



Clear
CONCISE
& CONFIDENT
COMMUNICATION

The best communicators you have heard:

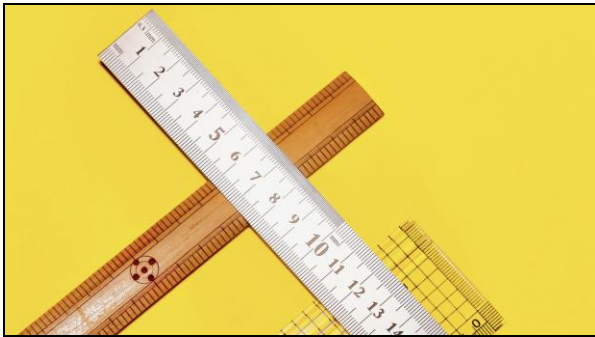
WHAT MADE THEM GREAT?

Goal Today:
Become a better speaker and communicator.



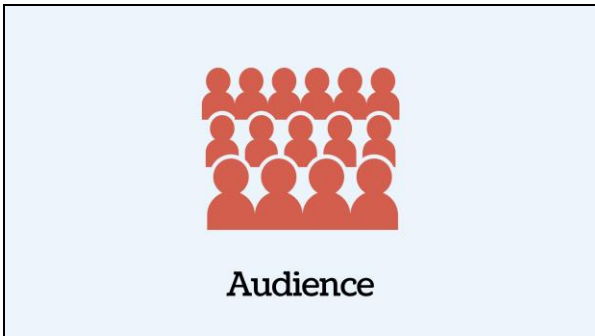


- Audience
- Delivery Dynamics
- OREO









Audience

- **Male**
- **Lives in a castle**
- **From the UK**
- **Wealthy & famous**
- **Born in 1948**
- **Married twice**







Your audience:

WHAT DO YOU NEED TO KNOW?

THE FIVE

most important questions

1. Why do they care?
2. Why SHOULD they care?
3. What do they have against it?
4. What questions will they have?
5. How do they like information?

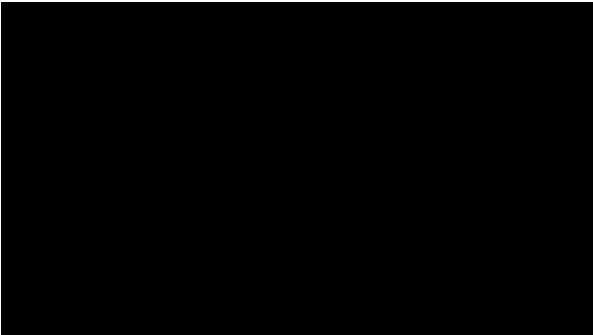
Clear
BY CHRISTOPHER
COMMUNICATIONS

SPEAK TO YOUR AUDIENCE






- Audience
- Delivery Dynamics
- OREO




Communication Signals

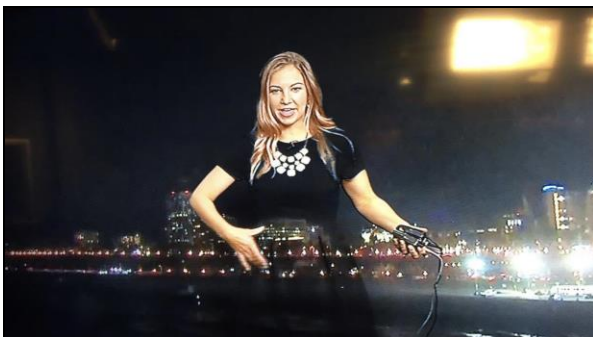


Visual _____ %
Vocal _____ %
Verbal _____ %

Communication Signals



Visual 55%
Vocal 38%
Verbal 7%



VISUAL MATTERS

VISUAL MATTERS

- Eye Contact
- Gestures



[Will Ferrell, Talladega Nights](#)
"What Do I Do With My Hands?"

VISUAL MATTERS

- Eye Contact
- Gestures
- Stance

VISUAL MATTERS

- Lighting
- Framing
- Eye Contact







VISUAL MATTERS

- Lighting
- Framing
- Eye Contact

VOCAL MATTERS

We talk at a rate of:

- A. 50-75 words per minute
- B. 125-175 words per minute
- C. 200-225 words per minute

We think at a rate of:

- A. 400-500 words per minute
- B. 750-900 words per minute
- C. 1,000-3,000 words per minute

VOCAL



- Volume
- Inflection
-



pause

VERBAL
MATTERS

VERBAL: YOUR WORDS

- Qualifiers



VERBAL: YOUR WORDS

- Qualifiers
- Overly Apologetic



VERBAL: YOUR WORDS

- Qualifiers
- Overly Apologetic
- ***Fillers
-



VERBAL: YOUR WORDS

- Qualifiers
- Overly Apologetic
- ***Fillers
- Does that make sense?



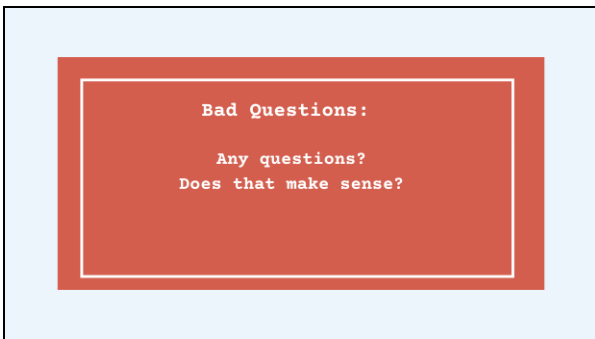
Questions:
**CAN MAKE OR
BREAK YOUR
COMMUNICATION**



**Any
questions?**








Bad Questions:

- Any questions?
- Does that make sense?
- Do you understand?
- Am I being clear?

ENGAGEMENT QUESTIONS:

- **Who**
- **What**
- **When**
- **Where**
- **Why***
- **How**



Questions:
**CAN MAKE OR
BREAK YOUR
COMMUNICATION**





- Audience
- Delivery Dynamics
- OREO

O.R.E.O.













OPINION

R


E


O


 **OPINION**
 **REASON**
 **E**
 **O**


 **OPINION**
 **REASON**
 **EXAMPLE**
 **O**

 **OPINION**
 **REASON**
 **EXAMPLE**
 **OPINION**


 **OPINION**


 **REASON**


 **EXAMPLE**


 **OPINION**

In your opinion,
is a hot dog
a sandwich?

 **OPINION**

 **REASON**

 **EXAMPLE**

 **OPINION**

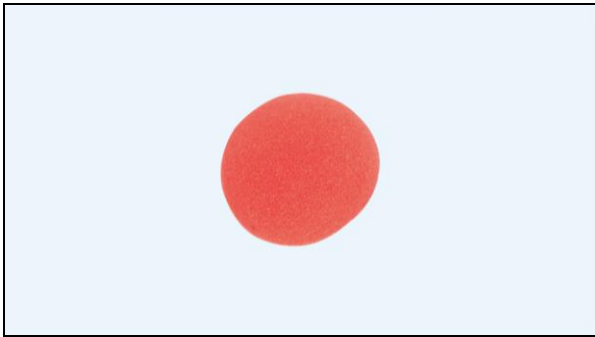
In your opinion,
what is the better
year -kindergarten
or senior?



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Become a better
speaker and
communicator.







speaking
training

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