

KEY LEARNING POINTS COMMUNICATION FUNDAMENTALS

THE AUDIENCE – SPEAKER RELATIONSHIP

KEY FACTS

- Audiences FEEL before they THINK.
- Everything a Speaker thinks and feels is reflected in the voice and body.
- Audiences mimic the breathing pattern of the speaker.

Body Language has 3 component parts:

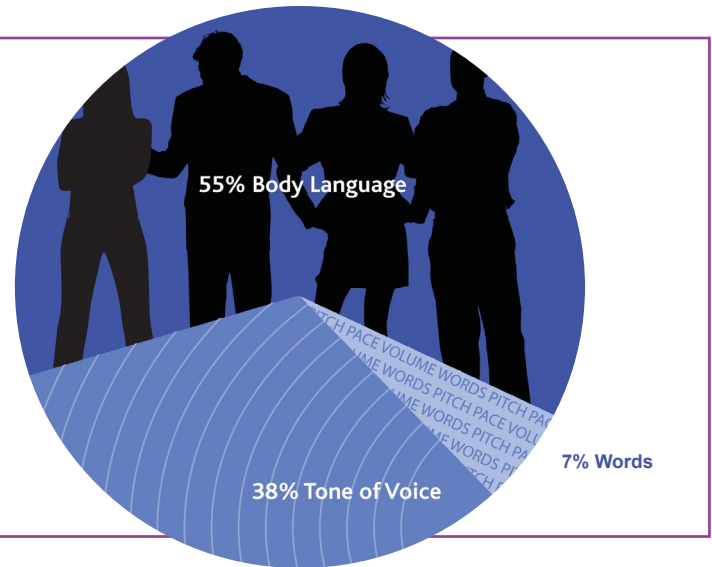
1. How you occupy the SPACE around you
2. The way you use TIME
3. The Contact you make with others

Voice has 3 component parts:

1. PITCH (the notes you move between)
2. PACE (how fast or slow the words come out)
3. VOLUME (how loud or soft the voice is)

M. Argyll's Findings on Communication 1970

This does not mean that 7% words are not important. It means they are VULNERABLE. Our task is to ensure that the 93% is fully congruent with the 7% words.



THE STATUS CONCEPT OF COMMUNICATION

- Status is not about Hierarchy.
- Status is about how you use your body in Space and Time.

THE STATUS EQUATION

- The More Space & Time you take up with your body - the Higher your Status.
- The Less Space & Time you take up with your body - the Lower your Status.

THE STATUS TOOLKIT

OWN THE SPACE & TIME

This technique requires you to change the way you think. Consciously think that the Space and Time belong to you and not to your audience.

The person who owns the Space & Time owns the agenda.

ONE THOUGHT ONE BREATH

When you are about to address an audience, start with a breath, allow that breath to take you to the end of the sentence, or thought. Breathe again and continue in the same way. Before expressing each new thought, take a breath.

SEEING & BEING SEEN

Seeing & Being Seen is one of the four ways in which people operate in public space. It raises your Status as you take more Space and Time with your body. Remember to allow yourself to 'BE SEEN' as well as 'SEE OTHERS'

Using this technique offers a relaxed, accessible High Status, particularly important when running meetings.

DIVIDE YOUR AUDIENCE INTO THREE SUB GROUPS

Take one point to each subgroup, but don't follow a predictable pattern. Combined with One Thought One Breath, this technique punctuates your speech, making it easier for your audience to follow your argument.

KEYWORDS:

If you want to highlight a particular word, you need give it Status. This means giving **KEYWORDS** more time and space.

You do this by stretching the word to twice the length of the other words in the sentence.

END YOUR WORDS

This has the effect of enhancing the clarity of your speech and diction. **EnD your worDS**

THREE POINTS OF CONTACT BETWEEN YOUR FEET AND THE FLOOR

Allow the sensation of gravity to come up from the floor into the body through the three points of contact. This can enhance gravitas.