythmically on the sand, or noticing the breeze move the fronds of a palm tree slowly back and forth.

Additional Exercises

Professional speakers and vocal artists all have their favorite methods of exercising and relaxing their vocal mechanisms. Below are some others for you to try out and choose from.

- **Make a bird sound** by “trilling” the letter R. You do this by placing your tongue against the hard palate just behind your upper teeth while making an extended “r” sound. When done correctly, the tip of your tongue will flutter rapidly, making a sound like a jungle bird (or like a small child making power boat noises!)
- **Flutter your lips** by relaxing them while holding you jaw together, pressing your tongue flatly against the roof of your mouth and forcing air out past

your lips. Done correctly, your lips will flap rapidly, again making a “power boat” sound. (Think of the noises you make entertaining a baby!)

- **Flutter your tongue** in the back of your mouth by repeatedly flattening and widening it so the edges of your tongue press against the inside of your back teeth.
- Using a variety of sounds (*aaah, eee, ooo, ohh*), **“siren” your pitch up and down** to the extremes of your vocal range.
- **Yawn widely**, so you can feel your soft palate stretching.
- Press the front of your cheeks together with your hands, squishing your lips together to **make a 'fish mouth' and speak aloud**.

Exercises – Body Language

One of the great things about body language is that it is there to be observed virtually anywhere you turn. Let’s take advantage of that.

1. Over the next 7 days, by watching people interacting at work, viewing speeches on C-Span, interviews on television talk shows, or simply by observing people walking down the street, find **at least one person who exemplifies each of the following body language ideals**. Write their name or description down.

a) Posture: Stand Up Tall _____

b) Posture: Shoulders Up and Square _____

c) Posture: Always Be Centered, Whether Still or Moving

d) Gestures: Use “The Chop” or Other Downward Motions

e) Gestures: Gesture Within “The Power Zone” Between the Shoulders

f) Eye Contact: Send Your Message Through Your Eyes Into Theirs!

g) Listening: Receive, Digest, Respond

h) Staying Centered – Remain in a Place of Calm, Recover from Attacks and Missteps

2. Using the concept of “modeling”, **mimic or copy** what these people did, how they stood or walked or moved or gestured or looked. Try to practice this in a number of situations. Does it feel good? Does it feel comfortable? Is it something that you feel you can integrate into your own communication style?

3. Now, let’s **integrate it**. Practice, in front of a mirror, each of the body language aspects above while you are rehearsing a talk, either one you have given before, one you have to give or just making something up on the spot. **Note your posture**. Try making gestures within the **Power Zone**. Maintain **eye contact**. Practice this until you feel comfortable with each aspect. Remember that you are a listener, too, so if what you see in the mirror has an impact on you, it will have an impact on others!

4. **Practice listening**. In conversations with others, truly **pay attention** to what they are saying rather than what you are going to say next. Remember – if you receive and digest what they are saying, you will be able to respond more appropriately and persuasively when you speak. You can also notice other people who listen in an **RTP** – **Ready to Pounce** – fashion, and recognize how unappealing and disengaging that kind of listening is.

5. Watch for examples of how powerful speakers **recover from attacks and missteps** and return to a **calm, centered place**. This is particularly apparent in political debates and heated discussions on political talk shows. President Obama is a master at this, as was shown in the 2008 Presidential Debates. The trick is to use the techniques of Listening and then go *one step further*:

- **Receive what the other person is saying**. This lets you react to the communication rather than to your feelings about the other person’s attitude.
- **Digest what you have heard**. This gives you some space to prepare your response and distance yourself from the heat of the encounter.
- **Transmute the emotion of the attack**. This is the extra step. In debates, Obama would take a moment to digest the attack, **then he would smile**, as though he understood the attack but was being patient with how the attacker misunderstood his position. This strips the negative energy out of the attack and lets you...
- **...Respond from a centered place**. With the attack energy gone, you can move on to making your important points, rather than staying in a defensive mode that gives the other person an advantage.

This approach to listening is particularly **crucial to sales communications**. As I said earlier, allowing space for others to respond lets you understand their concerns and address their objections, using the approach described above.



Secret #2

Grip Listeners with Your Lasered Compelling Message

The Secret

The world's greatest communicators know that it is not the brilliance of the words, nor the overwhelming detail that creates results. They know that it is the art of concentrating those words into a simple, identifiable message, as vivid and focused as a laser, which drives great communication.

1. One of the greatest challenges for really smart people, in any profession, is to realize that it is not intelligence or massive amounts of data that drive results... it is the **communication of intelligent ideas or themes**, in a “user-friendly” package, that creates the desired impact.
2. Human beings only consider a communication “user-friendly” if they can **understand and fully grasp it**. To the extent that a message is unclear, at any point of the communication, a speaker will lose part or all of his audience.
3. Human beings are forced to expend energy and attention if they have to process abstract ideas or themes. Unless the ideas or themes are sensory specific we are **forced to translate** what we hear into an expression of **one of our five senses**, as that is the only way we can understand and store input.
4. **Sensory specific communication** encompasses words and ideas and themes that an audience member can either **see, hear, smell, taste or touch/feel** inside of his or her **mind's eye or body**. Anything other than that is abstract.
5. A speech or any communication should have a **theme** that is a **provocative point of view** rather than the simple, neutral statement of a *topic*.
6. Following the statement of the **lasered, compelling theme**, each sub-theme should also be a **provocative point of view** and **support the master theme**. To support and bring to life each sub-theme, use the **best facts, visual aids, anecdotes, stories and personal perspectives** that you have and for which you have time.

Using the Lasered Compelling Message is **especially important in business communications**, where you are speaking with people who have to digest and organize great quantities of information every day.

Exercise – Lasered, Compelling Message

Using the skeletal outline below, write an entire “Lasered, Compelling Message” speech about anything you feel passionate about.

Theme: _____

Sub-Theme One: _____

Fact: _____

Story: _____

Anecdote: _____

Photo or Video: _____

Graph/Statistic: _____

Sub-Theme Two: _____

Fact: _____

Story: _____

Anecdote: _____

Photo or Video: _____

Graph/Statistic: _____

Sub-Theme Three: _____

Fact: _____

Story: _____

Anecdote: _____

Photo or Video: _____

Graph/Statistic: _____

Conclusion: _____



Secret #3

Engage Listeners by Applying the Communication Effectiveness Continuum

The Secret

*The world's greatest communicators know that delivering a performance or a presentation is **not** what seduces audiences to pay attention and be engaged with speaker and message. They know that it is only by the sending and receiving of energy through a conversational style of communication that listeners suspend resistance and pay attention. And the greatest speakers understand that their own willingness and vulnerability can create a sort of spiritual conversation that takes audiences beyond listening to a place that they will never forget.*

The Communication Effectiveness Continuum

Performance

Presentation

Conversation/Being

0 _____ 5 _____ 10

“At”

“To”

“With”

1. There are 3 styles of communication:

- A **Performance** style where the speaker is highly rehearsed and the speech is memorized, does not connect with the audience and speaks “AT” them – not terribly effective unless it is authentic and very, very well done.
- A **Presentation** style where the speaker is highly focused on delivering the data and presents the material in a step by step, linear, textbook fashion “TO” the audience. This is the standard style in almost all presentations and can rarely be more than moderately compelling or effective.
- A **Conversation** style where the speaker realizes that there is, indeed, a **conversation raging between them and each member of the audience**, where the speaker is communicating with words and voice tone and body language and energy, and the audience, at every moment, is communicating back with their body language and energy. This speaking style is, by far, the

most effective as well as being the most relaxed, the least scary and the easiest. You will feel that there is less at stake or at risk when you are participating “WITH” your listeners, rather than performing or presenting something for them to judge. In the **Conversation** style, speaker and listener are on the same team!

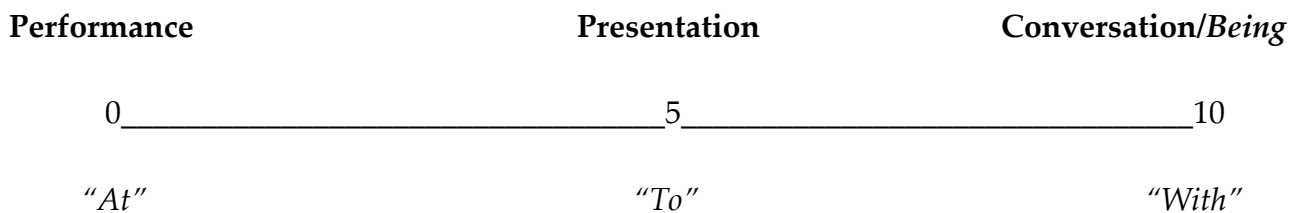
2. There is a **rare style that transcends the effectiveness of even a masterful conversation** . . . and that is when the speaker is able to go to a place inside of him or herself that can be described as “magical”, “transcendent”, “mesmerizing”, “spiritual”. Few can reach this exalted place because few are willing to do what is required: to be completely open and vulnerable on a human, as well as a professional level, when one speaks.
3. To move to the right on the continuum can be as easy as simply reminding oneself to **just have a conversation** with the audience or to **speak WITH** rather than AT or TO. To move beyond that one must connect to **one’s authentic passion** (See Secret #5) but also be willing to speak that passion and one’s true thoughts and feelings without censorship and without regard for the reaction – as I have said, a very difficult feat.

Exercises – Communication Effectiveness Continuum

1. Where Are You on The Continuum?

Think, honestly, about how you showed up in your last few communications. Where were you on the continuum?

Put an X where you feel you are.



2. A Glass of Beer (or Wine)

Wherever you were, you can move yourself pretty quickly to the right on the continuum if you do a really simple thing.

Take a portion of the presentation you made, or one that you will make, (or just some theme you would like to speak about) and go grab a glass of beer or wine (or the social beverage of your choice). Hold the glass in your hand and give the presentation. Imagine, as you do, that you are with friends, at a bar or a restaurant on a Friday night.

Notice how your tone becomes less formal, less stilted and, yes, more “conversational”.

3. The Einstein Test

There’s a story that Albert Einstein once said “Unless you can explain it to a 12 year old, you don’t fully understand it yourself!”

Exceptional communicators apply the genius of “simplicity on the other side of complexity”, that is, the ability to distill and yet contain high levels of detail and sophistication into a simple expression. In many ways that is what Abraham Lincoln accomplished in his “Gettysburg Address” and what the great and inspiring teachers at universities and graduate schools can do.

There is a temptation in business environments, especially large corporations where competition can be fierce, to make presentations “impressive” with tons of statistics and a flood of technical language. But remember that large amounts of data are better conveyed through documents that can be referred to repeatedly. Just bring out enough data to support your argument and employ language that is emotionally persuasive rather than ponderously technical.

So, use “The Einstein Test” whenever you give a talk or explain anything. Ask yourself whether a 12 year old can understand it. If not, work on **making it simpler, but still just as accurate.**



Secret #4

Reach Out to Your Listeners by Speaking All "Four Languages of Human Communication"

The Secret

The world's greatest communicators know, instinctively, that there are four "frequencies" that human beings operate on, communicate with and live in, and that it is never good enough to "broadcast" or "receive" on only one or two. By developing their own ability to broadcast and receive all four languages, the greatest communicators can be on the same wavelength with anyone and everyone and take their audiences anywhere and everywhere!

The Four Languages:

	Visual	Auditory	Auditory Digital	Kinesthetic
Words:	"Look" "See" "Picture"	"Listen" "Hear" "Understand"	"Analyze" "Detail" "Specific"	"Feel" "Grasp" "Smell"
Voice Tone	Fast	Conversational	Analytical	Slow
	Loud	Medium volume	Soft or Loud	Soft
	High pitch	Medium pitch	Lowish	Low
Body Language	Fast	Conversational	Anal	Slow
	Animated	Average	Contracted	Sensuous
	Spontaneous	"Normal"	Controlled	Fluid
	Free	"Normal"	Up-tight	Solid
Examples:	Robin Williams	Ronald Reagan	Albert Einstein	Jamie Foxx
Attributes	Creative	Thoughtful	Analytical	Warm
	High Energy	Articulate	Thorough	Connects
	Inspiring	Informative	Fascinating	Soulful
Potential Liabilities	Frenetic	Uninspiring	Anal	Too Slow
	Superficial	"Average"	Impersonal	Too Sensitive
How to Develop Skills	Ask Yourself . . .			
	"What's Exciting"?	"What's Fascinating?"	"What Data Makes It Fascinating?"	"What Do I Feel?"

1. Human beings communicate with the world through five distinct senses: **Visual (sight), Auditory (sound), Olfactory (smell), Gustatory (taste) and Kinesthetic (feeling or touch).**
2. Each of these five senses carries information to and from the world at different frequencies. **Visual** is the fastest (186,200 miles per second and trillions of Hertz, or cycles per second), **Auditory** is quite a bit slower (hundreds of miles per hour and hundred or thousands of Hertz) and the **Olfactory, Gustatory** and **Kinesthetic** senses operate much slower still (in the tens of Hertz)
3. EVERY human being is born with all 5 senses. The **Visual** and **Olfactory, Gustatory** and **Kinesthetic** develop first while the language aspect of the **Auditory** sense takes several additional years to develop.
4. These five senses are grouped into FOUR “LANGUAGES” of human communication: The **Auditory** sense is broken into two languages because they are very different and the **Olfactory, Gustatory** and **Kinesthetic** senses are grouped as one, because they are very similar in how they communicate with the world.
5. The great communicators communicate in – are “fluent in” – ALL FOUR languages. Examples are: **Franklin Roosevelt, John F. Kennedy, Martin Luther King, Bill Clinton, Oprah Winfrey**, and of course, **Barack Obama**. They can speak everyone’s neurological “language”, around the world.
6. The goal of all communicators is to become a **Four Language Communicator**. This, however, is very rare. Approximately 0.5% of all human beings have all four of their “languages” developed enough to be called a “Four Language” or “Complete” Communicator.
7. Some people are only well developed in one language, and are called **One Language Communicators**. This, thankfully, is rare. Pee Wee Herman is a dramatic example of one. In his character he communicates only via the “Visual” language.
8. The vast majority of speakers are **Two Language Communicators**. The most common variation of this, at least in America and especially American business is the Auditory-Auditory Digital combination. Bill Gates and Al Gore are good examples of this kind of **Two Language Communicator**. Ross Perot, on the

other hand, is an example of a Visual-Auditory Digital combination while Dan Quayle is an example of the Visual-Auditory combination.

9. About 10% of communicators reach the **Three Language** ranks. John McCain is a great example of a **Three Language Communicator** as he shows great abilities in Auditory, Auditory Digital and Kinesthetic.
10. ALL speakers can become **Four Language Communicators**, and thereby liberate all of their natural “frequencies” and be seen as, and *be*, charismatic.

Exercises – The Four Languages

Below is a Questionnaire that I give to my corporate and private clients. Take the time now, fill it out and find out how many languages you speak!

THE FOUR LANGUAGES QUESTIONNAIRE

Your ability, literally, to live the values you chose, or any values, depends on the depth, breadth and width or your capacity to exploit your own human capacities.

All human capacity derives from one of the 5 human senses:

1. The ability to see, create, visualize, dream, animate, process the “big picture”,
2. The ability to hear, think, discuss, communicate through words and the ability to take in quantities of information and analyze that information with great precision
- 3 – 5. The ability to taste, smell, touch and be touched, connect with one’s self and others and to feel.

Notice how the Four Languages fit neatly into this pattern:

1. **Visual** - The ability to see, create, visualize, dream, animate, process the “big picture”.
2. **Auditory** - The ability to hear, think, discuss, communicate through words.
3. **Auditory Digital** - The ability to take in quantities of information and analyze that information with great precision.
4. **Kinesthetic** - The ability to taste, smell, touch and be touched, connect with one’s self and others, and to feel.

It is impossible to operate at one's fullest potential as a human being without utilizing all of one's senses, or communicating with one's self and the world through all 4 languages.

Excellence requires a constant and never-ending search for personal development and improvement.

Within your circle of family, friends and associates there are many individuals who are proficient in **Two Languages**, fewer who are proficient in **Three Languages** and a handful that are proficient in all **Four Languages**. Those who are HIGHLY proficient in any one of the languages that you do not have proficiency in must be your models, your teachers, your guides . . . to the development of that language, that capacity, in your own life experience.

There are two ways to generate EXCELLENCE in the four languages:

- Modeling the behavior of those who have excellence.
- Developing the values that are consistent with that language.

First, let's find out where you are:

The VISUAL Language

- 5 – Always, Very Much True
- 4 – Often, Often True
- 3 – Occasionally, Occasionally True
- 2 – Rarely, Rarely True
- 1 – Never, Never True

Thinking

I think in pictures _____
I think quickly _____

Speaking

I speak quickly _____

Decision Making

I have to "see" the details or the big picture before I decide _____
How people or things "look" is very important to me _____

Moving

I move quickly _____

Excitement Level

I have the ability to get very excited _____

I have the ability to get excited very easily _____

I have lots of energy _____

Creativity

I am creative _____

Total: _____

divided by 10 = _____

Your Score _____

Not Fluent

Moderately Fluent

Very Fluent

1-----2-----3-----4-----5

The AUDITORY Language

5 – Always, Very Much True

4 – Often, Often True

3 – Occasionally, Occasionally True

2 – Rarely, Rarely True

1 – Never, Never True

Thinking

I think in words, concepts or ideas _____

Speaking

I speak at an average, conversational pace _____

Decision Making

I have to understand the concepts involved before I decide _____

How people or things “sound” is very important to me _____

Moving

I move at an average pace _____

Language Skills

I am very articulate _____

I can translate what I see, think or feel into words easily and effectively _____

Total: _____

divided by 7 =

Your Score _____

Not Fluent

Moderately Fluent

Very Fluent

1-----2-----3-----4-----5

The AUDITORY DIGITAL Language

5 – Always, Very Much True

4 – Often, Often True

3 – Occasionally, Occasionally True

2 – Rarely, Rarely True

1 – Never, Never True

Thinking

I have a tremendous ability to think in details _____

I love facts, figures, analysis _____

Speaking

I get wrapped up in what I am saying and can forget to pay attention to my audience _____

Decision Making

I have to have all of the facts, details and before I decide _____
How smart or how detailed they are people are is very important to me. (I hate it when _____
people jump to conclusions without a solid factual basis).

Love of Knowledge

I am driven to learn everything I can about things _____

Total: _____

divided by 6 =

Your Score _____

Not Fluent

Moderately Fluent

Very Fluent

1-----2-----3-----4-----5

The KINESTHETIC Language

5 – Always, Very Much True

4 – Often, Often True

3 – Occasionally, Occasionally True

2 – Rarely, Rarely True

1 – Never, Never True

Thinking

I “think” in feelings _____

Speaking

I speak slowly _____

Decision Making

I have to sense the right course of action before I decide _____
How people or things “feel” to me is very important to me _____

Moving

I move slowly _____

Connection Level

I love to hug or touch people _____
I tune in and can feel what other people feel _____

Passion and Emotion

I am a passionate person _____
I have a deep capacity for experiencing emotions _____
I have a deep capacity for expressing emotion _____

Total: _____

divided by 10 =

Your Score _____

Not Fluent

Moderately Fluent

Very Fluent

1-----2-----3-----4-----5

How Many “Languages” Do You Speak?

You may consider that you “speak” a neurological language if you are at a “3.5” or higher.

How many languages do you speak? _____

Your success in “Shaking The World” with your words is directly proportional to your fluency in these four languages. Unless you score a 3 or 4 in language fluency you are holding back significant amounts of what you are here to share with the world. You can develop your Four Languages skills as you would by going to the gym to develop your muscles, by listening and observing and practicing. As with your body, the capacity is there to develop as much as you wish. Everyone was born with the innate neurology to speak and inspire with all four languages and, in doing so, to be a profoundly charismatic human being!



Secret #5

Move and Motivate People with Your Authentic Passion

The Secret

Like Barack Obama, the world's greatest communicators know that it is impossible to truly persuade or move people through the head alone and that human beings are primarily driven to act by feelings in their gut and, even more so, feelings in their heart. And they also know, these great communicators, that all human beings have instinctual biological mechanisms to alert them to anything that looks or sounds or feels "unsafe" . . . and that manipulation and disingenuousness are the ultimate violations of trust between a speaker and an audience. These great communicators understand that to persuade and move audiences they must give the ultimate gift every time they speak . . . the gift of reaching into their own heart to find and share, whatever the subject, the authentic passion that resides within.

1. Words devoid of connection to the gut or the heart are incapable of moving an audience.
2. One must, only, ever speak about things that they are passionate about. Authentically Passionate about.
3. Regardless of the topic, it is YOUR job to find that **personal, passionate connection** . . . or simply don't speak!
4. Approach the topic with a **visceral**, NOT a purely academic or purely intellectual question, in order to elicit the **Authentic Passion**. A general question that will direct the initial focus in the right direction is: "What is "so f'ing cool" (you choose the variation of that term that works best for you although using swear words – to yourself - works best as they unleash a level of raw, visceral energy that cannot usually be duplicated otherwise). I call this "**The SFC Question**" or, simply, **SFC**. If you prefer you may use a variation on this theme "What is so darn cool about this (topic, idea, argument, project, product, etc.)? More specific questions are: "What is exciting about this"? What is fascinating about this"? What, specifically, is fascinating about this"? What do I feel passionate about (regarding this)"? What moves me (about this)"? "What angers me"? "What touches me"?
5. **Be real. Be fully yourself. Be honest. Always be authentic.** The great thing about planning your communication around something you're truly passionate

about is that you are rarely at a loss for what to say. Think about something that really runs you on: a favorite sports team, a TV series, a hobby, an exciting project at work, your kids. Do people have to coax you to talk about it? Or, more likely, is it the other way around – is it a struggle to get you to stop talking about it?

6. I may be going out on a limb here, but I'm going to make a bold statement: *every decision a person makes is an emotional decision*. Think about this: if a decision were based solely on the facts, crunching the numbers, sorting through the variables, a computer could make it. Human beings always operate in an emotional realm. Once they have gathered all the facts and done their calculations, **the decision is made based on how they feel about that data and their conclusions**. If you communicate your Authentic Passion, you are giving people a reason to choose in your favor. Everyone will want a piece of whatever it is that's lighting you on fire!

"The secret in writing or giving a speech is to generate emotion. It is through emotion that human beings are moved in their gut and in their heart. And only when human beings are moved in this way do they change how they think and change what they do."

From the Introduction to "Words That Shook The World"

Exercises – Authentic Passion

1. This is very simple, and, for many, so very hard. Just complete the following sentence:

What is **SFC about** (my idea, project, product, service, cause, etc.) is that...

Now, do that with every page of any presentation you do and ask that question BEFORE you begin any talk or presentation of any kind. That question is the foundation of everything you do as a communicator!

2. Go out and **have a conversation** with someone about a **subject you are passionate about**. Notice how easily the words come. Did you feel your listener getting caught up in your enthusiasm? Do you notice how speaking in the Four Languages comes more easily for you? With **Authentic Passion** as the engine that powers your

communication, you will find that **all of the skills you are developing through the 5 Secrets come more easily**. Suddenly presentations, meetings, and conversations that may have been intimidating are more natural and relaxed. Instead of trying to perform as someone you are NOT, you are speaking from the place of who you truly ARE. Notice in the video samples on the DVD how engaged people are by Barack Obama when he is totally on his Authentic Passion game: they are nodding in agreement, aglow with optimism, overcome with emotion. All of these possibilities are available to you when you tap into your passion!

3. Take a subject about which **you have no particular feelings** one way or another. Notice how at first, you feel lost in coming up with an approach to communicate the subject to others. Now take something **you feel passionate about** *and use it as a doorway into your subject!* For instance, maybe you're an avid fly fisherman. Perhaps that becomes a metaphor for your subject, letting you illustrate the benefits of focus and patience, of attempting over and over, each time correcting from what you learned before and getting closer to the target. Or maybe you have a hobby of knitting; this can convey the value of perceiving the larger pattern as a way of motivating you in the small steps toward a goal. What if you want to have a conversation with your teenage child about applying him or herself more in school? You may be more effective if you talk about an impactful memory from your teen years which still affects you, letting your teen know you've experienced the same distractions and uncertainties they face. Remember – **Authentic Passion can come from negative experiences as well as positive enthusiasms**. The trick is to show how you have turned those negatives around and benefited from them.

*

*

*

*

*

If you took nothing more away from this instructional DVD than to speak from your Authentic Passion, you'd be ahead of the game. What do leaders in business look for in members of their teams? A real passion for what they do, for the pursuit of success. The truth is, using Authentic Passion as a source will keep you engaged and committed, to apply all of the **5 Secrets** to your essential communications – making you more charismatic and powerful in every situation – and far more likely to get what you want out of your life, throughout your life!

- Richard Greene



Copyright, Futura Pictures, Inc./Richard Greene, 2009