

**SHADOW
AND ASSOCIATES**

*310 First Avenue South
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How Do You Spend Your Communication Time?

Of the four verbal communication skills

- SPEAKING
- LISTENING
- READING
- WRITING

what percentage of your professional communication time do you spend

SPEAKING during an average week _____,

LISTENING to others during an average week _____,

READING during an average week _____,

WRITING during an average week _____?

How Much Time Do You Spend Trying To Persuade Others?

What percentage of your professional communication time do you spend trying to persuade people?

Wait! Before answering, think of the following words as substituted for the word persuade.

Influence
Urge
Justify
Encourage
Request
Soliciting
Impress
Change
Convince

Answer:_____

Whom Are You Trying To Persuade?

Who are some audiences or individuals, whom you must influence, urge, encourage, solicit, impress, change, convince or persuade ?

Who are your internal audiences?

Who are your external audiences?

Persuasion is something
I can do to a listener or reporter.

TRUE

FALSE

Notes:

The average listening-attention
of the people when I'm talking to
them is

- A. 30 seconds
- B. 1 minute
- C. 5 minutes
- D. 15 minutes

Notes:

People will pay attention to, understand and retain approximately
____% of what I say

- A. 10%
- B. 25%
- C. 50%
- D. 85%
- E. Almost everything I say

Notes:

People are moved to act the way I want when they hear the full, clear statistical summary of my project or proposal.

TRUE

FALSE

Notes:

People will agree with me when they finally realize that I'm
an expert in the field.

TRUE

FALSE

Notes:

Understand Your Media And Increase Your Impact

SOUND

Your Spoken Remarks

Listeners

Message for the ear

Words, vocal delivery

Earn Audience Attention

One chance to get your message across

Interactive

You determine pace

Audience is at your mercy

for organizing content

Audience feedback can be direct

Poor medium for presenting extended analysis or complex data

PRINT

Your Written Report

Readers

Message for the eye

Words, print, graphics

Readers are committed

Multiple readings possible

Not interactive

Reader sets pace

Readers can scan the

print to prepare a mind set

Audience feedback is remote

Good medium for presenting complex analysis or data

You are not an essay, a trade journal article or a PowerPoint presentation when making remarks at a meeting, speaking on the telephone or giving a speech.

Successful communicators know that including every technical detail in their spoken remarks in order to build support or credibility has a reverse impact on listeners: too many details in sound typically obscure, confuse, or clutter the key ideas they are suppose to support.

When your medium is sound consider using

Repetition to aid memory and insure comprehension

Signposting, internal summaries and previews to make the organization clear

One sound words and short sentences to keep the sound interesting and dynamic

Verbal colons and inserted questions to focus attention on the words you want remembered and repeated

Appreciate the spoken word and take advantage of its unique features. The rhythm and meter of speech aid memory. The physical immediacy creates a bond between speakers and listeners---your words should reflect this.

Written Style

As mentioned above . . .

One cannot avoid individuals with this characteristic

A hypothetical case in point might be a situation where government . . .

Subjects were randomly assigned to either a control group or one of three experimental treatment groups, pretested for initial attitudes toward the topic, then tested after each experimental group had received a persuasive message containing one of three levels of fear appeal.

Oral Style

As I said a few moments ago . . .

We can't avoid people like that

Imagine this. Suppose Sam walked into a government office . . .

Here's how we did the research. First, we randomly assigned the subjects to four groups. Next we gave all four groups a pretest to see what attitudes they held toward the topic. Then three of the groups heard persuasive messages. One had a high level of fear appeal, one a medium level and one a low level. Last, we post-tested the attitudes of all four groups, including the control group that received no message.

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**You Can Get Your Listeners
To Remember
Whatever You Want**

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Basic Principle for Structuring Your Persuasive Message

NEVER MAKE A POINT
UNTIL YOUR LISTENER IS READY TO HEAR IT

STRUCTURE YOUR PRESENTATION PSYCHOLOGICALLY

Acquire and Focus Attention

Develop in your Listener a Perception of a Need

Give the Information which Satisfies that Need
Visualize how Life could be Improved through this
Information. Show the Benefits.

Call for Action



What Can You do to Acquire and Focus Attention?

Familiar Ideas and References

Can you place a familiar idea in a new or novel setting?

Can you put a novel idea in an old setting?

References to the Occasion or the Place

Is there any relationship between the topic and the date of the speech?

Is there any relationship between the topic and the place of the speech?

References to the Special Interests of the Audience

What is the connection between the topic and the listeners' vocational or professional interests?

Their political affiliations?

Their local and community problems?

References to a Recent Incident or to a Familiar Quotation

Is there a local or national event that has made a deep impression on the community that can be logically linked to the topic?

Reference to What a Preceding Speaker has said

References to the Significance of the Topic

Why was this topic picked?

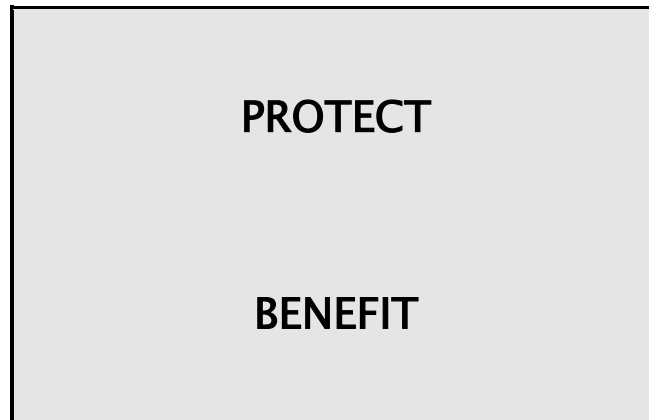
What values and Motives are relevant here?

Humor

A humorous story or anecdote can be effective if

- it is relevant to the topic and not dragged in,
- the mood or temper of the occasion is supportive of humor, and
- it does not take up more time than it is worth.

What Kinds of Need do People have?



People will listen to you if they perceive your message will help them

Increase
profit
satisfaction
confidence
convenience
pleasure

Improve
customer relations
employee relations
image
status
earnings

Protect
investment
self
employees
property
money
family

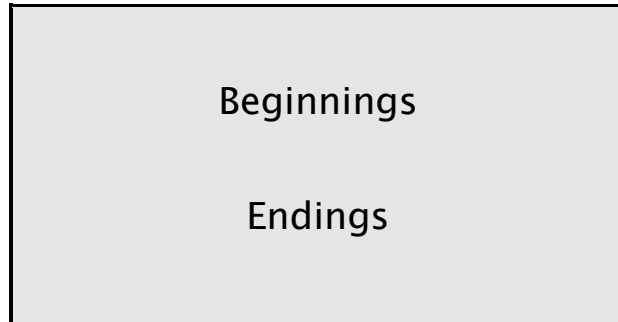
Reduce
risk
investment
expenses
competition
worry
trouble

Make
money
satisfied customers
good impressions

Save
time
money
energy
space

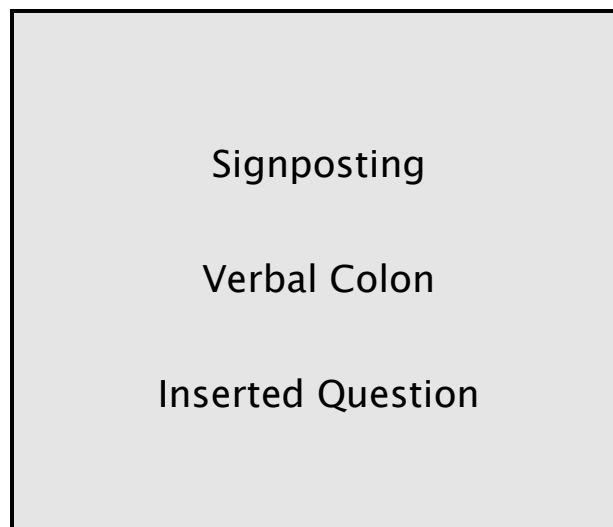
Focusing Your Listeners' Attention

Where do listeners naturally listen to you?



Use crisp claims where listeners perceive you are beginning or ending an idea, section or presentation.

Get your listeners to lean-in *before* you make a point you want remembered, repeated or quoted. How? By using



Signposting

Listeners don't know what you'll say next. So, give them a sign that says "lean-in, listen up, something important is about to be said."

Signposting can say that.

There are three skills which can change your life:

First . . .

Second . . .

Third . . .

Hint: You have three to five seconds—seven words or less—to make your point. Chunk the sound for the ear. Shorter is better. No compound complex sentences at this moment.

In summary . . .

In conclusion . . .

Verbal Colon

Listeners don't know what you'll say next. So give them a cue that says "lean-in, listen up, something important is about to be said."

The verbal colon can do that. In both written and spoken English, colons focus attention on whatever immediately follows them.

The verbal colon is simply the words: ". . . is this."

Examples: The important point to remember is this . . .

One point other directors forget to mention is this . . .

Instead of . . .

The important point I want to make is that we looked everywhere for alternatives, but couldn't find any.

One point our opponents forget to mention is that our so-called "big spender" budget is one-ninth the size of their last supplemental budget.

Use . . .

The important point to remember is this: we looked everywhere for alternatives, but couldn't find any.

One point our opponents forget to mention is this: our so-called "big spender" budget is one-ninth the size of their last supplemental budget.

Consider this:	Remember this:	I want to stress this:
In short, the answer to your question is this:	Let me say this: The reason is this: One final point:	Case in point: Here's the proof: The point is this:
The real question is this:	The first point I want to make is this:	The one thing we can't afford to forget is this:

Inserted Question

Listeners don't know what you'll say next. So give them a cue that says "lean-in, listen up, something important is about to be said."

The inserted question can do that. Questions can focus attention and attain conciseness in sound. The inserted question is especially useful since it substitutes two crisp statements for one rambling sentence.

Any time you use the word "because" you can insert the word "why," or a similar expression, and achieve a more focused sound.

Compare the sound of these two remarks:

Our agency has strongly supported energy conservation programs because they are equivalent to new sources of safe, clean and affordable energy.

Our agency has strongly supported energy conservation programs. Why? Because energy conservation programs are equivalent to new sources of safe, clean and affordable energy.

The Summary–Preview Technique

This tactic is a proven means of achieving crispness in your major points or sub–points. In many cases, it will be your best bet for clustering ideas into headings. Here are some examples:

- Renters, home owners, and business people have all greatly benefited from the \$721 million in tax relief supported by our party. Case in point, homeowners will now see a drop . . .
- Our foundation is moving closer to its goal of a high–quality, wide–reaching, and affordable education for all people. Today we are establishing a fund that will make education affordable to . . .
- Stories emanating from prison have saddened the hearts, shocked the consciences and finally opened the eyes of people throughout the state. Just yesterday the Church Council committed . . .

Developing a Summary–Preview statement is simple; you need only to have a sub–point for each of the statements you offer. Using this tactic will offer a map of a section of your remarks that will enable the audience to better follow your ideas.