



MESSAGE
BUILDER

for
Business Professionals

Customized for



Message Builder™

iSpeak® prepared this workbook for use in the area of Training and Development for continuing education. It is intended that these materials will be used to assist students in the learning process during a presentation, after the presentation for review, and continued learning as a reference guide.

ACKNOWLEDGMENTS

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Welcome to MessageBuilder™

“Tell me and I forget. Teach me and I remember. Involve me and I learn.”

- Benjamin Franklin

We have all seen, heard or know someone who can speak with expressiveness, and they made a tremendous impression on us. Think about a presentation at work, a sermon at church, a political speech, or even a public seminar you attended where the speaker made an impact on you. A well-executed presentation can influence how people think and can influence the decisions they make.

Presentations provide the opportunity to communicate information with impact to audience members. The ability to make a powerful, professional presentation has become a necessity at all levels of a business organization. Every time you speak you represent yourself and your company. If you are an effective and dynamic presenter, you will cast a favorable light on virtually all your business endeavors.

Research shows that participants who interact during this course will gain a superior understanding of the course content over those who passively read the workbook or listen to the facilitator.

You bring to the class the skills necessary to be a great presenter. Research shows that participants who interact during this course will gain a superior understanding of the course content over those who passively read the workbook or listen to the facilitator. *MessageBuilder™* will challenge you to step outside of your comfort zone to learn new techniques. To become a skilled communicator, you will have to challenge yourself to improve these skills, and that means practice.

The *information* and *inspiration* will be provided by your facilitator, but the *implementation* is the single most important factor in your *improvement*. During the class, you will be asked to stand up and conduct various presentations.

Exercise: Six-Word Memoirs

Can you tell your life story in six words?

_____	_____	_____
_____	_____	_____

Exercise: Course Expectations

What do you want to gain after completing the iSpeak *MessageBuilder*™ course?

1. _____

2. _____

3. _____

4. _____

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Unit Three:

Make A Connection

“If the only tool you have is a hammer, you tend to see every problem as a nail.”— Abraham Harold Maslow

The ability to make a connection with your audience may be the single most important skill you can develop to be a great communicator. You may have heard the expression before that a person “doesn’t care how much you know until they know how much you care.” Your audience wants to know that you understand them, you are one of them, you are here to help them. When the audience feels a sense of kinship with the speaker, they will accept the speaker into the “tribe.”

In this unit of *MessageBuilder™* you will have an opportunity to practice your illustration and delivery skills. This will be done through three channels of communication called visual, verbal and vocal. You will also learn the power of energy and how to utilize it from the very start of your presentation.

Unit Objectives

- Identify what makes an engaging presentation
- Write your presentation opening
- Maximize your first impression
- Use vocal power and pauses to create interest
- Learn what type of energy you have and how others see you
- Deliver your next presentation

Open with Attention

“In making a speech one must study three points: first, the means of producing persuasion; second, the language; third the proper arrangement of the various parts of the speech.”
- Aristotle

One must open with attention to hook the audience. You can do this by making a startling statement, arousing curiosity, posing a question or telling a story.

Exercise: Open my presentation

Brainstorm with your group four openings for a sample presentation.

Statistic

According to the A.C. Nielsen Company, the average American watches more than four hours of television each day, which equates to 28 hours of TV per week, or two months of non-stop TV watching each year. That means that we spend 9 years of our life glued to the tube.

Quote

“I’m not looking for the best players; I’m looking for the right players.” Coach Herb Brooks said that in 1979 when he was questioned as to why the United States didn’t have its best goalie and other all-star caliber players on the team. For those that know the rest of the story, the 1980 U.S. Olympic hockey team upset the USSR and went on to win gold.

Presentation #1 Expectations

“Do the thing you fear and death of fear is certain.” - Ralph Waldo Emerson

You will be taking part in a number of practical exercises throughout the two-day course. You will have the opportunity to progressively build your speaking confidence and competence during the workshop as you prepare, develop, deliver and evaluate three timed speeches.

Your first presentation will be a 3 minute introduction to your business presentation. It will allow you to receive feedback on your current delivery skills. Your objective is to write and deliver an attention-getter to first part of your business topic.

At the end of your brief introduction, the facilitator will ask the audience to provide only *positive* feedback on what worked well in your presentation. The instructor will deliver feedback for you on what he/she saw as your personal strengths and on what you can change to make your presentation more effective in the future.

Exercise: Presentation #1 Self-Evaluation

It's important to recognize both your strengths and what you'd like to change for the next presentation through self-evaluation. After you speech, take a moment to analyze your strengths and challenges.

What do you feel were your strengths?

What would you do differently for your next presentation?

Stage First Impressions

“We succeed only as we identify a single overriding objective, and make all other considerations bend to that one objective.” - Dwight D. Eisenhower

Whether you realize it, or not, people are watching you... We all consider what a speaker is wearing, how they carry themselves, what time they arrive, how they sit, how they stand, what they bring with them, how talkative or quiet they are, and we make decisions about that person based on those observations. When we first meet someone, we “size them up” and begin categorizing them.

Your first impression as a speaker begins long before you take the stage.

How your audience views you will determine the impact of your presentation. The influence of the speaker on the success of a presentation has been studied for thousands of years. Aristotle, in his book *Rhetoric*, spoke of the persuasion that depends on the personal character of the speaker, their credibility, competence, integrity, likeableness, and forcefulness. According to the Graduate School of Business at N.Y.U. study by Michael Solomon, Ph.D., Social Psychologist and Chairman of the Marketing Department, people make eleven decisions about you in the first seven seconds of contact.

- Educational Level
- Economic Level
- Ethnic Background
- Trustworthiness
- Level of Sophistication
- Perceived Credibility, Believability, Competence, & Honesty
- Role Identification
- Level of Success
- Political Background
- Religious Background
- Desirability

Exercise: Ways to make a fantastic first impression

List some of the ways you can control the first impression you will make on your audience.

Vocal Power

“Don’t Make Assumptions. Find the courage to ask questions and to express what you really want. Communicate with others as clearly as you can to avoid misunderstandings.” - Miguel Angel Ruiz

Your voice is often the most overlooked and underrated communication tool we possess in terms of getting the attention of your audience. Vocal Power is a presenter’s secret advantage for influencing and persuading audiences.

Punching Key Words

Pauses are used clear the noise away from key concepts and to let ideas sink in. Punching is used to emphasize key words. Punching a word is like putting it in bold or italicizing it. To punch a key word, you can slightly raise your volume, slow down your annunciation, and add a gesture. Punching and pausing should be used together to increase your vocal power.

Tips on using your voice include:

- Warm up** Make sure to speak out loud any names, tricky word combinations, or complex phrases before you stand to speak. Practicing increases the likelihood that these hard-to-say phrases will roll off your tongue when it counts.
- Drink** Drinking room temperature or slightly warm liquids will soothe the throat and prepare it for a work out. The worst liquids you can apply are ice cold and / or carbonated drinks.
- Let gestures help** If you typically have a flat or monotone vocal delivery, deliberately incorporate emphatic gestures when you speak key words and phrases. You will naturally emphasize and punch the words delivered simultaneously with a gesture.
- Microphones** If you have practiced your delivery without a microphone and PA system, but the actual presentation will be delivered with a PA system, the delivery may have to be toned down. Practicing with the microphone, if possible, will always be the desired form of rehearsal.
- Avoid “preaching”** When speaking to a large crowd, some speakers feel the need to raise their volume even when they are utilizing microphones and they hold that level of volume throughout the speech. This can be interpreted by the audience as if you are “preaching” to them. When the tone is brought up and down throughout the speech, it is interpreted more as a conversational tone.

Exercise: Punching

Standing at your chair, deliver a line from presentation #1 and purposefully punch a key word or phrase and add an emphatic gesture.

Energy Factor

“Passion is energy. Feel the power that comes from focusing on what excites you.” - Oprah Winfrey

You can't expect an audience to be enthusiastic about something you aren't excited about. Presentation author Doug Stanart concluded, “Your audience will have just about as much excitement about your presentation as you do, and no more.” Enthusiasm is very catchy. Most audiences will match your level of enthusiasm pound for pound.

According to the Lamalle Report on Top Executives of the 1990s, one of the most important factors in determining financial success by those earning over \$250,000 is being enthusiastic and having a positive attitude (46%).

Emotional Contagion

Did you know emotions are “catchy?” Just as we can catch a cold from another person, we can also catch their enthusiasm or negativity. It's a concept called *emotional contagion*.

As a speaker you are intentionally or unintentionally transmitting emotions during your talk. The audience will synchronize their feelings to the feelings you are transmitting. Are you nervous? The audience will start to feel anxious, too. Enthusiastic? You'll find the audience smiling and sitting forward.

How does this happen? The theory says that the sender (you) transmits their emotions through facial expressions, body postures, vocalizations, and story content. The receiver (audience) mimics the sender's facial expressions in small ways (micro-expressions), and then begins to synchronize their feelings to the sender's.

If you've ever experienced excitement from the crowd at a concert that seemed to feed on itself or the anger from a stadium of sports fans at a bad referee call, you've experienced emotional contagion.

Using It Deliberately

The audience is reading your emotional state both consciously and subconsciously. That's why it's important to *manage* the emotions you are transmitting. Is your presentation designed to influence your audience to adopt a new policy? Better show some enthusiasm. Are you trying to warn the team that their sales numbers are low? Better show some irritation.

The biggest problem in this area is when your emotions *don't match* the point of your message. Let's say you are speaking on exciting new research, but you are very nervous to speak before the crowd. Your voice quivers, you pace, and say “uh” while looking at the floor. Instead of feeling enthusiastic about your proposal, the audience leaves feeling unsure and anxious.

Exercise: Energy Mirror

For each presenter you saw earlier today, write a word that describes the kind of energy or emotion that person transmitted to you as an audience member. A list of words you can use are listed below.

Excited	Cheerleader	Irritated
Positive	Laid back	Arrogant
Cheery	Sarcastic	Timid
Bubbly	Cynical	Bold
Jokester	Apathetic	Powerful
Goofy	Flat	Boring
Sincere	Nervous	Blank
Genuine	Angry	Tired

Unit Summary

“The most important thing you wear is the expression on your face.” – Author unknown

In this unit you learned the following:

If you want your audience to retain information and take action as a result of your presentations, creating clear mental images is critical. The best way to ensure you are delivering a vivid message is to incorporate a variety of the following methods to convey your message. Information is absorbed in direct proportion to its vividness. When you develop your next presentation, utilize some of the following suggestions for supporting materials to result in a more memorable presentation.

- A dynamic opening is critical to establishing the tone of your entire presentation; you want to open your presentation with style and confidence, giving the audience a great first impression.
- Identifying the objective of your presentation early in the preparation process will help to focus your presentation development (introduction, supporting data, and closing) on applicable information that applies to why you are speaking in the first place.
- An audience analysis will ensure that you give the right presentation to the right audience and will help you adapt your message so that your listeners will respond in a manner of your choosing.
- The richest opportunity for persuasion is when you are able to appeal to the interests and needs of your audience, while maintaining your presentation goals.
- Research shows the verbal (words) is believed 7% of the time, the vocal (voice) 38%, and the visual (body) 55% of the time when these three channels are in contradiction.
- Pauses can be used effectively to add impact to your message. Some common uses for pauses include:
 - Pause as a transition to a new topic
 - Pause to regain their attention
 - Pause to make the other person feel uncomfortable
 - Pause for emphasis
 - Pause to touch their emotions
 - Pause to allow reflection on a rhetorical question
- Vocally speakers can use their voice to change volume, inflections, intonation and pacing to add emphasis and to further captivate the audience.

Unit Four:

Keep Their Attention

“Human behavior flows from three main sources: desire, emotion, and knowledge.” – Plato

How can you capture your audience’s attention? Inspire them? Move them to action? Help them remember you above all of the other presenters? Humor and storytelling has captured the attention and imaginations of audiences for centuries. By utilizing effective and related stories, metaphors and humor audiences will retain more of the information presented for a longer period of time. Practicing your skills in humor and storytelling can improve your effectiveness in delivering presentations.

Creating suspense, interest, and attention is essential to getting your message across. This can be accomplished by effectively using pauses, vocal inflections, team presentations and transitions. In the past, you have witnessed effective presentations that are easy to follow and flow extremely well. The logical continuum of thoughts seems to flow effortlessly for the speaker and is also just as easy for the audience to follow. Transitions make that possible.

Unit Objectives

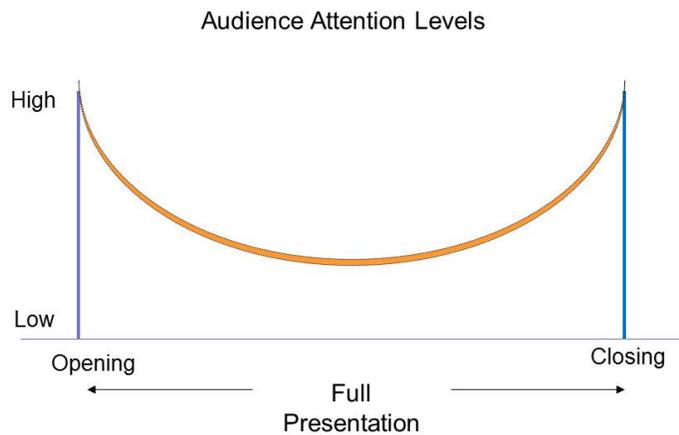
- Using colorful items to illustrate main points will keep the group engaged
- Incorporating visual aids as elaboration
- Designing metaphors and analogies that can be used to simplify complex situations
- Ask questions as a way to encourage involvement

Avoiding the Lull

“I have a theory about the human mind. A brain is a lot like a computer. It will only take so many facts, and then it will go on overload and blow up.” - Erma Bombeck

In business, we are faced with information fatigue because we are likely receiving communication from multiple channels simultaneously: texts, emails from co-workers and customers, phone calls, instant messages (or same-time communication), and people popping into our workspace unannounced. And, like it or not, most of our group communication is centered on PowerPoint. It has become the standard way to communicate in meetings. Because of this, people are experiencing overload and may tune you as a presenter out altogether.

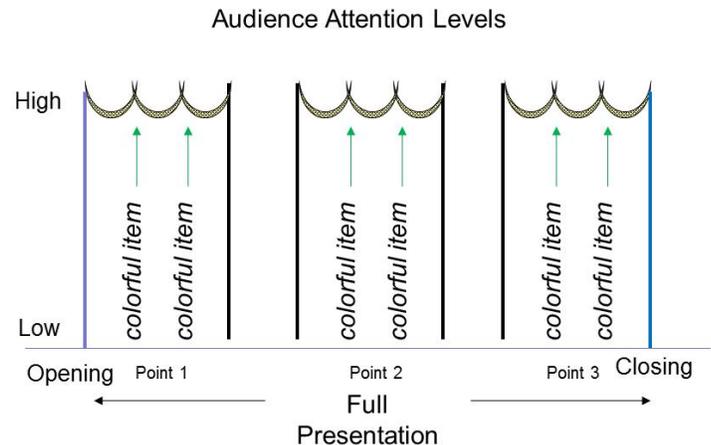
The primary / recency effect says that we will most likely remember the first and last things spoken to us in a given time. If you are the only person presenting, that means that your opening and closing will be the most-recalled information. What if you are the second presenter from a group of three? That puts you at a distinct disadvantage because audiences are likely to remember the first and last presentations given that day.



Primary / Recency Effect

Countering the Lull

Fortunately, research shows that there are ways you can regain the audience’s attention so that they will be more likely to remember your message. Hedwig Von Restorff was a researcher who, in 1933, coined the term “Von Restorff Effect.” She found that people will give more attention to items that are novel or are colorful. Building on this, researchers have found numerous ways to make material more memorable, using what we call *colorful items*.



Von Restorff Effect

Audience Involvement

“Is this thing on?” – Every stand-up comedian with a silent audience

Is your material dry? Are you the third presenter in a group of five? Will you be presenting after lunch or at the end of the day? Keeping your audience’s attention will be an incredible challenge.

How can you do it? Involve the audience. The purpose of an activity is to get your audience to further communicate with you and the other audience members. Additional benefits include: improved group dynamics, added energy, and deeper critical processing of your information. The best ways to engage the audience in your presentation is to:

- Ask a question
- Take a poll
- Demonstrate
- Individual or group work or reflection

Attention span is the amount of time an audience member can concentrate on a single activity. When you think about giving a presentation, you might picture yourself lecturing and audience members passively listening. And while you should expect to lecture as a part of your presentation, you should be aware that if you do not include audience interaction, you will lose their attention. There are many studies on the attention span of adults, which will explain the difficulty audiences have in traditional lecture presentations.

The average adult learner’s attention span is _____.

In 1974, the Navy conducted a study to find out how long people can listen to an instructor deliver a lecture. The objective was to best utilize the time of instructors and students throughout the Navy’s education system. The answer surprised a lot of people. The answer was not an hour or even half hour. The answer was just 18 minutes.

In 1976, A.H. Johnstone and F. Percival wrote a book titled, *“Attention Breaks in Lectures,”* and found that adult students can maintain focus on a lecture for no more than 15 to 20 minutes at a time.

In 1985, Ralph A. Burns wrote a paper titled, *“Information Impact and Factors Affecting Recall,”* and found that a student’s attention span drops slightly after five-minutes, remains steady for another ten minutes and then drops to its lowest level during the 15- to 20-minute interval.

In 2008, Jeff Davidson, author of *“The Complete Guide to Public Speaking,”* states that the human attention span is down to an all-time low: 7 minutes.

Asking Questions

“All of the top achievers I know are life-long learners... Looking for new skills, insights, and ideas. If they’re not learning, they’re not growing... not moving toward excellence.” - Denis Waitley

In her 1912 book, *“The Question as a Means of Efficiency in Instruction: A Critical Study of Classroom Practice,”* Romiett Stevens, a PhD from Columbia University, stated that approximately 80% of an instructor’s day was spent asking questions of audience members. However, you must ask good questions in order to foster the interaction between the speaker and the audience. The types of questions we ask can make all the difference between an engaging presentation and a less effective, quiet one.

Questioning Benefits

According to an old Irish saying, “Questioning is the door of knowledge.” Asking questions of your audience is an important part of creating a successful presentation. Questions stimulate thought and encourage participation. They also help you adjust the presentation to the audience’s interest, by uncovering misconceptions or biases. The benefits of asking questions include:

- **Increased Interest** - Asking questions increases and improves audience participation. Questions can come from the speaker or from a participant. Adults are interested in hearing questions from other adults, as it generally applies to a real-world situation. Participants feel they add to the presentation if they can ask and answer questions from the speaker.
- **Stimulates Thinking** – Adult learners are more alert when they are challenged to think. They pay closer attention and think more about the subject if they know that questions will be asked. Presenters who ask questions and allow audience member questions are fostering a learning environment.
- **Reveals attitudes** – When an audience member participates in the presentation, their responses show how they feel about the message and the presentation. Understanding and uncovering these attitudes are important to the speaker, as they reveal the presence or absence of motivation.
- **Permits Contribution** – Questions add to the material and content of a presentation, as audience members will have ideas about the material and how it applies to their situations. This type of contribution should be encouraged and is good for the learning environment, as it stimulates interest and adds variety.
- **Provides Reinforcement** – Audience members will remember important points of the presentation when the speaker asks questions. Asking a question about a particular point helps emphasize that idea. When the correct response is given, it reinforces the correct ideas in the audience members’ minds.
- **Checks Understanding** – Direct questioning is one of the best ways to check the understanding of ideas of audience members. This approach tells the speaker if the methods, techniques, and approach used are working. How an audience member answers a question will show exactly where the presentation was poor and what areas to focus on moving forward.

Unit Five: Tell The Story

“There have been great societies that did not use the wheel, but there have been no societies that did not tell stories.” - Ursula K. LeGuin

Great speakers don't just relay information, they take the audience on a journey. The speaker gets the audience to visualize an actual experience rather than just absorb data. The images are created so vividly in the mind of the audience that sometimes they can't even recall if they actually saw the picture in their mind as part of a slide presentation, or if the image was created in their mind with the assistance of a brilliant story and movement with purpose.

Some speakers may say, “But I don't have any stories to tell.” That just is not true. If you plan on speaking for business, case studies and examples from other customer situations can provide the supporting material your clients are looking for. Speakers need only start observing their lives a little closer and they will discover many stories that can be utilized in their presentations.

Stories are powerful because if we can visualize an experience from the speaker's oration, we are not only more likely to enjoy the experience, but we are more likely to remember the experience, as well.

Unit Objectives

- Learn the functions of stories
- Understand the components of a story
- Identify when to tell a corporate story
- List the four types of corporate stories
- Write your Stories

Functions of Stories

“Anyone can tell a story. Take some things that happen to you, dress them up, shuffle them about, add a dash of excitement, a little color, and there you have it.” - Lloyd Alexander

Some stories are only to entertain, but most stories have a purpose. Stories can:

- **Tell us who we are** – birth stories, childhood histories, family genealogies, cultural stories, and religious stories help us gain and develop our identities.
- **Explain the world** – stories that explain why something happens the way it does can give us a sense of understanding and control in our worlds. The story of Adam and Eve, Greek mythology, and histories are all ways we learn how our world works.
- **Inspire us to action** – stories of others who have put their values in action or who have taken risks can motivate us to try our own adventures as well. Stories about people living out their values can teach us how to put our values into action, too.
- **Cause us to be cautious** – cautionary tales are common, especially in childhood. The Aesop’s fable *The Boy Who Cried Wolf* is a story that teaches us not to pretend to be in trouble when we are not because when trouble truly comes, no one will believe our cries for help.

Stories versus examples

If your message is *Working dads should spend more time with their children*, then you might give an example to elaborate: “For example, Working Dads in Australia spend an average of 69 minutes a day giving their full attention to their children.”

Unlike examples, stories often include emotions and specific, colorful details: “Mark Ulrich grew up in Perth, Australia as the son of a miner. Mark remembered his dad leaving for the night shift at the mine with clean, dark blue overalls and precisely cut hair. Each morning, he would return, covered head to toe in soot. It was even in his ears. After a good scrubbing, he would enter the kitchen with a smile. Despite being bone tired, Mark’s dad cooked him eggs and toast every morning before school.”

Stories assist with retention

Storytelling boosts retention in these ways:

1. Storytelling puts flesh onto difficult concepts as we see characters demonstrating them.
2. Stories help us relate a foreign concept to something we know, and that’s how we learn.
3. Storytelling involves not just the speaker, but the listener. The audience becomes as active participant in the story and therefore becomes more involved. Higher involvement in the material equals better retention.
4. Stories are more engaging than bulleted lists, data, and procedures. What’s easier to remember? A list of telephone numbers or stories about the people who own those numbers? That’s why the Olympics and sports shows (and *Dancing with the Stars!*) show us background stories of the competitors!

Story Components

“Stories are the emotional glue that connects an audience to your idea.” - Nancy Duarte

Storytellers in ancient times were the verbal historians of the society. People would gather around the fire or in the living room and the storyteller would tell of years past. They would tell the stories as they had received them from their ancestors before them.

Besides just telling history, storytellers were also asked to entertain with their stories of legendary heroes and other tall tale characters. The storytellers possessed the skills to captivate the audience. They leveraged their speaking skills such as volume, inflections, pacing, pausing, facial expressions and body language to take the audience members to another time and place. Practicing the art of storytelling can make your presentations come to life and captivate audiences.

What is the point? Every story should have a good reason for being told. Some stories are meant to be pure entertainment. Other stories are told with a moral or theme to teach a lesson. In business presentations, stories are often utilized to provide an example or to reinforce a point being made. The story serves as the supporting material for the key point.

Characters Truly engrossing stories have character development, but speakers do not have the luxury of time as in the movies. Therefore, characters are usually introduced with their title, role, or relationship. This puts the characters in context.

Body movement Stories begin to come to life when the speaker either acts out a portion of the story as if they are the participant, or they utilize hand gestures to help create the reality of the situation. “My son and I were playing catch.” That phrase would create a much better image if the speaker is moving their arm in a throwing motion. Bring the story to life!

Voices Some speakers choose to change their voice when speaking for the characters of their stories. This can make it easier for the audience to understand. It also helps bring the scene to life. Without a first person voice speaking, the story sounds more like reading about the story in the newspaper.

Length The length of stories will be dependent on the situation and the amount of time that the speaker is speaking. If the story is meant to support a single point in a 15 minute presentation, it should be no more than 1 to 2 minutes long. If story seems too long for the point that the speaker is trying to make, the audience will feel cheated. They invested too much time for too little payoff. The speaker will lose some credibility with the audience. They will also be less willing to listen to the next story.

Emotion Audiences will remember stories that touch their emotions. If you can add emotion to the story in a way that touches the audience, it can add to the impact of the message.

Every Leader Has a Story

“Stories are the single most powerful weapon in a leader’s arsenal.” -Howard Gardner

If You Don’t Tell a Story, Audiences Will Tell One to Themselves

Humans are “sense-makers.” Audiences will observe you, your dress, your demeanor, your body language, and your environment and explain *to themselves* why you are the way you are. Walk in late to a meeting? People will begin to surmise why. *“There must have been a traffic jam on I-35. I saw an ambulance on my way into work.”* or *“She is always running behind. She’s so unorganized.”* or *“This meeting is obviously not very important to him. Otherwise, he’d get here early with the rest of the team.”*

Instead of letting your audience, team, or customer wonder about you, your motivations, and your intentions, tell them. Explain who you are and what you want using stories. People are skeptical when you make outright statements, such as, “Believe me. I know what I’m doing,” or “I’m a successful manager, so you should listen to me.” Instead, people want to judge for themselves. Since you may not be able to have your audience witness your competence in action, you can do the next best thing: tell a story about a time you demonstrated those qualities.

Corporate Storytelling

These types of stories build your credibility, show you are seasoned, and reveal how you have lived out your values. This story is essential in explaining your motivations and anything that could be misperceived about you. Are you sarcastic, serious, or a workaholic? Giving a background to explain why will prevent people from taking it personally. If you are appropriately sincere and vulnerable during this story, the audience will reciprocate by offering you trust, empathy, and openness.

Next, answer the audience’s question, “What do you stand to gain from our cooperation?” As humans, we are usually skeptical of people’s intentions. As speakers, if we try to cover over what we stand to gain while espousing all the benefits to the audience, we will exacerbate their skepticism. Instead, come clean and explain your motivations in your terms. This story usually reveals enough for the audience to distinguish between fair ambition and shameless exploitation. People will accept and believe your motivations if they seem fair and are balanced with the benefits you are offering the audience.

Components of an Explain Yourself Story

- **Credibility** – part of the story should demonstrate that you are reliable, trustworthy, an expert, honest, or some other characteristic that you’d like to share. You can do this by telling a story of yourself in action in a previous role: a struggle, a mistake, and then a triumph.
- **Explanation (if necessary) of any faults or anything unusual about you** – your story should explain why you seem standoffish, or from where you are from, or why you were chosen for this job.
- **Your feelings about the issues and why** – you could use this story to give the audience a peek into your thoughts and feelings. How did you feel when you were asked to take on this role? What was your reaction when you heard the news?
- **Your intentions toward the audience** – explain what your motivations are for being in this role. What do you get out of it?

Functions of Corporate Stories

“Storytelling is the most powerful way to put ideas into the world today.” - Robert McKee

Occasion	Type of story to tell
<ul style="list-style-type: none"> • You are new • You have a personal flaw that needs explaining • You need to build trust • You need to explain your motives • People doubt your motives • People believe you have a hidden agenda • You have genuinely good intentions and reasonable goals 	<p>Explain Yourself</p>
<ul style="list-style-type: none"> • The group needs motivation to achieve a goal • The team is not united • The team is growing tired in their efforts • The team does believe they are important to the overall goal • The team sees their jobs as less important than others’ jobs • The team does not feel ownership in the organization 	<p>Paint the Future</p>
<ul style="list-style-type: none"> • You want to bring data to life • Your group is not taking the numbers seriously (so you show them how they impact real people) • You want to show how a team’s jobs affect the end-user so that the team feels a sense of pride • You want to give an example of <i>how</i> a customer uses a product or service • You want to tell a cautionary tale about what happens when a person <i>does not</i> do things correctly 	<p>Customer or Product</p>
<ul style="list-style-type: none"> • You suspect that there will be objections to your proposal • You want to show that you are savvy and have anticipated the audience’s doubts and fears 	<p>Counter-Argument</p>

iSpeak After the Class

“We shall neither fail nor falter; we shall not weaken or tire... give us the tools and we will finish the job.” - Winston Churchill



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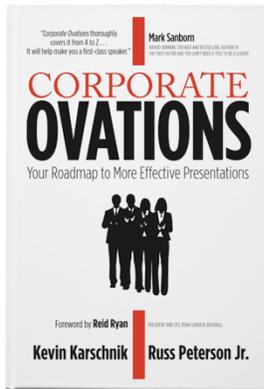
iSpeak YouTube Channel

Informative videos (and some just for fun!) of our instructors are placed on our YouTube channel. You can view a sample of some of our instructors to get a feel for the energy they bring to the classroom. Each of our instructors has a unique style they love to share with the students.

<http://www.youtube.com/ispeakdotcom>

Corporate Ovations

“I only wish I had met them earlier in my career.” - Hernan Lopez, President, FOX International



Who made the rule that all business presentations given in a corporate environment must be long, detailed and just plain boring? *Corporate Ovations* is the book to change all that. Without connecting to the audience, your presentations will never be their best.

In this book the authors teach you how to construct powerful and engaging presentations. Whether you are asked to speak for nine minutes on a project update or asked to deliver a keynote speech at the next industry trade show, you can prepare with this winning methodology. Don't let your presentations end with a feeling of relief from your audience... learn how to end your presentations with a Corporate Ovation! Order your copy of *Corporate Ovations* today at www.iSpeak.com/store.

About the Authors

Russ Peterson Jr. and Kevin Karschnik have been professionally speaking since 1991. Kevin and Russ have founded two successful companies and also experienced success working in the corporate world.

Their workshops have been attended by thousands of students from around the world, ranging from Account Executives to Corporate Executives. Now, in a culmination of their career experience and their success in the classroom, the boardroom, and on the stage, these two experts share their secrets to take your presentations from receiving obligatory applause to receiving *Corporate Ovations*.



“This program was great – the best I’ve had - a day well spent! Kevin was excellent – would love for him to be my speaking coach. Very thorough content. Should be mandatory for all sales people.” – Trina Maull, Champion Technologies

“Russ is a fantastic presenter, everything from presentation skills, voice inflection, stories, supporting points, and anecdotes. Overall, he knows his stuff!!”

– **Scott Knoespel, Bimbo Bakeries USA**

iSpeak Workshops

“Many people give presentations, but rarely do people have this kind of thorough training for doing so. Corporate Ovations is a great way to get intensive training in public speaking and improve your skills to succeed.” – Jan Gunter, The Ronald McDonald House

Presentation skills for today’s business professionals need to be customized to the individuals and their role. Our workshops are designed and delivered for maximum impact and behavioral change. iSpeak provides presentation skills training and tools for Sales professionals, Leaders and Individual Contributors. Whether you are an executive casting a vision for your company or a sales professional communicating to potential customers, we can help you prepare, develop and deliver that message.

Business Professionals

As a business professional you are asked to create and deliver messages to your peers and senior managers. These messages may be informative, such as a financial review, or they could be persuasive as in a request for a budget approval. The response from your audience will be dependent on both you and your message. In this program you will learn how to succeed at both. This class covers writing and delivering a presentation from beginning to end, with a focus on how to write engaging openings and powerful closings. Students leave class with an SD card containing their classroom presentations.

Sales Professionals

As a sales professional you will be presenting your ideas to customers in a persuasive manner. In this program you will learn how to uncover the data you need to effectively design and deliver a persuasive message that inspires action from your prospect. This class provides an opportunity for you to practice communication and questioning techniques by understanding a customer’s decision criteria, develop a presentation to meet their needs, and practice methods of persuasion. Students leave class with an SD card containing their sales presentations in various customer settings.

Leaders

If you are a manager or leader in your organization, this program is specifically designed for you. In this program you will not only learn professional methods to deliver your message, you will practice your delivery with eight video-recorded presentations. After each speaking opportunity you will receive one-on-one coaching to enhance your skills. Whether you are speaking at a team meeting or to the entire corporation, this workshop is designed to develop your effectiveness as a leader.



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