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Charismatic Communication

2024

*INNOVATION IN SPOKEN, BUSINESS COMMUNICATION



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PART 1: GATHERING ALL THE MATERIAL

STAGE 1: YOUR KEY IDEAS

Write down at least 5 ideas or messages for your audience (complete sentences!)

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STAGE 2: THE REACTIONS OF YOUR AUDIENCE

For every idea of stage 1, write at least one likely reaction you might get from the audience (Column A)

A

B

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For every reaction (Column A), guess the emotions / feelings associated with it. (Column B)

Joy - Love - Pride

Anger - Disgust - Contempt - Envy

Fear - Anxiety - Shame

Sadness - Depression

Neutrality - Indifference

Optional: You can apply this exercise also to stage 1: for every idea, which are your personal feelings / the feelings of your company / the feelings of people you represent?

STAGE 3: WHO IS YOUR AUDIENCE?

List the names (titles, positions...) of the people in the audience who you will address.

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In the audience, who is the decision maker / key person with regards to your objective?

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STAGE 4 A: DETERMINE YOUR GOAL AND YOUR EXPECTATIONS

Determine your goal: your presentation is to:

Explain - Reassure - Alert - Motivate - Inform about a decision - Persuade - Ask for

What would you like your audience to do or to say after your presentation?

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What are the implications if your audience does not receive your intended message?

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STAGE 4 B: THE EXPECTATIONS OF YOUR AUDIENCE

What is the core need of your audience?

Understand – Be reassured – Be motivated – Be able to express themselves – Be recognized – Better understand what is expected from them

How does your audience want to feel after your presentation and what would they say to illustrate this?

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STAGE 5: CHOOSE ONE KEY MESSAGE FOR YOUR AUDIENCE TO REMEMBER

Imagine after your presentation your audience would summarize your talk in ONE sentence. What would they say?

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Formulate a short sentence or a slogan.

PART 2: STRUCTURING

STAGE 6: YOUR STRUCTURE

Introduction

Hook
Goal
Expectations

Body

Value
Benefits
Toulmin Model:
Claim:
Data:
Warrant:
Backing:
Qualifier:
Rebuttal:

Conclusion

Call to action:
Feeling of freedom
2 choices

PART 3: FINISHING TOUCH

STAGE 7: INTRODUCTION USING ANECDOTES AND STORIES

Analogy: story or anecdote lived by someone else (another company, another department)

'Our story' (our company) (recap of what happened before / prequel))

'My anecdote' / 'My story'

Time (place)

Character

Mission / ordeal / challenge / will

What there is to lose / risk

Obstacles

Actions / emotions

Ending / expectation

Morale / message

STAGE 8: ADJUST YOUR MESSAGE ACCORDING TO YOUR AUDIENCE'S NEEDS

Key concepts, facts, features

What they mean to the audience

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STAGE 9: SPEAKING TECHNIQUES

Speak in the first person singular or plural («I», «us»)

Speak in the second person («you», «some of you», ...)

Repeat the key message word for word

Help your audience to memorize the core message («In summary...», «What you should take home from this, is»,...)

Use question form (« Do you believe that... ? », « Why am I telling you... »)

Create progressions (chronological, by importance, ... «First... then... and finally...”)

Create oppositions («on the one hand... on the other hand...», «before... after...», «they ..., whereas we...»)

Number your ideas («there are 3 important elements: the first one is... the second one... the third one... »)

STAGE 10 : USING PERSUASION TECHNIQUES



DISTRUB AND REFRAME

1. Disturb
2. Re-assure / reframe
3. Make your request

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DILEMMA

1. Request to choose between two options (both in your favour)
2. Stress the feeling of freedom

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RECIPROCITY

1. Be the first to give
2. What you give must be personalized and unexpected
3. Then make your request

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SCARCITY

1. Stress the benefits
2. Make it unique
3. Stress what the other party stands to loose
4. Then make your request

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AUTHORITY

1. Present yourself or a colleague as a credible, knowledgeable expert (signs, cues, vocabulary...)
2. Then make your request

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CONSISTENCY

1. Ask for the smallest possible commitment first
2. Then progressively for a second, third,... more demanding commitment

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LIKING

- Stress similarities you have with the other person
- And / or compliment the other person
- And / or make the other person cooperate with you

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CONSENSUS (SOCIAL PROOF)

‘Other people have done it : how about you ? ’ : stress the behaviours / actions of other people similar to the person you are trying to persuade.

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REHEARSING TOOLS AND TIPS

TEST AND ASK FEEDBACK

Discover the gap between what you intend to communicate and what people perceive, understand and memorize.

At any stage of your preparation, do present a part or your entire presentation to a test audience (colleague, partner, friends, kids, relatives...). Then ask the questions here below. Do not argue or explain what you intended to do, just listen, ask questions and say thank you!

Questions to ask (based on M. Rabiger (2005), Developing Story Ideas, Focal Press):

1. Let's say you meet someone tomorrow and tell him / her about my presentation. What would you say? : "I heard a presentation yesterday and the main idea is ... (please complete)...".
2. What would you say the purpose of my presentation is? (choose only one)

Explain - Reassure - Alert - Motivate - Inform about a decision - Persuade - Ask for

3. How strong is my presentation against that goal, from 1 (weak) to 5 (very strong)? (Example: if the perceived purpose is "Motivate", how strong does the person feel motivated?)
4. What image did you picture in your mind while I was presenting? (If the person's answer cannot be drawn on a sheet of paper, then your presentation is too abstract and lacks concrete examples to improve memorization).
5. During the presentation, when was the first moment that your attention dropped?
6. What did you find difficult to understand?
7. What did you interest you the most?