



Who wants to be a Superstar Communicator? Who wants to make an impact in meetings? Gets nervous when presenting? Is frustrated they are ignored in meetings?? Is worried about communicating virtually?

HELLO

Learning Objectives

My aim for this course is that you will go away with knowledge and practical ways to be seen, be heard and make an impact when they speak. This includes:

- Understanding who you are speaking to and 'what's in it for them'.
- The variety of virtual platforms you could be speaking on
- Creating clear, concise, focused messages
- The importance of preparation and ideas for preparing
- How non-verbal communication (body language) play a part in any speaking – even on line
- How we can make it as easy as possible for others to listen to us, particularly virtually.



- Audience
- Content
- Preparation
- Performance
- Voice

Created my own communications model; useful for spoken and written communication. This is the superstar communicator methodology and I identified key skills required to be a great communicator – face to face and online.



Story of Danny and the Durham University rowers.

Knowing your audience is crucial to enable you to engage with them. But also by you focusing on the audience, it takes a little pressure off yourself.

Have you sat through a presentation or meeting and not had a clue what was going on? Write down a couple of examples and share

Example: HR presentation to English women. The example was USA baseball. With technical terms of the game and names of the stars. Loss audience.

Superstar Communicator™ Audience Grid

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?

Here is an audience Grid I have created. I use this whenever I am planning a meeting, presentation, pitch etc. When you do this exercise you will begin to discover different content to include in any conversation. Considering their motivation.



What to ask or find out before a meeting. Write down your audience checklist. What do you need to know, to really engage.



Listening to your audience so you really understand them is crucial. And this also applies when you are having virtual conversations.

Face to face: how do you know when someone is listening? Clues. How can you show the other person you are listening?? Virtually: what can you do to show others that you are listening



If you know your audience, easier to know the content



Research of multi national companies in USA; those that used jargon free vocabulary in their marketing had an increase of 2.5% in share prices.



Brief speaking. This is almost in contrast to story. Brief, concise, knowing your audience. You might only have a short time to engage your audience.



Whether it is meetings, presentations, speaking, always have a strong start and finish.
Start: question, statement. Can be funny.



Call to action. The audience needs to know what to do – finish work, speak to you, arrange a call etc.



Power of storytelling. We are programmed to listen to stories and we feel different emotions. This means it is easy for us to remember what has been said. So use stories and case studies

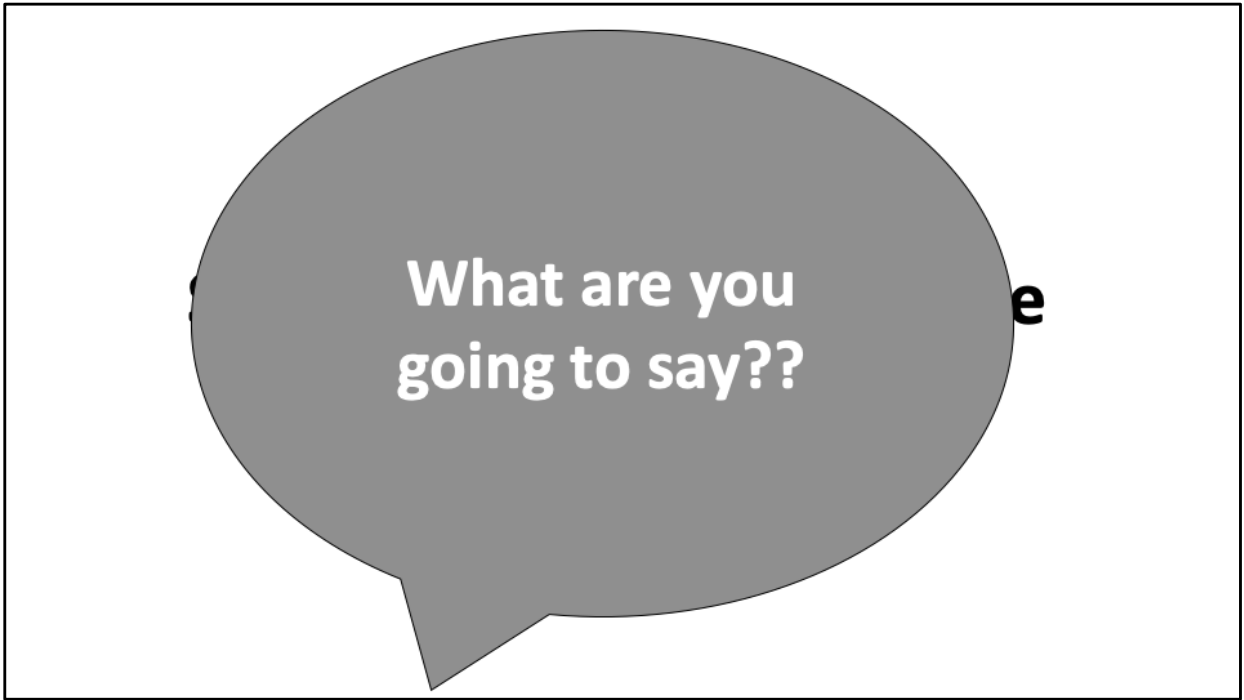
Story board

Once upon a Time	Suddenly
And then	Happily ever after

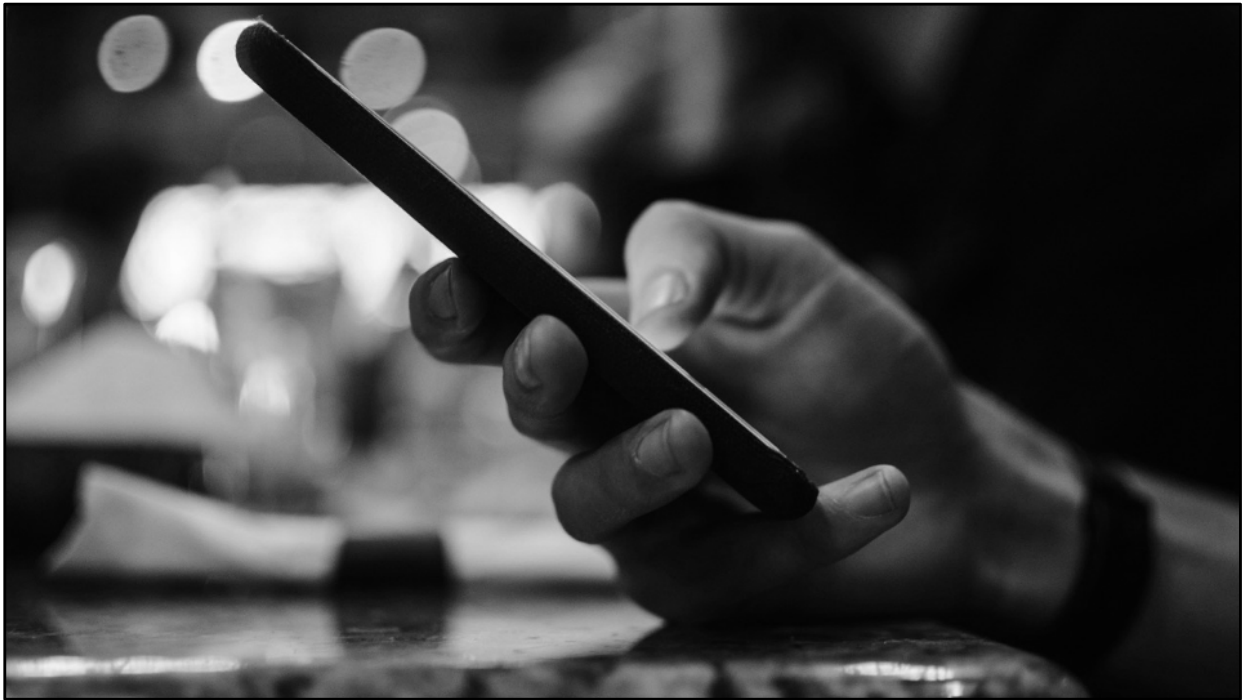
A very simple story board



Fail to prepare; prepare to fail!



You need to know what you are going to say



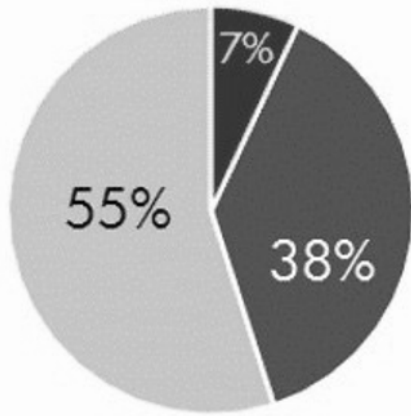
Switch off distractions



Physical exercises to get you into the zone - stretching



All the world's a stage and all the men and women merely players.



Elements of Personal Communication

- 7% spoken words
- 38% voice, tone
- 55% body language

Source: Professor Albert Mehrabian
University of California Los Angeles

Mehrabian: myths etc we. Have to get everything aligned so we don't confuse our audience

“

**Your body
language shapes
who you are.**

- Amy Cuddy

www.executivevoicce.co.uk



Amy Cuddy we can change the way we feel about ourselves by changing our posture and body language

"High Power" body language (top row)

vs.

"Low Power" body language (bottom row)

(Images courtesy of Amy Cuddy, Harvard University)





General Sir Mark Carleton-Smith, chief of the general staff, spoke out in a three-minute YouTube video

Army chief dresses down troops in YouTube rebuke

powerpose

**This 1 hour
meeting could
have been an
email!**



What would you say to this person to engage them



Power Pose Madness!

No words



But Blackadder rocks Powerpose



Speak so you are as clear as possible and easy as possible for others to understand you



Projecting the voice – find your inner Betty

Learning objectives

My aim for this course is that you will go away with knowledge and practical ways to be seen, be heard and make an impact when they speak. This includes:

- Understanding who you are speaking to and 'what's in it for them'.
- The variety of virtual platforms you could be speaking on
- Creating clear, concise, focused messages
- The importance of preparation and ideas for preparing
- How non-verbal communication (body language) play a part in any speaking – even on line
- How we can make it as easy as possible for others to listen to us, particularly virtually.





More resources on the Superstar Communicator APP

Go to slides, notes learning and there is a section on be seen, be heard



Linkedin Susan Heaton-Wright
Twitter @superstarcomms
Instagram @susanheatonwright1
iTunes Superstar Communicator

www.superstarcommunicator.com

susan@superstarcommunicator.com

I am always at hand if you have some questions. Please link with me on LinkedIn; feel free to drop me a message if you need any advice! And thank you.