

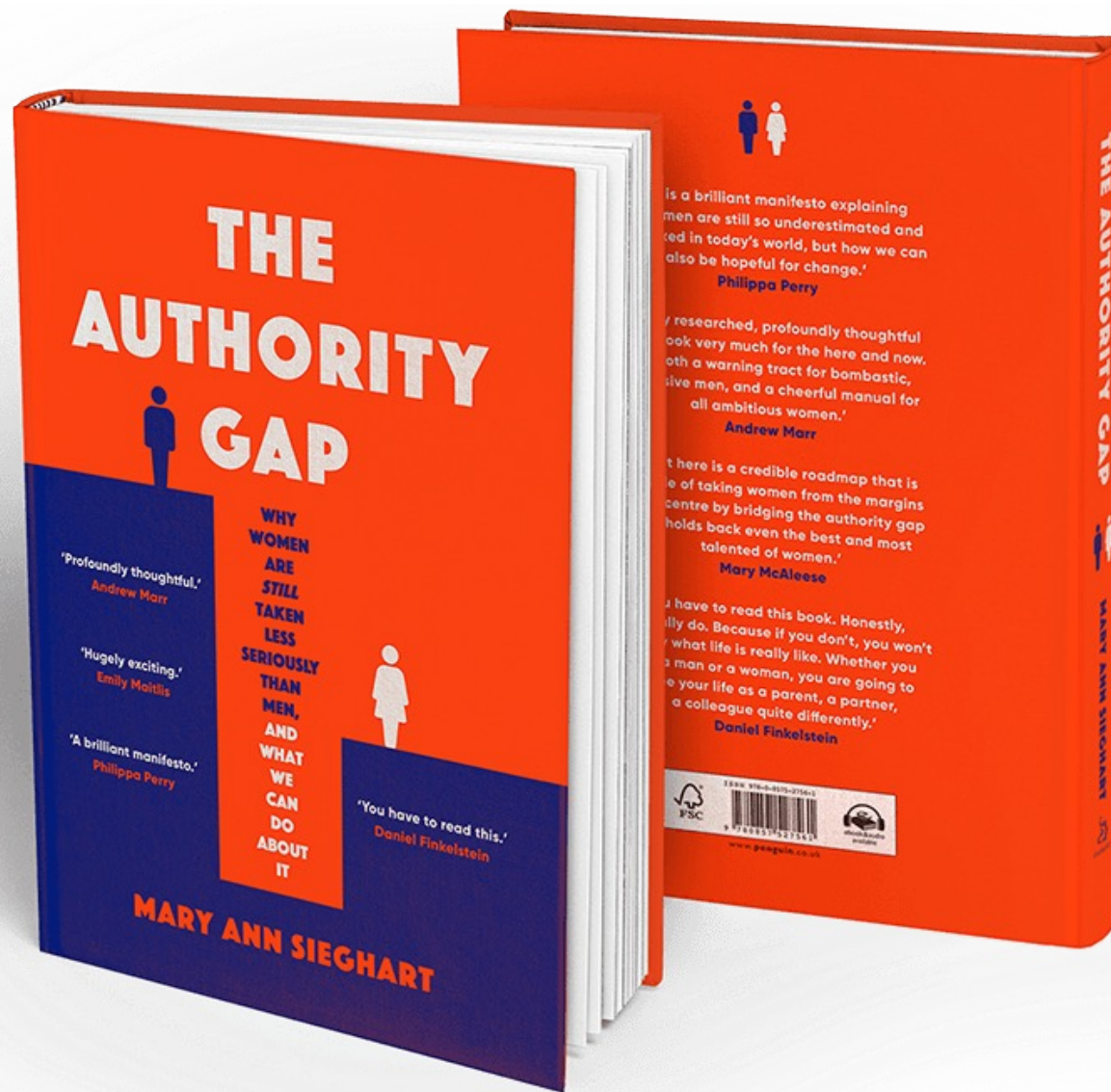
Two women are standing in front of a whiteboard. The woman on the left has dark, curly hair and is wearing a dark blazer over a white top. The woman on the right has long, straight brown hair and is wearing a grey blazer. Both have their arms crossed and are smiling. The whiteboard behind them has handwritten notes including "ANNER ← 500", "ON ← 800 px", and "CONTENT".

Career Acceleration Masterclass



Learning Outcomes

- Understanding who you are speaking to, so the conversation is relevant and invaluable to the leader.
- Appreciating the purpose of any conversation and whether it is relevant.
- The power of 'Brief Speaking': keeping conversations at 'Headline' level and shorter, especially to busy leaders
- How to demonstrate credibility: in the way you present yourself verbally and non-verbally
- The use of language and vocabulary. How it adds or damages your credibility
- Recognising when your voice changes (leading to questioning your credibility) and how to make it more impactful
- Managing nerves and developing a preparation system so you feel confident and prepared before meetings.
- Gaining the maximum impact as an emerging leader with your non-verbal communication: this is an area we explore in a virtual setting including facial expressions and awareness of your gestures and body language
- How you use your voice and match what you say with your non-verbal communication for maximum impact.
- Self advocacy: how we can share our contribution. How to own our contribution with "I" rather than "We"
- The use of stories/casestudies to assist in self advocacy
- Support and permission for Introverts to speak and contribute to the conversation.

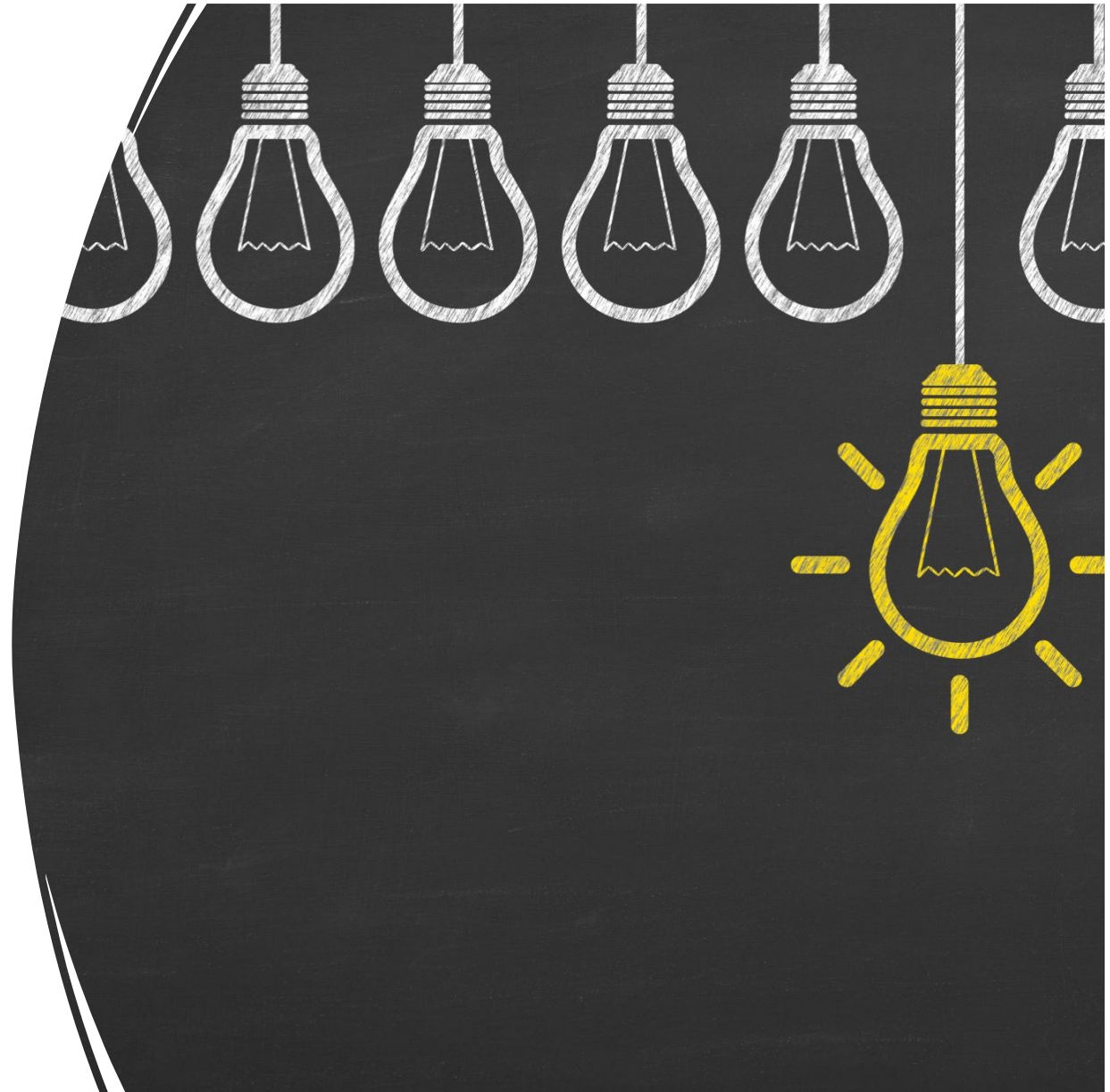


Mary Ann
Sieghart

Discussion

What is credibility?

The quality of being trusted and believed in

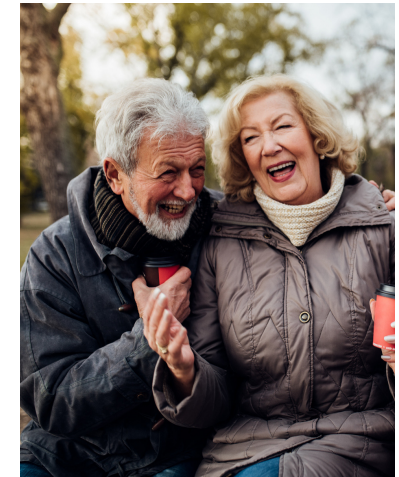


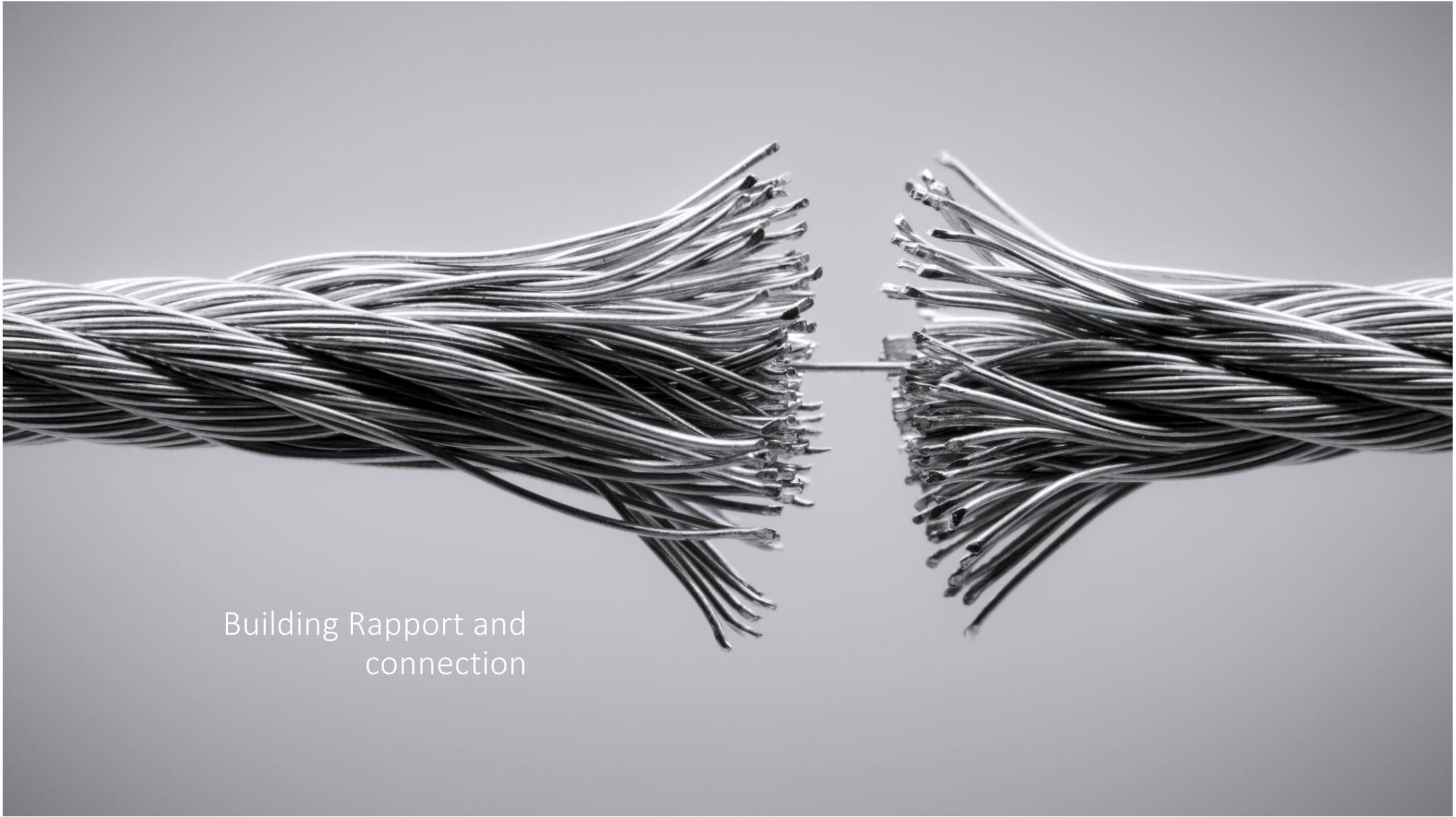


Purpose of you speaking

- chat

DIFFERENT AUDIENCES





Building Rapport and
connection

THE “WHAT’S IN IT FOR THEM?” AUDIENCE matrix



What do you want out of the conversation?



What do you want your audience to get out of the conversation?

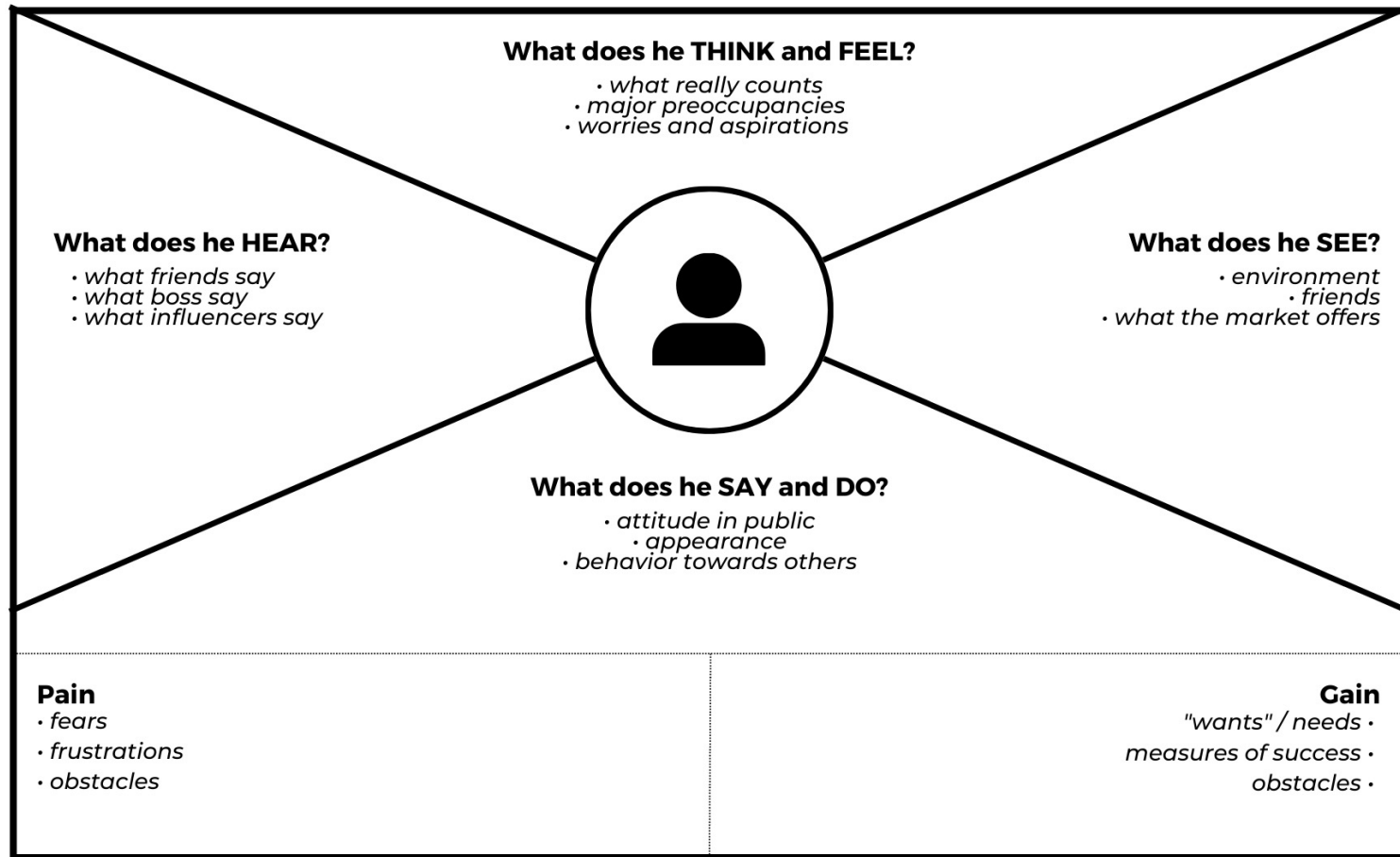


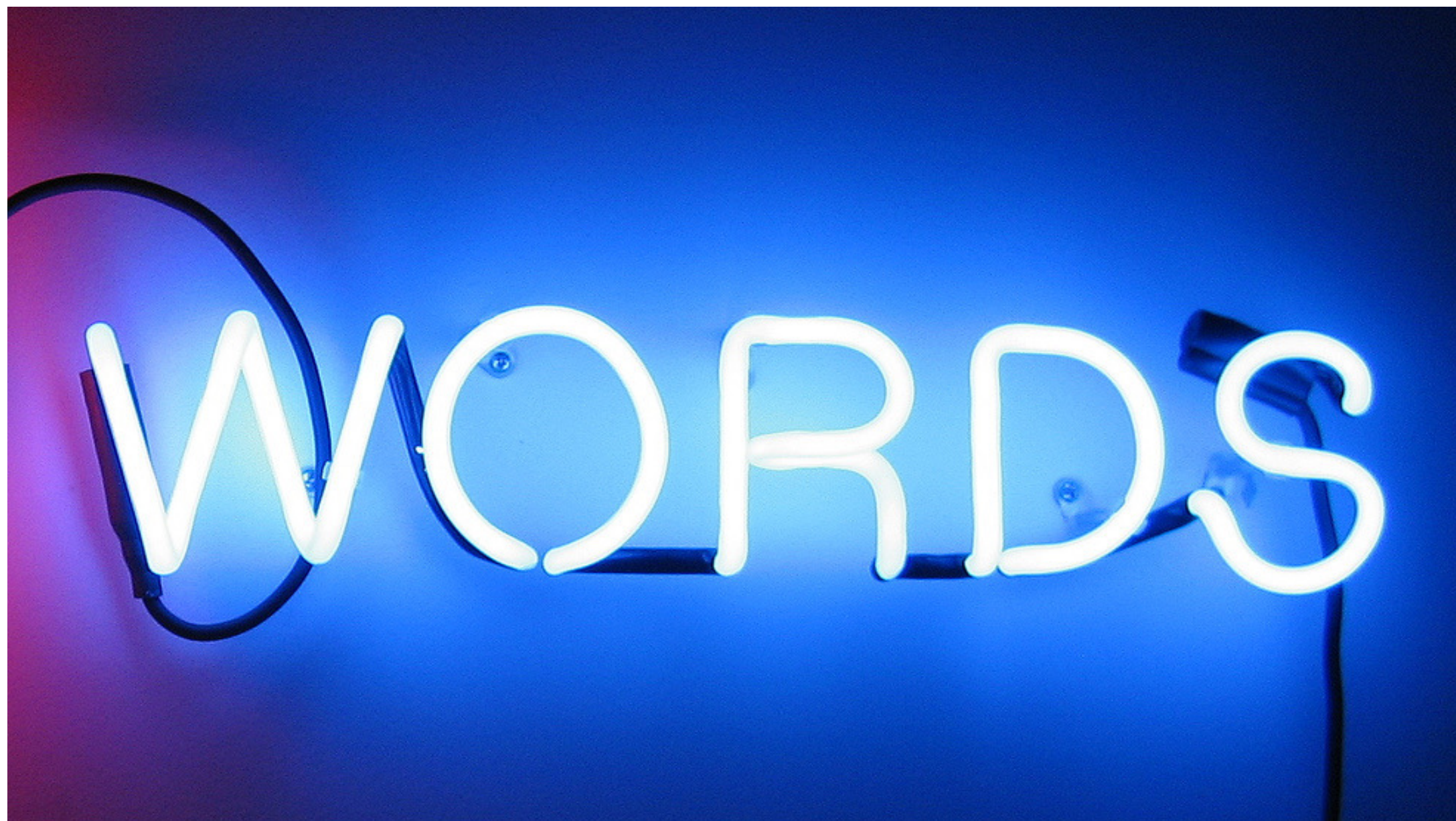
What’s in it for the audience personally?



What’s in it for the audience professionally?

Empathy Map







Ding dong word bingo

Just	Actually	Almost	I just think
I actually disagree	I almost want to suggest	Sorry	Sorry to bother you but
Sorry if this is a silly question but	Sorry, it's only me	Just a minute	A little bit
Just a second	Am I making sense?	Does that make sense?	Do you know what I mean?
I am no expert at this but	You clearly know much more than I about this but	Let me know if you have any questions?	How does everyone feel about this?
Oh: what do you think?	I feel that...	I guess that..	I think that...
I'll just be two tics	I think that I'm good at	Maybe if I	Maybe it would be better to

Ding Dong Email Check List

Ding Dong words and phrases

Unnecessary apologies

Weak add ons

Weak questions for validation

Undermining disclaimers

Hiding your point behind a question

Remember to weave in warmth, authenticity.



Bing Bong Word Bingo

Unquestionable	Tremendous	Brief	Certain
Apologetic	Exceptional	Flawless	In my opinion
To my mind	I consider	The truth is	It is my belief that
It seems to me	From my point of view	Perspective	Constructive
Could you tell me about them	We are approaching this from 2 different perspectives	What is your stand on....	I believe

**I think
I believe
The Truth is**



Make more Impact by saying less.



-
- Keep your content “Headline”
 - Keep focused on the topic
 - Avoid feeling you need to ‘fill up’ silence with extra words
 - Avoid going into too much detail
 - Create curiosity and intrigue
 - If you don’t know what you are talking about, don’t say it!



More ideas

Do one thing at a time

The brain is a sequential processor, unable to process more than two things at the same time. Businesses and schools praise multitasking, but research clearly shows that it reduces productivity and increases mistakes. Try creating an interruption free zone during the day—turn off your email, phone, and social-media free zone during whether you get more done. If you have trouble untangling yourself, download software that blocks your access to certain websites for an amount of time that you specify.

Divide presentations into 10-minute segments

Remember my students who said they got bored in lectures? Well, I have known for many years, provides a guide to creating presentations people can pay attention to. Here's the model I've developed, giving a lecture, for which I was named the Hoechst Lecturer in Clinical Psychiatry (awarded at one of the largest annual meetings in the field).

I decided that every lecture I'd ever give would be organized in segments, and that each segment would last only 10 minutes. Each segment would cover a single core concept—always just one. Each segment would be easy to understand, and would be easy to teach in general, and always explainable in one minute. The brain would be able to meaning before detail, and the brain likes hierarchy. So I would teach general concepts naturally leads to explaining information in detail. I would teach in an archaic fashion. Give the general idea first, before diving into details. And you will see a 40 percent improvement in understanding.

Each class was 50 minutes, so I could do other things. I could do large case studies, I could do other things.

Each class was 50 minutes, so I could easily burn through five large concepts in a single period. I would use the other nine minutes

in the segment to provide a detailed description of that single general concept. The trick was to ensure that each detail could be easily traced back to the general concept with minimal intellectual effort. I would regularly pause to explicitly explain the link. This is like giving the game to us between stuffings. In addition to walking through the lecture plan at the beginning of the class, I sprinkled liberal repetitions of "there we are" throughout the hour.

[illegible]

Just the hook

but the clock is ticking. After a few seconds, the audience's attention is getting ready to drop off to near zero. If something isn't done quickly, the students will tune out and try to successfully losing bouts of an effort to stay tuned in. What they need is success? Not more information of the same type. Not more of the same, but completely irrelevant cues that breaks them from their current thought, making the information stream seem disjointed, unorganized, and patronizing. They need something so compelling that they break through the 10-minute barrier—something



← happily ever after


Story board

Once upon a Time

And then

Suddenly

Happily ever after



How could you include
stories and case studies
when you are in business
conversations?





WAYS TO START

- Statistic
- Statement
- Question
- Story





How could you
end a
conversation?



The image features three white, torn-edge speech bubble cutouts arranged on a solid blue background. A hand is visible at the top left, holding the top edge of the largest speech bubble on the left. Another hand is at the top right, holding the top edge of a medium-sized speech bubble. A third hand is at the bottom right, holding the bottom edge of a smaller speech bubble. The largest speech bubble on the left contains the text "What are you going to say?" in a bold, red, sans-serif font.

**What are you
going to say?**





Creating a self psychological zone

Tips for managing nerves when speaking

Know what you are going to say

If presenting practice

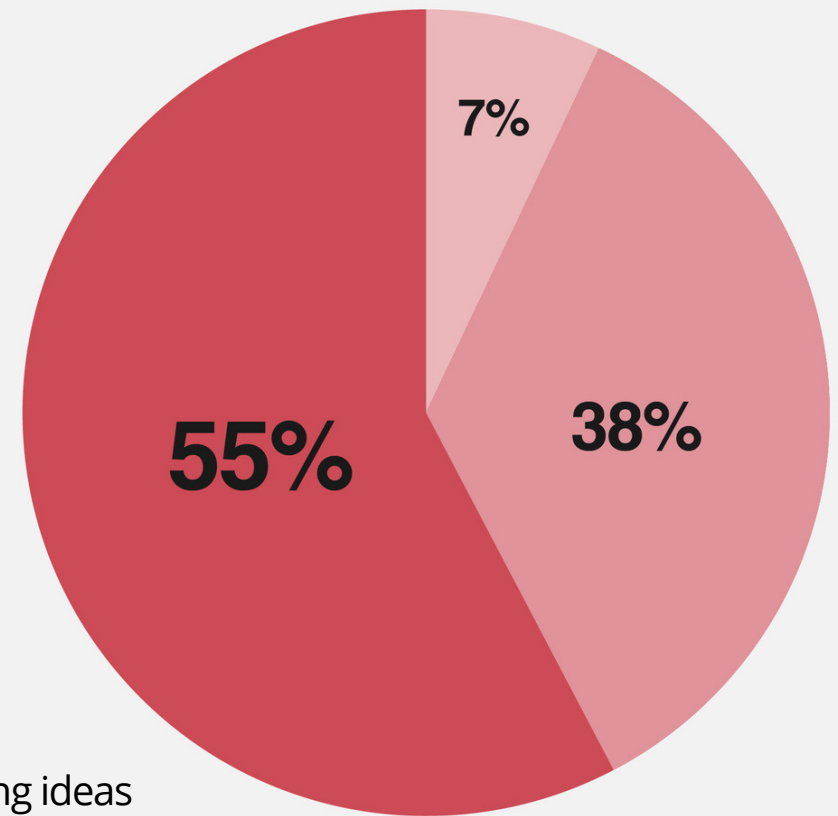
Exercise: stretch or even walk round the block

Breathing exercise

Vocal warm up

Elements of Personal Communication

- 7% Spoken words.
- 38% Voice, tone.
- 55% Body Language.



Source: **Professor Albert Mehrabian**
University of California Los Angeles

Discussion on this: including ideas
of where it doesn't work



Matching what
you say with
your non-verbal
communication

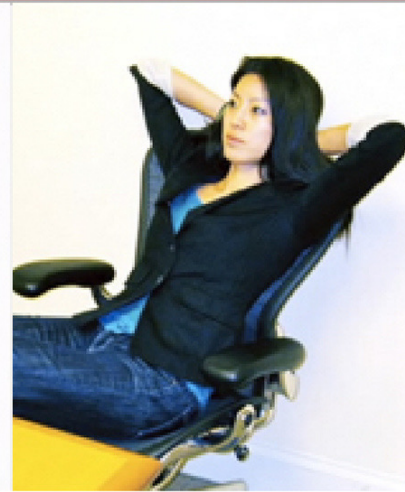


**Your Body
Language
shapes who
you are.**

-Amy Cuddy

Explain this theory. Power pose
demonstration – get everyone up

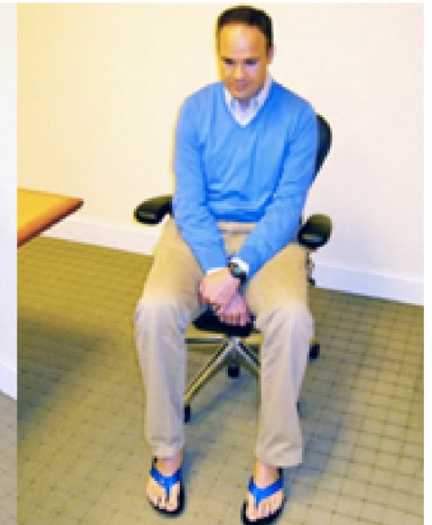
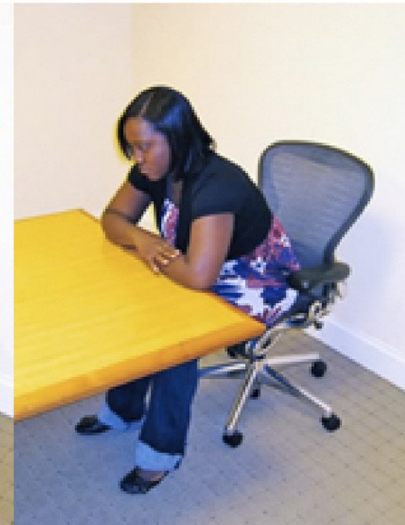




↑ **“High Power”
Body Language**

VS

**“Low Power”
Body Language** ↓

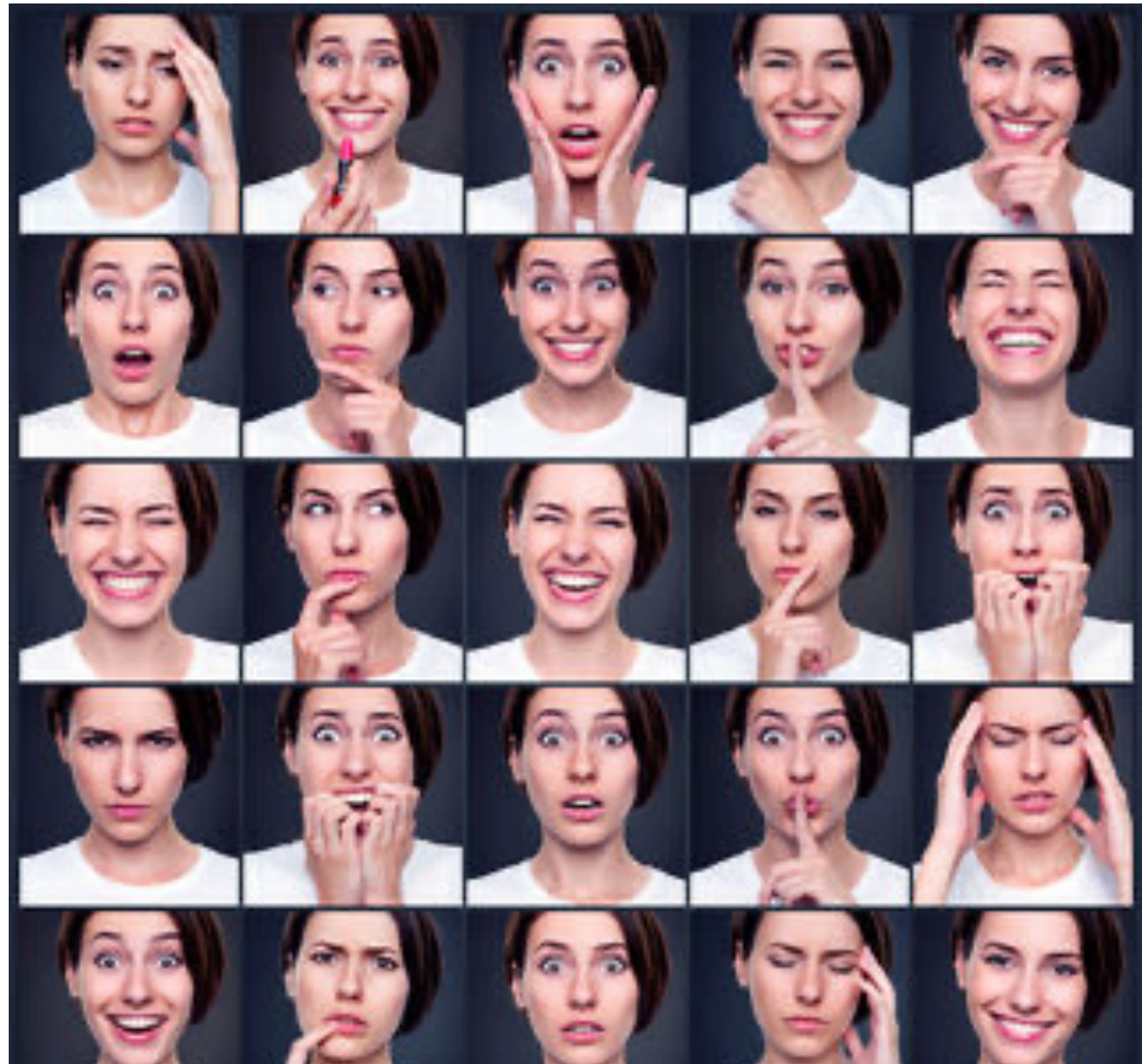




Taking Notes in Meetings



Facial Expressions



How To Use Our Hands to Make an Impact



“

Speak so it is
as easy as
possible for
other people to
listen and
understand
you.

SUSAN HEATON-WRIGHT
SUPERSTAR COMMUNICATOR



The Voice

Q5



[HTTPS://SUPERSTARCOMMUNICATOR.COM](https://superstarcommunicator.com)

★ SUPERSTAR
COMMUNICATOR



A professional studio microphone with a silver mesh grille and a black pop filter is mounted on a stand. The background is a blurred recording studio with wooden paneling and a computer monitor.

When does your voice change?

Tips for Introverts

You have a right to share your opinion

Plan 3 things you could say in any meeting

Ask for the agenda and plan

Use your non-verbal cues (facial expressions, body language) to indicate you wish to speak

In virtual meetings, use chat and highlight you have an opinion to the chair of the meeting

If someone has already said something you were going to say, make sure you speak: "I agree with xxxx; this is the best option"

Support other quieter people in a meeting



Top Tips for Extroverts



Think before you speak: slow down



Read the room: can you see other other people wishing to speak?



Avoid interrupting other people as they speak



Could you speak briefly?



Remember there is power in silence

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What is the first action you will do as a result of this virtual workshop?

+
• ○

<https://superstarcommunicator.com/bayer-hba-resources-2023/>



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