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### YOUR LEADING WAYS NEWSLETTER No 29

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**Great Leaders are Great Communicators.... still !**

#### LEADERSHIP TIP OF THE MONTH

Seeing this article is on communication I thought I should offer a leadership tip at the beginning

##### **Great leaders:**

- **Remember that the only thing that matters is their ability to bring people together to achieve sustainable results over the longer term.** They pursue their purpose with passion. *I call them the organization's "torch-carriers."*
- **Establish connected relationships.** - they do this by leading with their hearts :: passion for their work :: the courage to make tough calls :: empathy for team-mates :: and compassion for the people they serve.

- US News & World Report

Now it is on to Leading Ways #29. **Great Leaders are Great Communicators.... still !**

You have heard me say it before "*great leaders are great communicators*" and so it is time to refocus on the art of public speaking.

Jerry Seinfeld once said that most of us fear public speaking more than death, and that if we were at a funeral we would rather be in the coffin than delivering the eulogy.

Public speaking is most people's No. 1 fear beating out heights, insects, financial problems and deep water, and yet it does not have to be.

When you conquer the fear of speaking your career options broaden, your financial pockets deepen and your job satisfaction soars because, **Great Leaders are Great Communicators.**

A starting point is to remember the 5 P's. Poor Planning Produces Poor Performances. **Audiences want you to succeed**, and it is important to remember the "Why" and the two "How's."

Why is my audience here? It may range from "Because I was sent an email to attend" to those who are passionate followers of the topic you are offering, and they have a thirst for greater knowledge.

The first "How" occurs when you are 20-30 minutes into your presentation where audience members are starting to say "How can I leave?" because you have failed to grip them. What you want to occur is from the second "How" -- "*How can I use this information in my situation?*"

***"Broadly speaking, the short words are best,  
and the old words best of all."***  
- Sir Winston Churchill

### **What makes a persuasive speech?**

We speak to influence our listeners and to cause them to take action, and the cornerstone of every great presentation comes from the Planning.

Develop your central idea and start planning your beginning, middle and presentation end. Remember, your powerful opening comes last and is tied back to the presentation flow. You will be the voice of authority on the subject and have in mind what you want your listeners to do as a result of your presentation. A.I.D.A.

- A** – Attract attention.
- I** - Interest arousal
- D** – Desire builder
- A** - Action demanded

**Do not underestimate the power of stories.** A "**signature story**" belongs to you – just like your signature does. It may be a personal story about one of your own experiences, or it may someone else's experience. In the latter case do not use well known stories like the Kentucky Chicken story or the Louis Gerstner IBM story. Remember your presentation must appear new and different.

Share your struggles more than your triumphs for greater authenticity. Stories must be short, punchy and motivational.

Remember, when someone asks you to "paint a picture" for them then that is what they mean.

**Capturing the hearts and minds of your audience**

Now it is time to transition your audience from their everyday lives and struggles to paying attention to us and what we have to share. That first impression will determine whether or not they will listen and trust us. If we don't make a striking first impression, we may lose the audience for the rest of the presentation.

The person introducing you has set the stage for your performance. Strangely, by starting with a pause you will capture attention. Now it is time to develop an instant rapport. Consider opening with a question. Open-ended questions are a great way to grab attention and arouse curiosity. The question should be intriguing and tie right into you presentation theme.

*Remember :: there is no shortcut to a place worth going*

For example a newspaper editor asked to talk on the freedom of the press opened with:

*"I have been asked to talk about what I consider to be the most important challenge facing mankind, and I have the answer."* **P-A-U-S-E** He set the hook.

Then he went on to say "The greatest challenge facing mankind is the challenge of distinguishing reality from fantasy, truth from propaganda....."

Your opening must be just as powerful.

**Easing into the middle**

Your powerful opening worked, and the next step is to segue into the body of the speech. You are taking the audience on a journey and they are intrigued and anxious for you to take them forward.

Declare the purpose of your presentation and provide an outline of the key points. Explain to your audience why what you are about to share is important.

Remember it is all about audience needs, rather than what you want to say. "I was speaking to Teresa before we started and as a result of this presentation she wants to....."

**The grand finale**

The final word comes after Q&A and your quick summary of the presentation will result in the audience now knowing what you want them to do as a result of hearing you. As you reiterate your key points you are helping the audience to remember what you presented.

End with a 'Call to Action.' This is the time to sell the audience on what you now want them to do. It ties back to the purpose of your presentation, were you there to :: Inform; Persuade; Inspire/Motivate; Instruct or Entertain?

But, more than that, your audience must be convinced that if they do act they will receive a personal benefit.



## Successful presenters ::

- ✓ Understand their audience, and why they are there.
- ✓ Determine which style of presentation to deliver from the five basic styles.
- ✓ Ensure that they have a clear opening, body and close.
- ✓ Stay away from information dumps by painting pictures and telling stories.
- ✓ Deliver new trends in relation to the industry or profession. Give the audience credit for what they already know.
- ✓ Make the audience feel smart, not stupid.
- ✓ Use quotes. **“Those who do not quote are never quoted in return.”**
- ✓ Use rhyme to make it more memorable.
- ✓ Remember that they can pretend to be serious, but can't pretend to be funny. They don't try to be someone else!
- ✓ Only have one key point (supported by sub-points) for every 30 minutes of delivery.
- ✓ Remember that they are there because of what their audience wants to hear, rather than what the presenter wants to deliver.
- ✓ Rehearse, rehearse, rehearse. For every hour of delivery successful presenters take at least 10 hours for preparation and rehearsal. *Mark Twain said it best :: “It usually takes more than three weeks to prepare a good impromptu speech.”*
- ✓ If nothing else, they remember to memorize the opening and closing few minutes in order to deliver the greatest impact.
- ✓ Deliver to each and every member of the audience by deliberate eye contact to every section of the room.
- ✓ Lose their notes (they know their material) and the podium wherever possible, in order to have a conversation with their audience.
- ✓ Signal when they are about to close.... *“let me leave you with one thought..... or ..... One final idea.”* **Close with power !**
- ✓ Remember that they are the message .... It's not the PowerPoint, flip charts or other props.

***“The world is made of stories, not of atoms.”***

**- Muriel Rukeyser**

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Regards

*Denis*

***Keynote Speaker Available***

To discuss topics available for your organization, contact:

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