

# COMMUNICATION MASTERY

with **TONY JEARY**

**MR. PRESENTATION™**

**WORKBOOK**



# **IMPORTANT**

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# COMMUNICATION MASTERY

with **TONY JEARY**  
WORKBOOK

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# Introduction

Welcome to *Communication Mastery*! You've just made a strong commitment to mastering the art of communication.

People communicate many different ways, not just verbally. We communicate nonverbally with our business cards, with our websites, with our clothes, and with our posture. All the ways that we communicate have an impact on our brand and have an impact on whether people want to do business with us. Communication has an impact on whether people will do what we ask them to do, and it has an impact on whether or not we will achieve the goals that we want to achieve.

Those people who communicate with mastery are able to attain their goals at a much quicker rate than those who don't. *Communication Mastery* can help you achieve more of the goals that you have—grow the business that you desire, attain the economic situation that you want—by being able to communicate more effectively. This then leads to having a better life, which includes having better relationships, and so on.

Communication Mastery is being able to present your best self every single time so you can reach the goal, so you can reach the target, and so that you can attain the objectives that you have for your life.

## **The Purpose of *Communication Mastery***

The purpose of this program is to give you proven practices, processes, and principles so that you can increase your confidence, impact people more with your message, influence and persuade people to buy into your message, have better relationships, communicate and connect, be able to succeed more, both individually and globally—personally and professionally.

## **The Process of *Communication Mastery***

*Communication Mastery* is divided into several different segments. The first session is designed to raise your awareness to another level of understanding of how communication really works. Session Two is devoted entirely to a special quiz. There are 20 different questions that you'll be asked to answer and think about.

Next, we're going to go into your own personal brand. Who are you and what do you want to communicate to the world? You'll learn the Branding Matrix™, a very simple concept that has specific questions that you want to answer to find out who you really are and how you want to present yourself to the world.

Then we're going to talk about preparation. How do you have what we call “planned spontaneity”? How can you be so prepared that you can be spontaneous and communicate in any given circumstance? We're going to talk about delivery and specific practices, just as if you were in our Success Acceleration Studio in Dallas, Texas.

There's also an entire session devoted to the art of persuasion. How do you communicate and really influence people with huge impact? Finally, the program is tied together with some of the nontraditional ways that we communicate.

## Very Important Points

Also, throughout the program and at the end of each session of this workbook you'll find the important ideas presented in the form of VIPs, or Very Important Points. These VIPs are summaries of the essential elements of this program.

*Communication Mastery* is designed to deliver value to you. Each and every minute that you're listening to the program, we want to deliver kernels of value that are going to help you on your road to Communication Mastery.

*Note:* Encourage your colleagues and/or team members to add this program to their library.

## How to Use the Program and This Writeable PDF Workbook

If you wish, you can listen to *Communication Mastery* in order. If you want to go and flow through one, two, three, all the way, and end up with number eight, you're perfectly welcome to do that, and the program will flow very nicely in that order.

However, if you're interested in going to a specific topic, you can skip directly to that topic. If that's going to give you the most impact, we want to get you the most impact. We're committing to delivering value in this program. It's not about us; it's about you.

How can you get the most out of this workbook? By using it in conjunction with the audio program. For each session, do the following:

- Preview the section of the workbook that goes with the audio session.
- Listen to the audio session at least once.
- Complete the exercises in this workbook.

By taking the time to preview the exercises before you listen to each session, you are priming your subconscious to listen and absorb the material. Then, when you are actually listening to each session, you'll be able to absorb the information faster—and will see faster results.

Research has shown that the more ways you interact with learning material, the deeper your learning will be. Nightingale-Conant has created a cutting-edge learning system that involves listening to the audio, reading the ideas in the workbook, and writing your ideas and thoughts down. In fact, this workbook is designed so that you can fill in your answers right inside this document.

Let's get started on the road to Communication Mastery!

# Session One: Life /s a Series of Presentations

How many presentations do we make in a given week? How many phone presentations do we make in a given week? Perhaps dozens, perhaps hundreds? Perhaps we make presentations on the phone that are directly to individuals, to groups, or maybe they're delayed presentations in voicemail. Do we make presentations each week in our emails? Emails are a big way that we communicate today. Do we present one-on-one? Do we train with people? Do we support people? Do we coach people? Do we present in small groups? Large groups?

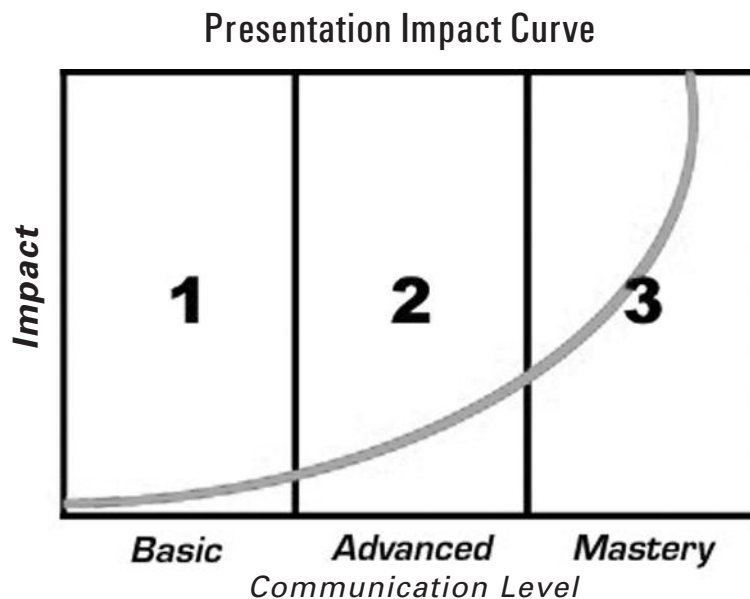
Most of us, when we think about presentations or communications, think a lot about what we do in business and in our professional lives. What about personally? Do we present to our spouse? To our friends? To our kids? To our neighbors and our churches?

## *Life Is a Series of Presentations*

(Fireside Books 04/Simon & Schuster Trade)

We're presenting all the time. As a matter of fact, life is a series of presentations, and today we want to help you with Communication Mastery. How do you master the art of communications?

This impact curve was developed with partners Greg Kaiser and George Lowe. Impact is a measurement of the results you get from your presentations. Looking at the following chart, ask yourself, "Where am I today?"



If you had to rate yourself today, and you said, “Between 1 and 100, how would I rate my Communication Mastery? Do I really maximize my tonality? Do I really adjust and leverage my body language when I’m in front of someone? Do I have my brand down so each and everything that I’m doing really is a reflection of who I am? Do I have clarity on every single presentation so that I can influence people to buy into my message?” If you’re really, really good at doing that, rate yourself up into the 80s or 90s. Maybe you’re somewhere in the 60s or 70s, or maybe you’re just getting started in the 30s, 40s, or 50s. Wherever you are today, what we want to do is to push you up the curve, to push that number. We want to help you push that by 10 percent, 20 percent, or 30 percent, in just a few short hours of listening to the kernels that are about to come out in this program.

Envision a level one. A level one might be between, say, 0 and 30 or 35 on this scale of 1 to 100, and that’s what we call the basic level. Many people operate their lives on what we call the basic level of communication, and they go through life just fine, without ever hearing what’s going to be in this program.

However, many people operate even higher, up into what we call level two advanced, where they’ve stepped back and they’ve really analyzed their communication effectiveness. They’ve polished, they’ve oftentimes had people critique them, and they really communicate at a level that’s admirable. Maybe you’re in that level.

The third level is what we call Communication Mastery. That’s a level at which we’re operating at 80, 85, 90, 95, all the way up close to 100. It’s not about getting a perfect 100. It’s not to be perfect, it’s to be perfectly prepared. Moving from just great skill to operating at a strategic level—whether individually or in an organization.

### Exercise One: What Level Do You Want to Achieve?

Using the previous chart and descriptions, assess your current communication skill level.

What level are you at now? \_\_\_\_\_

What level would you like to get to? \_\_\_\_\_

When you move into level three, you get a disproportionate amount of increased impact. For example, Tiger Woods is just a little better than many golfers, often one or two strokes ahead, on average. But his payday is dramatically more. Mastery level increases all kinds of benefits

### The Benefits of Change

Oftentimes, we say we want to change. People are constantly starting self-improvement projects, and more often than not, change doesn’t happen. When you’re thinking of improving your communication style, you have to consider, do you really want to? Do you have that commitment? Do you really know the benefits? As a matter of fact, let’s take a minute and talk about the benefits of improving your communication effectiveness.

When do most of us make our first formal presentation? Often we make our first formal presentation when we’re about four or five years old. It’s kindergarten and we often have an opportunity to make a presentation at school called show and tell. When we make that show and tell presentation, what happens?

What happens is the students and teachers respond to how we’re communicating. How they respond affects our self-esteem. It affects how we see ourselves, and that same reflection happens our entire lives.

Whether you’re a student or whether you’re an adult (mature or not), ask yourself these questions: Are you really confident when you’re presenting? How is your outlook? How do people



respond to you? Because one of the large benefits as a takeaway from this program, for being able to operate with Communication Mastery, is to be able to communicate with the **highest confidence** in all the things you're communicating.

Next, we mentioned a little earlier about persuasion and getting people to buy in. You know, maybe you're in sales, maybe you're in management, maybe you're in a new business, or maybe you're a student. In all the areas of life, even as a parent, you want to be **able to influence**.

Think about just communicating with your kids for a minute. If you have kids, think about being able to get them to do their homework. Is that an important piece to the life puzzle? If we want to have Communication Mastery, we want to be able to not only **excel professionally**, but we want to be able **to excel personally**.

In this program we're going to talk about how we communicate to our spouse, to our loved ones. How do we form those relationships and **connect at a deeper level**, where we're really hearing, we're really absorbing, and we're really able to deliver in a way that people can hear and can receive our message the way we want them to receive it?

What are other benefits? How about **respect**? Do we all want to be respected? Absolutely. How about **credibility**? Do we all want to be more credible? Maybe you're delivering a message. You could spend a large amount of time preparing the exact handout or the exact PowerPoint™ or the exact prop to be able to deliver the message, but if you can't deliver with credibility, then you may not be able to **get the message across** the way you want.

Do we want to be able to **save time**? Oftentimes you may be thinking, "When I'm preparing for a really important presentation, it takes me time to get all the pieces together." And in this program, one of the benefits you're going to walk away with is how to save time in your preparation.

We constantly have to be thinking about how the people that we're communicating to want to receive the information. And if we want to be masters, it's about communicating to them the way they want to receive it, just the way we're doing in this program right upfront. We're taking these few minutes upfront to let you know what you're about to get, why you're going to get it, and how you can use it to work best for you.

### Exercise Two: The Benefits of Change

In this exercise, write down five results you want to achieve through Communication Mastery. Be as specific as possible. Do you want a raise? Do you want to increase your sales skill? Perhaps you want to show your spouse that you love him or her.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### **The Pain of Poor Communication**

What happens when we don't present well, when we're not communicating in the mastery level? Do we have waste? How much waste is there from a business perspective?

Do you hold meetings? Are meetings part of your world? How many times do you go into meetings without a clear objective? You know, even if it's just a casual meeting, it's good to write down or just say, "What's our real objective today?"

There are lots of different pains from being inefficient in communication. Think about your own personal brand. If you're not communicating your brand with effectiveness, how does that play out? Does it stunt your career? Does it cause people not to be attracted to you?

If you want to maximize your time and really accelerate your own success, you need to be clear on your own brand and avoid making embarrassing mistakes.

This program will help you be looked upon as a person who can really communicate as a leader, as a top achiever, as a person at the top of your game. *Communication Mastery* will help you get to that level.

### ***Who You Are Is Who You Should Be***

As you are going through this program, it might be tempting to model yourself after someone else. You might look up to, say, Oprah Winfrey or "The Great Communicator" Ronald Reagan.

Don't. Don't change who you are. You should be real. Whether you're speaking to one person or 10 people, you're speaking on the phone, or you're speaking to a large group, being yourself is an important piece of the puzzle. *Communication Mastery* gives you the very best practices, the very best processes, the very best principles that you can lay over into your own personality so you can be your very best. It's not about being perfect; it's about being perfectly prepared.

### **The Belief Window**

There are lots of things that we don't see. "The Belief Window" is a model that came from a gentleman by the name of Hiram Smith, and we've adapted and tweaked it here. It's very relevant right now at the beginning of this program to have you be aware of what you're seeing or what you're not seeing so you can really understand this awareness puzzle.

Often, we're floating through life, and the way we see the world, the way we communicate through the world, the way we filter the world is through what we call our "window." What's in our window? In our window are principles. Where do we get those principles? Those principles come from our parents. They come from things we've read, things we've heard, things we've seen, things we've experienced.

Have you ever realized that you could be operating your life on principles that may not be exactly accurate? Here's a simple example that almost everybody can relate to.

Growing up, most of us heard the principle that "Sticks and stones will break my bones, but names will never hurt me." As time goes on, most of us realize that the principle that "words can't hurt" isn't accurate. How people communicate to you and what they say can have a huge impact on your self-esteem. It can have a huge impact on how you prosper and grow in life. It can have a huge impact on you as a kid, and it can have a huge impact on you as an adult.

You might have other principles that you operate on, and you might not even be aware that you're doing that! In the rest of this program we're going to share with you principles that can have an impact, that can help you clarify the things that do work, that help people to buy into

your message, that help you become more charismatic, to help you attract more opportunities, to help you excel in your life as a leader, both professionally and personally.

### Exercise Three: Underlying Beliefs

In this exercise, you're going to identify some of the principles in your Belief Window. What are some of your underlying ideas about communication? Were you taught "Children should be seen and not heard"? Perhaps you have some beliefs about gender. "Women don't speak assertively." In the following spaces, write down as many underlying beliefs that you have about communication as you can think of.

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### *Very Important Points for Session One*

- Realize that you are presenting all the time.
- Strive for excellence, not perfection
- Make sure any meeting has clear objectives
- Be real; be yourself. It's not about being perfect. It's about being perfectly prepared.
- Always have the three Ps: Purpose, Process and Payoff
- There are many, many benefits to improved communication skills—including faster personal and professional success.

# Session Two: 20 Components to Help You Deliver Your Perfect Message™

Welcome to Session Two. This session contains a quiz that has 20 important questions that you need to really be reflecting on and to know about. In this workbook, you can take the quiz, and then we're going to give you the answers. After we do that, we're going to reflect on how we can take those answers and put them into real practice so that you can move forward in your Communication Mastery efforts.

## Presentation Quiz

1. Approximately how many words per minute does the average person speak?
  - a. 500
  - b. 100
  - c. 200
  - d. 400
2. Of the following, which is the aspect of communication that is most perceived by an audience?
  - a. The spoken word
  - b. Body language
  - c. Tone of voice
  - d. Room color scheme
3. Approximately how many words per minute can the average person hear and process?
  - a. 500
  - b. 600
  - c. 700
  - d. 800
4. What is the length of the average adult's attention span?
  - a. 15-20 minutes
  - b. 27-31 minutes
  - c. 5-7 minutes
  - d. 12-15 minutes
5. The method used to get consistent feedback from your audience during a presentation is called \_\_\_\_\_ ?
  - a. Targeted questioning
  - b. Verbal surveying
  - c. Testing the waters
  - d. Business entertainment
6. What is first in determining the objectives of a presentation?
  - a. Defining the audience
  - b. Knowing the action your audience should take
  - c. Knowing how many people will be in your audience
  - d. Both a and b
7. The method used to get input and feedback from a specific audience member is called \_\_\_\_\_ ?
  - a. Verbal surveying
  - b. Targeted questioning
  - c. Targeted polling
  - d. Business entertainment
8. Which of the following are part of the four levels of learning?
  - a. Unconscious incompetence and conscious competence
  - b. Conscious unconsciousness and Incompetent consciousness
  - c. Conscious incompetence and unconscious competence
  - d. Both a and c
9. What is the major cause of nervousness in general?
  - a. Claustrophobia
  - b. Low self-esteem
  - c. Fear of the unknown
  - d. Paranoia

10. What is one of the best ways to build rapport with an audience?
  - a. Start early, finish late
  - b. Skip lunch
  - c. Talk about commonalities
  - d. Spell their names correctly on their name tags
11. In a presentation environment, one of the best ways to reduce nervousness is:
  - a. Valium
  - b. Preparation
  - c. Avoidance
  - d. Procrastination
12. Which of the following is an effective way to establish credibility and gain 100 percent audience buy-in?
  - a. Trust transference
  - b. Be yourself
  - c. Tell the truth
  - d. All of the above
13. What are the four column headings of the basic 3-D Outline™?
  - a. What, When, How, Why
  - b. Who, How, Where, When
  - c. Where, How, Why, Who
  - d. Time, What, Why, How
14. The concept of \_\_\_\_\_ gets and keeps audiences involved, attentive, and happy.
  - a. Free golf
  - b. Free money
  - c. Business entertainment
  - d. Presentation brevity
15. During a presentation, one of the best ways to reduce nervousness is to:
  - a. Read from your notes
  - b. Get the audience involved
  - c. Don't look at the audience
  - d. Look over the heads of the audience
16. "Audience closure" accomplishes what?
  - a. Solutions to a childhood emotional trauma
  - b. Proves that expectations were met
  - c. Clears the presentation room
  - d. Summarizes the key points of the presentation
17. What is the process used to identify the core objectives of a presentation?
  - a. The filtering process
  - b. The funneling process
  - c. The derivative process
  - d. The smelting process
18. Sitting in your audience's seats prior to the presentation accomplishes what?
  - a. A more complete preparation
  - b. Gives you the audience perspective
  - c. Turns one more unknown into a known
  - d. All of the above
19. What is the generally recommended number of objectives for a presentation to address?
  - a. 1 or 2
  - b. 2 or 3
  - c. 3 or 4
  - d. 5 or 6
20. Which of the following best summarizes our task of meeting audience expectations?
  - a. Learn and use audience members' names
  - b. Create winning opportunities
  - c. Be flexible
  - d. Give value, do more than is expected

## Answers and Reflection

**Questions 1 and 3:** How many words per minute does the average person speak?

How many words per minute does the average person hear and process?

Our research has shown that the average person speaks at about 200 words a minute, but the average person processes at about 800 words a minute.

People process about four times as fast as we speak. If we're going to communicate with mastery, what we've got to do is realize the way people digest information. To be exceptional at communicating with our message, we've got to realize that people process information differently.

Personalize it!

Are you a "fast" talker or a "slow" talker? Does your mind tend to wander when others are speaking? Is there someone in your life whom you tend to "listen" to more than others? How fast does that person speak?

**Question 2:** Of the following, which is the aspect of communication that is most perceived by audience?

Is it the spoken word, body language, tone of voice, or room color scheme? What's the most important? Well, most of you probably have already figured it out. It's either tone or body language, and research has shown that a little over 50 percent of the way we communicate is our body language when we're in person, and roughly a third is our communication by our tone of voice.

So if we're communicating at those 200 words a minute and we don't really leverage body language, are we missing something? Are you really leveraging your body language? That means, for example, if you're in a meeting, look at how you're positioning yourself. You might stand up when you're talking and use the body language of being in a tower of posture standing up. Or you might walk over to a grease board or to a flip or something else in the room, so you change the dynamics of your body language.

It's not just your hands and your face—although those are important—it's working the entire environment. If you're giving a talk to a large group, it's working the whole stage. It's moving on and off the stage. It's how you entered the stage. It's all the body language.

Number two is the tone. Are you fluctuating your tone? When a person is monotone, do we zone out? Absolutely, because, remember the first two questions. We process information about four times as fast as we speak. Well, obviously it's our pitch. It's our volume. It's our pace. It's those simple things. Make sure you fluctuate your tonality and make sure you leverage body language, because those are things that are going to put you in a position to allow people to really hear your message in the most effective way.

Personalize it!

Do you leverage your body language? How could you do better? Are you monotone? Do you need to adjust your tonality? How is the pitch of your speech? Do you speak loudly enough? Too loud?

**Question 4:** What is the length of the average adult's attention span?

Is it 15 to 20 minutes, 27 to 31 minutes, 5 to 7 minutes, or 12 to 15 minutes? Most people answer that question d, 12 to 15 minutes, but the answer is 5 to 7 minutes. What does that mean to you?

If you're communicating a message, approximately every five to seven minutes, people need to have some variety. Change the way that you're communicating. Change the how.

What are some "hows"? Most of the time when we're communicating, we're communicating with our words. We're talking. But oftentimes a Communication Master uses PowerPoint™s or slides, right? Oftentimes a Communication Master will use a handout. Well, those are three things that are popular in terms of the way we communicate, just plain old talking, a handout, and slides. But there are about 18 to 20 different ways that we communicate that you may not be aware of.

We can communicate the how with a case study, with an example, with a sample, with a role play, with an activity, with a quiz, with a skit, with a contest.

Whether it's a conversation, whether it's a speech, whether it's a training, whether it's a sales pitch, whatever it might be, put variety into your presentation.

Personalize it!

How do you usually vary your "how"? What are five ways you can vary your "how"? What is one you've never tried before?

**Question 5:** The method used to get consistent feedback from your audience during a presentation is called \_\_\_\_\_?

Is it targeted questioning, verbal surveying, testing the waters, or business entertainment? The answer to this question is verbal surveying. (From *Inspire Any Audience*, River Oak, 1997) What's verbal surveying all about? Verbal surveying is about getting feedback from your audience as you're presenting, as you're communicating. Now think about it. Oftentimes we go up and we're communicating. We click along and we're talking for five minutes, 10 minutes, 15 minutes, and then, at the end, we're kind of like "How did we do in our conversation? Did we reach our objective?"

What we encourage people to do is a verbal survey. If you've got a group of different people you're communicating to, about a third of the way into your communication, survey your audience and get some feedback. Don't just look at their faces and try to make a judgment, although that's important to do, but simply ask them, you know, "How's my pace? Should I make some adjustments? Should I go into more detail?" Then as you get that feedback, make adjustments so that you can communicate the way they want to receive it. Again, **a master communicates in a way they want to receive it, not the way you want to deliver it.**

Personalize it!

Have you ever done a verbal survey? What did you ask? What kinds of questions could you ask your audience in a verbal survey?

**Question 6:** What is first in determining the objectives of a presentation?

Is it defining the audience, knowing the action your audience should take, knowing how many people will be in your audience, or both a and b? And the answer is d, both a and

b. We need to define our audience, and we need to know the actions we want our audience to take.

So many times people miss the clarity, even just making a simple phone call. Before you pick up the phone, just take three or four seconds to say, “What’s the objective? What am I really wanting to accomplish?” because half the time you’re going to get voicemail. If you’re really prepared for that, what can you do? You deliver a voicemail that’s going to be more targeted to your objective if you take those three or four seconds and get clear on what your objective is of the call.

Now, the first part of the objectives should be an action word. What are the actions you want people to take? What are the actions that you want your objectives to accomplish? Do you want to convince somebody of something? Do you want to teach someone something? Do you want to communicate something to the person? Do you want to facilitate something? Do you want to brainstorm something? What is the action word? First, get clear on that.

And then, of course, the next answer is defining the audience. How many times do we not get clear on who our audience is? How old are they? What’s their background? Who all’s going to be there?

So please know that what we’re sharing here works in large groups and works in small groups as well, and it even works on one-on-one.

Personalize it!

Do you define your objectives before a presentation? Do you do it before you make a phone call? When you make a presentation, what are some action words that can describe your intended outcome? Who is your audience, usually? What are some of their characteristics?

**Question 7:** The method used to get input and feedback from a specific audience member is called \_\_\_\_\_ ?

Is it verbal surveying, targeted questioning, targeted polling, or business entertainment? The method used to get input and feedback from a specific audience member is called targeted polling. Now you might have guessed targeted questioning. Either one is a good answer. Targeted polling is polling one individual. Let’s say you’re speaking to 10 people and it’s an influential-type presentation. You want to communicate in a way in which you really get a message across.

Sometimes have one or two people come in early and target poll those individuals and get input that can really help you out. Maybe you’re talking and you take a little break. You can target poll one or two individuals. That individual input that you poll and get feedback from can allow you to adjust and communicate at a much higher level. You communicate with passion and impact, and are about to reach the results that you want.

Personalize it!

Have you ever used targeted polling? In what kinds of situations could you use targeted polling? Whom would you poll?



**Question 8:** Which of the following are part of the four levels of learning?

Now, here we go. Is it unconscious incompetence and conscious competence, a, or is it b, conscious unconsciousness and incompetent consciousness, or is it c, conscious incompetence and unconscious competence, or is it d, a and c?

This question is based on a model. It's a model about learning a skill. Here are the four stages of this model:

**1. unconscious incompetence:**

- The person is not even aware that the skill exists, nor is the person aware that he or she can't do it.
- The person might deny the relevance or usefulness of the new skill.

**2. conscious incompetence**

- The person becomes aware of the existence of the skill and knows that he or she doesn't know how to do it.
- The person realizes that by improving his or her skill or ability in this area effectiveness will improve.

**3. conscious competence**

- The person is able to do this skill but still needs to think and concentrate in order to perform it.
- The person should be able to demonstrate the skill to another but is unlikely to be able to teach it well to another person.

**4. unconscious competence**

- The skill becomes so practiced that it becomes "second nature," or unconscious.
- The person might actually have difficulty in explaining exactly how he or she does it—the skill has become largely instinctual.

What we want to get to as a Communication Master is the fourth level. That's where we're communicating unconsciously. That's called unconscious competence, what we call our habits. We don't even have to think about it. It's automatic. We can jump in. If Sniper Sid stands up in our audience and asks us a tough question, we know how to facilitate around it, or if someone walks in late to a meeting, we know how to deal with it, or if the phone rings, or all the different circumstances that happen in real life, we can be prepared. We want to be able to have all these skill sets, the mastery skill sets, so that we can communicate, we can be flexible, tailor and adjust, and be able to smoothly execute. Again, bottom line there, we want to move into that bottom, that fourth level, the level of habits, the unconscious competence.

Personalize it!

Where are you now in the model? Have you ever had an unexpected occurrence in a presentation? How did you handle it? How do you wish you had handled it? What are you going to do to get to the next level of Communication Mastery?

**Question 9:** What is the major cause of nervousness in general?

Well, some people say it's low self-esteem, but we believe it's really the fear of the unknown. Most people want to be more confident, right? The way we become more confident is turn the unknowns into knowns. We need to know how people are going to react. We need to know what the rule set-up is going to be like. We need to know our content well. We need to rehearse. We need to turn all those unknowns to knowns, and we will be more confident.

Personalize it!

When you are giving a presentation, what elements are usually unknown to you? What is the effect of these unknowns? What could you do to turn some of the unknowns into knowns?

**Question 10:** What is one of the best ways to build rapport with an audience?

Is it start early, finish late? Maybe. Is it skip lunch? Maybe. Is it talk about commonalities? Probably. Is it spelling their names right on their name tags? Well, how about this? It's c, talk about commonalities. Oftentimes we go in and we want to be influential. We want to present to someone or a group of people, and we want them to really hear a message, and we get right to the facts, you know, the old "Just the facts, ma'am."

Sometimes we get so focused on the facts, so focused on details, that we skip the important piece to the puzzle of building rapport. Don't make that mistake—be aware that rapport is an important piece to the puzzle. When you first shake hands with a person, when you first connect with a person, when you reconnect with a person, when you connect with a person that you see every day, building rapport and constantly connecting with commonalities in a way that you are synergized can have a huge impact on the way people receive your message.

Personalize it!

How do you build rapport with individuals? How do you build rapport with groups? What kinds of commonalities could you look for to build rapport?

**Question 11:** In a presentation environment, one of the best ways to reduce nervousness is:

Is it Valium, is it preparation, is it avoidance, or is it procrastination? The best answer is preparation. As a matter of fact, if you think back to question number 9, it says, "What is the major cause of nervousness," and we said it was the fear of the unknown. The more we turn the unknowns into knowns, the more prepared we're going to be. And is preparation a good thing? Absolutely. There is an entire session devoted to preparation. We want to give you all kinds of different ways to be able to have a great arsenal and to have a system.

We need to rehearse, think through, write down, gain input, do research, all those things that we can do to turn the unknowns into knowns.

Personalize it!

What do you do to reduce nervousness? What kinds of preparation could you do before a presentation?

**Question 12:** Which of the following is an effective way to establish credibility and gain 100 percent audience buy-in:

A, trust transference, b, be yourself, c, tell the truth, and, d, all of the above? So if you thought a, b, c, d, count them all right, because d is the best answer, all of the above.

In *Inspire any Audience* (Honor Books, 1998), trust transference is one of the seven foundational secrets. Trust transference means to take and transfer the trust and credibility of other people, other things over into our own message. Social proof is such a huge part of our life.

Now, for example, if you're in any kind of influential situation in business, do you have a good list of testimonials? Do you have a good list of references? Most people don't. Should we? Absolutely. We should build an arsenal of references and testimonials to trust-transfer trust from those people to us.

How else can we trust-transfer? We can trust-transfer from other authorities. We can trust-transfer over from our CEO, if we happen to work for a large organization. We can trust-transfer over to a leader in our organization. We can trust-transfer over from someone who might be a radio personality or maybe on television or maybe in print. There are all kinds of ways that we can reference and trust-transfer. We can even trust-transfer over from research, from different statistics or things that have been put together that give us concrete evidence of what we're saying.

Personalize it!

Do you have a list of testimonials? If not, who could you ask to give you a testimonial? Who else could you trust-transfer from? What other techniques could you use to establish credibility through trust-transfer?

**Question 13:** What are the four column headings of the basic 3-D Outline™ :

What any presentation really is about: the time [when], the what, the why, and the how. Most people, when they prepare an agenda, look at what they're going to say. Wouldn't you agree? But what you want to think about is *why* you're doing each of those *whats*, and then you want to think about *how* you're delivering it, to make sure you're communicating with good variety. And, of course, you want to make sure to manage your time so that you can get all your material in. You can either manage your time with time spots, like two minutes for this, three minutes for this, four minutes for this, or you can manage time with "We'll start at 8:30, then we'll go to 8:45, then we'll go to 9:30."

Always make sure you look at the *why* and the *how*, not just the *what* when you're preparing your outlines.

Personalize it!

When you have presented in the past, how often have you considered the *why* and the *how* of what you are presenting? Do you think you're more comfortable with "time spots" or a schedule?

**Question 14:** The concept of \_\_\_\_\_ gets and keeps audiences involved, attentive, and happy.

Is it free golf? Maybe so. Is it free money? Might be. Is it business entertainment? Probably so. Is it presentation brevity? I know a lot of people put other answers. They put the free money. They put the free golf.

The best answer we're looking for here is c, is business entertainment. Now what's business entertainment? Business entertainment is allowing people to be able to put a little smile on their face from receiving your message. How many times did we deliver a message and we don't get people smiling, right? Smiling is an important piece to the puzzle. And yet you say, "Well, maybe I don't tell good jokes." As a matter of fact, 90 percent of the people don't tell good jokes. There are different ways of bringing humor into your communication, much different than just being able to tell jokes. You can facilitate humor. You can bring funny things. You can read funny things. You can show funny things. You can have funny props. You can look funny. You can make a face, communicate with a one-liner, or read something. There are all kinds of ways that you can bring humor into our presentations. Too many people get too much into the facts, and they don't bring that fun factor. When people are enjoying the experience of being around you, when they enjoy receiving the message that is operating at Communication Mastery level.

Personalize it!

On a scale from 1-10, rate yourself on the "fun factor." What are the kinds of things you do to entertain your audience? What are three additional things you could add to your next presentation to increase the fun factor?

**Question 15:** During a presentation, one of the best ways to reduce nervousness is to:

Read from your notes, get the audience involved, don't look at the audience, look over the heads of the audience. During the presentation, one of the best ways to reduce nervousness is to get the audience involved.

Make sure you get involvement early. Don't be talking and blab for seven minutes, 10 minutes, 12 minutes, and then, all of a sudden, ask a question. Get people involved immediately. Get them talking back. Getting them responding, having that involvement early, can reduce your nervousness. It can give you a breathing space.

Everybody has some anxiety. Everybody wants to be better. Everybody wants to be more confident. And when you're speaking to hundreds or thousands of people, here's a concept that really plays out great on stage, but it plays out in all areas, even if you're just speaking one-on-one. It's a concept called a breathing space. A breathing space is something you do that occupies the audience for a brief period of time so that you can take a drink of water, study the environment, read your notes ... whatever. Having a breathing space can be huge in terms of confidence.

There are different ways to use involvement to get a breathing space going. For example, you can have people write things down. When people are writing things down, their eyeballs come off you, they look down on the paper, and you get a breathing space, even if it's just for five seconds. You can ask people to highlight things. You can ask people to talk to each other, if there's a group of people. You can ask people to do some kind of activity. There are all kinds of involvement pieces that we can do in our communication, and that involvement really does help you, because it helps you be able to get the attention off you for a few minutes, gives you a breathing space, so you can think, be clear, and come back and communicate with impact.

Personalize it!

Have you ever used a breathing space in your presentations? How would you find a breathing space in a one-on-one conversation? What kind of involvement could you use in a small group setting to get a breathing space? How would you develop a breathing space in a large group?

**Question 16:** “Audience closure” accomplishes what?

A, solutions to a childhood emotional trauma? No. Is it b, proves that expectations were met? Maybe. C, clears the presentation room, or d, summarizes the key points of the presentation? So let’s go back to the question. Audience closure accomplishes what? There are two good answers. One, audience closure can prove that, b, you’ve met expectations and, d, it can summarize your key points if you do it right. It’s a good idea to pre-summarize throughout your presentation so people understand where you are. They know that you’re on number 16. Here’s what you’ve covered, and here are a few more things you’re going to cover.

Pre-summarizing and making sure you summarize at the end is a good piece to the presentation, to the communication puzzle. Let people know what have you covered and, more specifically, what the actions are that they need to take.

If we want to communicate with mastery, we’ve got to summarize, we’ve got to communicate in a way in which people can absorb it, and we’ve got to help people understand the actions or the thinking they need to do as a result of our communication.

Personalize it!

Remember a time when you were in a meeting and the presenter did not summarize. How effective was that meeting? Do you “pre-summarize” all along? How clear are your audience’s “take-aways”?

**Question 17:** What is the process used to identify the core objectives of a presentation?

Is it a, the filtering process, is it b, the funneling process, is it c, the derivative process, or is it d, the smelting process? And the answer is the funneling process. Now if you thought the filtering process, well, count that right, too. Here’s what we want to think about. As we’re refining and defining and getting clear in our objectives, we encourage you to filter or to funnel down your objectives into three or four core objectives. Oftentimes we have too many objectives in our communication, and having one or two is good, but three or four is really the ideal number. We want to funnel it down, get clear on it, make sure they’re action-oriented, and then we’re ready to go.

Personalize it!

When you give a presentation, how many objectives do you typically have? If it’s more than four, how can you funnel your number down to three or four objectives?

**Question 18:** Sitting in your audience's seats prior to the presentation accomplishes what?

Sitting in your audience seats prior to a big presentation accomplishes what? A more complete preparation? Yeah, perhaps. It gives you the audience's perspective? Yeah. It makes one more unknown into a known, or, d, all of the above? And the answer is, all of the above. Take a few moments, sit in the audience's seats, get a feel, and get a sense for how they're receiving the message. How well can they see you? How well can they hear you? Are there any blocks that would cause them from absorbing and really receiving your message?

Personalize it!

Have you ever sat in the audience's seats prior to a presentation? How would you adapt this technique to one-on-one conversation? Telephone presentations?

**Question 19:** What is the generally recommended number of objectives for a presentation to address?

A, 1 or 2, b, 2 or 3, c, 3 or 4, d, 5 or 6? Again, three or four objectives is what we recommend. If you're going to influence someone to buy into your message, to buy into your opportunity, to buy into your direction, or to buy into your plan, you have to get really clear and focused. Less than than four objectives is best. And, in most cases, make sure you let people know what the objectives are.

Personalize it!

Practice sharing your objectives with your audience in the following situations:

- A meeting with the senior staff at work, where you are trying to get increased resources for your department
- Your daughter's Girl Scout Troop, where you are trying to motivate them to sell a lot of cookies
- A presentation at the annual conference, where you are presenting a new model for inter-office communication
- Dinner with your in-laws, where you are telling them that you are moving to the next state

**Question 20:** Which of the following best summarizes our task of meeting audience expectations?

Is it a, learning and using audience members' names; is it b, creating winning opportunities; is it c, being flexible; or is it d, giving value and doing more than is expected? The answer is d, give value and do more than is expected. This is Tony's personal business mantra.

If you want to be an exceptional presenter, if you want to communicate with mastery, if you want to deliver the perfect message, make sure you're delivering more than people expect. Do your homework. Find out what people's expectations are, if you can. Have an arsenal. Look for different ways that you can deliver more than what people expect. For example, oftentimes we're communicating in a situation in which the people hearing us need to communicate our message to other people. Maybe someone doesn't show up, and the people who are there need to communicate or cascade the message to other people. It probably happens to you. Maybe you're communicating in some kind of leadership position. It needs to be cascaded down. Maybe you're communicating to someone in your family, and it needs to be cascaded to someone else in the family who's not there. Maybe someone showed up late. Maybe someone was sick.

There are all kinds of times in life when we're communicating and we need to have the message cascaded out. Do you think about that, and do you make it easy for the people who are there to cascade your message on your behalf. If you're doing that right, you're giving them a handout, you're giving them some kernels, and you're summarizing it. You're making it easy for them to communicate the message to other people. If you gave a handout, would that be more than a lot of people expect? Absolutely. If you handed them a summary, if you emailed them a follow-up, all those things are ways that you can extend yourself and provide more value than people expect.

Personalize it!

What are some things you could do to add more value than people expect? At home? At work? With your friends? In an interview? With vendors and/or clients?

### ***Very Important Points for Session Two***

- Audiences process approximately four times as fast as we speak, so vary your presentation.
- Constant inputs pay off.
- If we want to be more confident, turn the unknowns into knowns.
- Be yourself. Tell the truth and be real.
- Give value and do more than is expected.

## Session Three: The Branding Matrix™ for Communication Mastery

In this session we'll be introducing a concept that we call the Branding Matrix™. Many people come into our world, and they're not really clear on their own personal brand, nor are they clear on their business brand.

What do you think people think about you? If you sent out an email to 20 or 30 of your friends, and you said, "Hey, can you give me three or four key words that would describe me," what would they say about you? What would your brand be?

Your brand is made up by not just what you say, but what you do and how you dress and the business cards you give out and all those pieces. If you did that same thing for your company, what would people say about your company? Is your website consistent with your business card? Is the message being sent out by your sales force consistent with what's being said in marketing, consistent with what's being advertised, and consistent with what's being said by your executive or your CEO?

On the following page is a Branding Matrix™. This is a matrix with a series of questions that can help you strategically develop your brand. In this matrix, the first question is the key question, and is the one we will fill in last, after completing the 20 other questions.

The pages following the matrix will help you in filling it out.



# Branding Matrix™

#	Element	Description	
1	Brand Description	What do you want people to think? What reputation do you want your brand to develop? What are clients buying?	
2	Values	Core value and characteristics to market and leverage	
3	Family and Business Priorities	Parameters for operating in family and business life	
4	_____ Is	Characteristics that do describe you	
5	_____ Is Not	Characteristics that do not describe you	
6	Leverageable Uniqueness	Unique attributes and abilities that are marketable	
7	Packaging	The value (tools, expertise, image, etc.) that is leverageable to the market	
8	Visual Image	Physical image/appearance	
9	Mission Statement	What drives all decisions (not always your public mission statement)	
10	Brand Power	The “thrust” behind the brand	
11	Tagline	Benefit-driven, descriptive	
12	Positioning	Roles within the market(s)	
13	Business Motto/ Mantra	Statement of business approach	
14	What People Think of You	Your perception of how the market perceives you	
15	What People Are Missing	Your beliefs on what prospects are misunderstanding about you	
16	Attributes Prized in the Workplace	Attributes you possess that the market values	
17	Identify Your Passions	Things you are passionate about	
18	Top Four Marketing Tools	Top tools and tactics to leverage (e.g., bus cards, website etc.)	
19	Where Is Your Audience/Prospect?	Who are those who can and will decide to pay for your service?	
20	External Barriers	Real-world roadblocks	
21	Internal Barriers	Self-imposed roadblocks	

Note: All true professionals (or organizations) should be absolutely clear about who they are, what they stand for, and, of course, how they can and should communicate this to the world. This matrix can act as a foundation to speed up the process.

## Filling in the Branding Matrix

**Question 2: Values:** Question number 2 deals with values, core values or characteristics that you offer to the world. What are the core values that you offer to the world? Do you offer inspiration? Do you offer wisdom? Do you offer experience? Are you an organized person? What are the things that you really offer out to the world, you, personally? You can either write the answers to this question in the matrix or on a separate piece of paper.

Now, if you work for yourself or another organization, answer the questions for your work. What are the key components? What are the key value characteristics that your organization offers to the world? Is it how to do something simpler? Is it how to be more economically valuable? Is it to be able to offer certain products and services? Getting clear on what you offer to the world is a key component as you begin determining what your real brand is.

**Question 3: Priorities:** As you're looking at defining and strategically getting clear in your brand, what are the parameters for operating your own family life or what are the parameters for operating your business life? We ask you to think about those priorities.

What are your priorities? Have you taken the time to list what your goals are?

Today, as you're filling out your Branding Matrix™, make sure that you write down three or four of the core priorities that really drive your life. And if you're thinking from a business perspective, what are the top strategic objectives or what are the top priorities as a company? Write those two or three or four bullet points down as they will help us as we're moving through clarity on the brand that you want to present to the world.

**Question 4: \_\_\_\_\_ Is?:** Question number 4 is Who are you? So take your name (or your organization's name), and fill it in the blank. (Blank) is ... List the words that really describe who you are. What's your work ethic? What's your approach to work? What's your approach to life? What describes who you are?

Take a few moments and think through the words that you want to be known for. When people look at you, if someone's doing an evaluation on you — let's say you're working for an organization — what do the people there say about you?

Have you ever asked your kids what they would say about you, what they look up to? If you do have children, ask them to describe who you are. Next, if you're married or have a significant other, ask him or her. See if he or she can come up with maybe six, eight, 10 different words that describe your approach to work, your approach to life and who you really are.

**Question 5: \_\_\_\_\_ Is Not?:** Now just the opposite of that, Who are you not? You want to be clear on what qualities you do not want to describe you. This way you can avoid these in terms of the way you communicate to the world.

**Question 6: Leverageable Uniqueness:** The next segment is number 6, and that's a question called "Leverageable Uniquenesses." What are the unique attributes and abilities that are marketable to the world?

Brian Tracy, in Tony's Success Acceleration Studio, described "uniqueness" as "one and only." Most people tend to give a surface answer first. So, for this exercise, make sure you go deeper, meaning, What really makes you unique? What separates you? What's your differentiator for

you personally? If you're thinking from a business perspective, what makes you unique there? Take some time to really think about what makes you unique.

How do you communicate uniqueness? We are communicating our brand in a variety of different ways. We can look at all kinds of tools, from our business card, to our website, to our signature line that we might have as we're sending out email. It's not just verbally, but it's electronically through our emails, it's through the cards that we send to people, it's through postcards, the things that we send in the mail, through packages, through who we are, how we look, what we say, what we do for others. Be thinking about all the different components in terms of the way you communicate your own uniqueness. Having clarity in this area can allow you to communicate that out with all the different tools so that it's not just hit or miss, it's strategically thought through.

**Question 7: Packaging:** The seventh element that we really need to be concentrating on is our packaging. How we package ourselves with our tools. How do we package our image? How do we leverage what we have to market? So our packaging could include a variety of different things, such as any important business card. Do you have control over your business card? If you do, do you have that as part of your package that's congruent with what you're communicating in terms of your brand, the front of it, the back of it? Take a look at it right now. Take a look at your business card and ask, "Is this something that I really like to hand out to people?" Is that part of your package? It absolutely is.

**Question 8: Visual Image:** What are other pieces of the puzzle of your packaging? Well, question number 8 is about your visual image.

What's your visual image? Ask the people around you. Does your spouse have insight that she or he might share with you? Do your kids have insight that they could share with you? Are you taking visual cues to help you understand the visual image that you're portraying? What about your size? What about your facial hair? What about your shoes? All those pieces play into your own visual image. Describe the image that you want to portray with your visual image.

**Question 9: Mission Statement:** We've all heard about mission statements. Mission statements have different purposes. For our purposes here, you want to create a mission statement for yourself that drives your decisions, not necessarily a mission statement that you would use as a promotional piece or as a marketing piece, but a mission statement that would help you make decisions that would be congruent with your brand.

What is your own mission statement? And, if you're with an organization and you're doing this Branding Matrix™ for an organization, make sure that you list what your mission statement is so that, as you extend your brand, you have clarity of what you're committed to from a mission perspective. Now a subset of that, which is not in our matrix, would be a vision statement, and that might be where you're going. And if you wanted to get very detailed, you may want to put down a few words about where you're going as it relates to your mission statement.

**Question 10: Brand Power:** What's the thrust behind your brand right now? Do you have things that are going on right now in your life that are really driving your brand out to the world, that are really communicating? Or do you have kids, did you just get married, did you get a new job? What's the thrust behind what you're doing right now? Are there some neat things that you should be aware of that are part of who you are? Maybe you joined a new organization. Maybe you've got a new position. What is the thrust behind your own personal brand?

Now if you're developing this Branding Matrix™ and thinking of a company, ask the same question, "What's the thrust behind the brand of the organization?" Is it a new product? Is it a new service? Is it a new direction? Have you gone international? Have you expanded the capacity? Have you opened up new doors? Have you reduced and tightened your focus? What is the thrust right now behind your brand?

**Question 11: Tagline:** Number 11 is a personal tagline. Do you have a tagline that represents what you believe or who you are? Is there something that you think about? Is there something that you say? Is there something that's part of who you are? Are there words or phrases that really ring as a part of who you are? Start adding those phrases and words together to come up with a personal tagline that is who you are. Tony Jeary's is "Life is a series of presentations," which became the title of his signature book with Simon and Schuster.

**Question 12: Positioning:** Whether you're with a large organization or you're with a small organization, or maybe you work for yourself, consider the following question: What is your role? What is your positioning in the market that you play in? From a professional standpoint, how do you position yourself? Are you one of the top? Are you the most energetic? Are you the youngest? Are you the go-getter? What position are you in, and what position do you want to play? Documenting where you want to go can have a huge impact in terms of how you communicate yourself.

**Question 13: Business Motto/Mantra:** A business motto, number 13, is the cousin of the tagline. As you ask yourself, "What am I really committed to?" you may want to use the term "business mantra" or "business motto." What are you really all about? For example, Tony Jeary's mantra is "Give value, do more than is expected."

Write down a statement of your business approach, an approach that you can drive out and live. As people experience you, as people come into your world, what are they experiencing about you?

**Question 14: What People Think of You:** Number 14, what do people think about you? Remember earlier when we asked you to email selected individuals? Mail or email to selected individuals and ask them specifically to give you three to five words that describe what they think about you as a brand. More than likely, not everybody is going to respond. You're probably going to only get about half of them to respond. But with those responses, you can go through those key words and start collecting and see which ones are similar, and you can have an understanding. The same thing holds true for an organization, whether it's large or small. Being able to go out and do a formal or informal focus group and having people give you feedback on words that describe your organization's brand can be very impactful.

**Question 15: What People Are Missing:** Number 15, what are people missing about you? Oftentimes we have internal pieces to our brand that we've not shared with the world. What are the things that people misunderstand about you? If you want those things communicated clearly, then you have to take the time to document what those things are. The same is true for a business.

Most people go through life and they never videotape themselves. Professional people who make hundreds of thousands of dollars have not taken the time to videotape themselves and really

understand what they might be missing and what they're really portraying in terms of their image, in terms of their presence, in terms of their brand.

Another piece would be the tonality piece. As we actually listen to ourselves, we can check out our energy. We can check out what kind of message we are sending in terms of our voice. Is it flat? Are we boring? Are we really engaging in the way that we communicate? Are we varying our tonality? You want to check that out as you evaluate how you're sending your own messages, your own brand.

**Question 16: Attributes Prized in the Workplace:** So many times we don't step back and realize in our own market, what are people really after? Are they after enthusiasm? Are they after good thinking? Are they after organization? As a matter of fact, think about this right now. Can you think of a person who's really organized? Think of that person for a minute. Can you think of a person who's not so organized? Whether we're organized or not is a part of our brand, and we've got to think about, in our own marketplace, in our own world, what are the characteristics that the market really values and does our brand reflect that?

Think of your own work environment, whether it's a home office, whether it's a large workplace, whether it's a traveling situation. It could be sitting on an airplane. It could be working one-on-one in a sales scenario. And again, it could be in our own offices.

***“The highest-paid people in the world are the ones who have the most experience and provide the highest value.”—Dexter Yeager***

Are you clear on the attributes of value that your marketplace demands? And if you are clear on that, are you presenting that value out? If you are, that's going to give you the very best brand you can have.

**Question 17: Identify Your Passions:** We believe that recording the things that you're passionate about can help you have clarity—what do we believe here? We believe that there's energy behind a brand and that energy comes behind who we are. That energy becomes behind what we're passionate about. If we really want to be able to expand and bring our brand out to the world, we want to make sure that we have that passion behind it. Take a few moments and decide and write down what you personally are passionate about, and linking that to your image and what you communicate to the world is something that we highly recommend.

**Question 18: Top Four Marketing Tools:** Number 18, the top four marketing tools. What are the tools and tactics that you have to leverage?

On the next few pages is a list of 91 different tools, divided into different areas. Which ones apply to you? Which are the top four that might have an impact for you?

## Presentation/Marketing Collateral Audit

# Collateral Item (What)	Purpose (Why)	Action (How)	Budget
1. BRANDING MATRIX			
2. STRATEGIC BUSINESS PLAN			
3. LOGO			
4. VALUE PROPOSITION OR UNIQUE SELLING POSITION (USP)			
5. SLOGAN/JINGLE/TAGLINE			
6. COLOR SCHEME			
7. CUSTOMER FOCUS			
8. ORGANIZATION'S PROFILE			
<b>Basic Graphic Identity Materials—Signage</b>			
9. EXTERIOR SIGNS			
10. VEHICLE IDENTIFICATION			
11. INTERIOR SIGNS			
12. FOAM BOARD			
<b>Basic Marketing Identity Materials—Paper</b>			
13. STATIONERY: LETTERHEAD, ENVELOPES, AND MAILING LABELS			
14. FAX COVER SHEET			
15. BUSINESS CARDS			
16. BROCHURE(S)			
17. ONE SHEETS			
18. PRESS KIT			
19. NEWSLETTER			
20. BUSINESS REPLY CARD			
21. DIRECT MAIL PIECES			
22. CATALOGS			
23. STATIONERY: THANK-YOU CARDS			
24. PERSONALIZED INDEX CARDS			
25. FORMS			
26. SELF-INKING STAMPS/LABELS			
27. TENT CARDS			
28. BIOGRAPHY(IES)			
29. PITCH BOOK			
30. STATEMENT STUFFERS			
<b>Marketing Identity Elements in Electronic Media</b>			
31. WEBSITE			
32. EMAIL STATIONERY (ELECTRONIC LETTERHEAD):			
33. POWERPOINT® MESSAGE			
34. VIDEO BROCHURES			
35. VIDEO BROCHURE COVERS			
36. AUDIO BUSINESS CARDS and BROCHURES			
37. TELEPHONE SYSTEM MESSAGES, ON HOLD, and VOICEMAIL			

# Collateral Item (What)	Purpose (Why)	Action (How)	Budget
38. SOFTWARE/SOFTWARE INSERTS			
39. MEDIA-READY CD			
<b>Market Information</b> (Sales, Customer and Prospect)			
40. DATABASE			
41. DATABASE SOFTWARE			
42. CASE STUDIES			
<b>Resources and Archives</b>			
43. PHOTO LIBRARY			
44. REFERENCES/TESTIMONIAL LETTERS			
<b>Merchandising Materials</b>			
45. TRADE SHOW MATERIALS			
46. DESK TRINKETS			
47. LUGGAGE TAGS			
48. T-SHIRTS			
49. HATS			
50. POSTERS			
51. BANNERS AND SIGNS			
52. BUMPER STICKERS			
53. CALENDARS			
54. ENVELOPE TEASER			
55. COUPONS/TICKETS			
56. DOOR HANGERS			
57. POINT-OF-PURCHASE MATERIALS			
58. CARD DECKS			
59. NEWSPAPER INSERTS			
60. ADVERTISEMENT TEMPLATES (ICONS)			
<b>Special Actions and Activities</b>			
61. AWARDS RECEIVED			
62. AWARDS SPONSORED			
63. CONTESTS and EVENTS CREATED			
64. CONTESTS and EVENTS SPONSORED			
65. CELEBRITY SPONSOR/SPOKESPERSON			
<b>Public, Press and Community Relations Activities</b>			
66. ARTICLES and COLUMNS WRITTEN			
67. ORGANIZATIONS and AFFILIATIONS			
68. ORGANIZATIONS STARTED			
69. COMMUNITY INVOLVEMENT			
70. MARKETING WITH CELEBRITIES			
71. MEDIA RELEASES			
72. FEATURE STORIES			
73. GUEST ON TV OR RADIO			
<b>Institutional Advertising</b>			
74. CLASSIFIED ADS			
75. YELLOW PAGES			

#	Collateral Item (What)	Purpose (Why)	Action (How)	Budget
<b>Publishing</b>				
76.	TROPHY BOOK			
77.	HANDBOOK			
78.	PASSPORT BOOK			
79.	WHITE PAPER			
80.	CD/DVD			
<b>Presentation Materials</b>				
81.	ACTION CARDS			
82.	NOTE TAKERS/HANDOUTS			
83.	COINED PHRASES			
84.	COACHING CARDS			
85.	BIO CARDS			
86.	EVALUATIONS			
87.	SPECIAL-TITLED PROCESSES			
88.	PRE-SESSION SURVEY			
89.	EVENT CHECK LIST			
90.	SIGNATURES			
91.	FOLLOW-UP			

Let's go now to the ones that apply to everybody. Let's pick a few here. Number one is your own personal stationery. What do you send out? Is your stationery set up? Is that part of your brand? Is it something simple? Is it something everybody can do? Is it easy? Is it accessible?

Next, something as simple as your fax cover sheet. Is it consistent? Does it show your brand? Do you have samples laid out? How about your business card? Again, as we talked about, the business card is a big, big reflection of you. How about a personalized index card?

There are all kinds of different things that you can do to utilize these tools to help you extend your brand.

**Question 19: Where Is Your Audience/Prospect?:** Number 19, where is my audience and where is my prospect. Think about who is the person who can really utilize your service, and your expertise. Even if you're in a big organization, are there other departments that can use your expertise? Being clear on what you have to offer and whom you can offer it to is a valuable piece to this Branding Matrix™ process.

**Questions 20 and 21: External Barriers and Internal Barriers:** Number 20 and number 21 go together. One is called "external barriers," and one is called "internal barriers." We all should be looking at how we communicate our brand and whether there are barriers that are going to cause us to be unable to present our very best self. Is time a problem? Is budget a problem? Is the location a problem? Is our vocabulary a problem? Whatever those roadblocks are, we want to identify them so we can go to work at busting and breaking them down.

**Question 1: Brand Description:** Here's where you take all of the words that we completed in the other 20 questions, and summarize them into about eight or 10 words here. Eight or 10 words that say, "This is what we want people to think about us, and this is the brand we want to develop."



That's what we need to focus on. That's what we want to share. That's what we want to concentrate on. And day in and day out, we want to live up to and push that brand out to the world.

Have you taken and looked over the last 15 to 20 people who have asked you for your help? And again, depending on your own situation, people who are coming and asking you for help, what are they really asking for? Taking the time to document that, writing down the three or four or five or even 10 different things that people are coming to you for and getting clear on that is an excellent part to understanding your own personal brand.

This one process right here could be worth the price of the entire program. If you have the right brand, more opportunities are going to come to you. You're going to have better relationships. People whom you want to attract are going to be attracted to you.

We've just gone through the Branding Matrix™ process. You now have much more clarity on who you are as a person. Whether you like it or not, you're communicating your brand. You want to step back and, from this point forward, be aware that you have that brand. It's being presented every day, and you want to communicate your very best.

***A strong brand brings confidence.  
Confidence brings success.***

### ***Very Important Points for Session Three***

- You are ALWAYS communicating your brand, even if you're not saying anything
- Take the time to get clear on your brand.
- Opportunities are lost if you're not clear on your brand.
- A strong brand brings confidence, and confidence brings success.
- Take proactive action today to get the most out of your own personal brand.

## Session Four: The IPRESENT Model for Delivering the Perfect Message™

The IPRESENT model is an acronym for the eight essentials for delivering the very best message you can deliver each and every time. Four of the eight essentials are based upon delivery, and four of them are based upon how you really prepare. So these are eight of the best.

Here is a graphic representation of the model.

<b>I</b>	<b>INVOLVE Your Audience</b>
<b>P</b>	<b>PREPARE Your Audience</b>
<b>R</b>	<b>RESEARCH Your Presentation Arsenal</b>
<b>E</b>	<b>EXPLAIN “Why” Before Planning “How”</b>
<b>S</b>	<b>STATE Management: Achieve Proper Mental States</b>
<b>E</b>	<b>ELIMINATE Unknowns And Turn Them Into Knowns</b>
<b>N</b>	<b>KNOW Your Audience</b>
<b>T</b>	<b>TAILOR The Presentation Throughout</b>

The first essential is **Involve Your Audience**. There are many different ways to involve your audience. One way to involve the audience that almost everybody can use is to simply ask questions. Similarly, you can have them ask each other questions.

Another way is to ask people to write things down. This serves two purposes. First, it keeps them involved, but it also has another benefit.

Now, remember, when people are writing things down, where are their eyeballs going? They're looking straight down, and when those eyeballs are off you, that gives you a breathing space. That's a big deal.

How else can you get people involved? You can get people involved by activities. You can get them doing things, and you can get them doing things together.

You can ask them questions, you can have them ask each other questions, and you can have them write things down and have discussions. When those things are happening, people are involved. When people are involved, they're connected to you.

### Exercise: Being Involved

When you have been an audience member, what techniques have presenters used to keep you involved? Remember a specific time when the presenter:

Asked the audience a question (describe the question):

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Had the audience ask each other questions (describe the questions):

---

Had you write something down (what was it?):

---

Got you and the other audience members involved in an activity (what was it?):

---

Next is **Prepare your audience**, that's the "P" in the IPRESENT model. There are four specific things that I'd like to share with you right now that would allow you to be more effective in terms of preparing your audience to hear your message. If you want to be a Master Communicator, it's not just about the way you deliver, but it's also about how you get people to receive your message.

Make sure you have a **benefit-rich invitation**. If you are setting up some type of communication in which there's a set time, perhaps you ask someone to show up for a meeting, you say, "Bob and Jim and George, can you show up at four on Thursday for a meeting?" Oftentimes we find that people ask us to come to a meeting, and they don't tell us why we're coming, and so what do we do? We wonder if we should come, we wonder what's going to happen, and we're really not involved, and oftentimes we don't come. So one of the things to prepare audiences is to make sure you give them a benefit-rich invitation. Tell them some of the benefits they're going to get for showing up to hear you present, to hear you communicate.

Also incorporate a concept called "**touch them before you talk**." If you're giving a presentation and it's to a larger group, how do you begin getting your voice warmed up? How do you begin where you're really touching and talking with them so that you're preparing them to hear your message? One of the ways is to actually ask people to show up early, and begin talking with them, getting your voice warmed up, and getting feedback and insight that might be valuable for you so you can make adjustments as you begin your talk. Begin talking, getting feedback, getting warmed up before you start. Prepare a few people to become your champions.

Always incorporate a **strong host introduction**. Have you ever been introduced by someone when he or she just basically said, "Hey, here's John," and that's it? Think about it. How valuable is it when someone is introducing you if they introduce you with passion, they introduce you with credibility, they introduce you with your background, they introduce you in a way in which the audience is prepared and wants to hear what you have to say?

Consider using a bio card. The bio card is a little three-by-five card that gives bullet points on your background, and, specifically, bullet points that relate to your message. Here is an example of Tony Jeary's bio card:

**TONY JEARY**

- Known by many as Mr. Presentation™, Tony is the *world's foremost presentation strategist*. He helps both individuals and organizations effectively execute and achieve results.
- He personally coaches the presidents and CEOs of Fortune 500 corporations such as Sam's Club, Wal-Mart, Ford Motor Company, and New York Life. He has worked with over 500 organizations in over 35 countries for almost two decades.
- He has authored 28 books that fall into two primary categories: presentation mastery and strategic effectiveness.
- *(Ad lib relating to why Tony was chosen to be here today.)*
- Please join me with some applause to welcome **Tony Jeary – Mr. Presentation™**.

If you're in some kind of leadership position, make sure that your host introduces other people as well, and that could be on a one-on-one basis, that could be on a casual basis, that could be in a networking environment. Are you being a good host as a leader, as a friend, as a person who really connects people?

Last, to prepare your audience, **open with a solid payoff**. For years, people in the sales arena were told to use the FAB, the Features, Advantages, and Benefits, and perhaps you might have been told that or even used that formula yourself. Actually, that formula is a little outdated. In this fast-paced society, people today want to know the benefits right upfront. Prepare your audience and give them the benefits, and then tell them the actions. Go benefits, actions—not features—advantages, and then benefits.

### Exercise: Prepare Your Audience

Pretend you are giving a presentation at a fundraiser. You're presenting to a room full of 100 art investors, and you're giving a presentation on whether or not art is as good in the modern age as it was in the Renaissance. Describe how you would use the following techniques:

**Benefit-rich invitation** (describe how you would invite your listeners)

---



---

How would you "touch them before you talk"?

---



---

What would you put on your **bio card**?

---



---

How would you **open with a solid payoff**?

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The “R” is to **Research [and Build] Your Presentation Arsenal[s]**. The arsenals have a huge impact on your confidence and your ability to get people to buy into your message.

The first arsenal of the four we’re going to talk about is your **mental arsenal**. Your mental arsenal contains the *things that you have in your mind*; these are things that you think about, things, stories, examples, and case studies. How good is your mental arsenal?

When you’re listening to someone on TV, little one-liners, when you hear someone give you statistics, when you’re reading different pieces, all those things can build your mental arsenal. Use these pieces to build great stories, build great examples, build great case studies. Remember them and put them into your mind in a way that you can share them with other people.

Number two is your **hardcopy arsenal**. *These are items*. They include things you might carry in your briefcase, things you might put in your pocket, things that you might carry in your Day-Timer, things you might carry in your car, things you might have around your desk.

Are you on the lookout for things that you can keep in your briefcase? Things that you can keep at your desk? And it can be photographs; that’s a hardcopy type of arsenal. It could be statistics; it could be research. All the different things that you can put in your arsenal to pull from to allow you to be stronger, both in your preparation and in your delivery.

Number three, let’s talk about your **electronic arsenal**. These are *things you keep electronically*. What are some things you can put in your electronic arsenal? How about outlines? Is it important to have outlines that you can use and reuse so you don’t have to start all over? Agendas that you can reuse. There are all kinds of things that you can keep on your computer, you can keep in your PDA, or you can keep on a CD.

Now the final one is our **material arsenal**, and those are *things like props or samples*, and depending on the type of business you’re in, you may want to carry samples. You may want to carry things that you can use, depending upon the types of presentations that you make, the types of communications in your own universe, you want to make sure and load up your arsenal.

### Exercise: What’s in Your Arsenals?

Describe some things that you have (or can get ) in the four arsenals.

Mental: \_\_\_\_\_

Hardcopy: \_\_\_\_\_

Electronic: \_\_\_\_\_

Material: \_\_\_\_\_

The fourth letter in the IPRESENT model is an “E.” Now this is a simple one, but a very, very powerful one, and that’s simply to **Explain Why**. If we want to be more influential, if we want people to buy into our message, one of the things we need to recognize is the power of the “Why.” Why are we doing the things that we do? Here are a couple little simple things you can do to make sure and put this “Why” concept into your habits.

One thing is to use the word *because*, and the other thing is to use the phrase “so that.” If you make those part of your vocabulary and part of your everyday communication, then it will help you give the “Why.”

If you say, “I think you should go to the store because if you go to the store now, then we would have time later on to go ahead and do our horse riding.” That “Because” might be a reason to get your teenager to go to the store and complete his particular chore. “Because” sets you up to give the “Why” for the “So-what?”

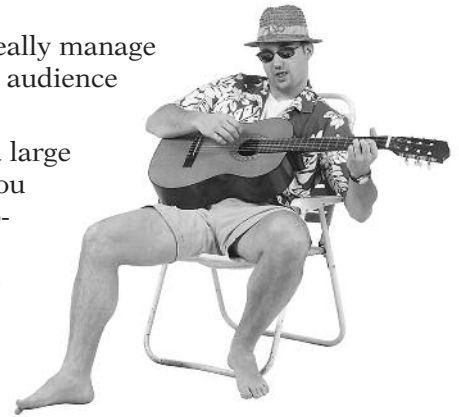
Or you could use the term “so that” to do the same thing, and the “so that” and the “because” really help you.

The fifth letter in the model stands for **State Management**. Is it important to be in the right mental state? If you want to present with mastery, being able to be in the right mental state, the right frame of mind, is so valuable. How can you manage your state?

One way is to put pictures of your family, pictures of fun times all around your life to really get you motivated, to put pictures in your wallet, to put different things that come to your life that put you in the right mental state.

Now another piece to the state management is to make sure you really manage the mental states of your audience, and if you have more than one audience member, oftentimes they’re going to be in various mental states.

How many of you have ever been presenting to a small group, or a large group, and you’ve had some vacationers in your audience? Have you ever had that? Well, they’re just kind of kicked back, you know, sipping a pineapple drink and just kind of watching you. Do you ever have that? They’re just kind of vacationing. They aren’t really troublemakers, but they’re just kind of hanging out.



Sometimes we find ourselves presenting to a group of folks that are like prisoners; they flat-out don’t want to be there. You’ve seen them. Their arms are crossed and they’re looking at you, and they just flat-out don’t want to be there.

How about this third kind? Have you ever been presenting to folks where they just know it all. They’ve been there, done that. “But, aw, son, I’ve been in this business 21 years. I know what you’re going to say.”

You don’t want to present to any of these states.



What you really want is the state of mind of a student, a person who pulls out the pen (to take notes) either mentally or physically and wants to hear your message. So recognize, if you're going to communicate with mastery, you need to move people into student mentality. Keeping them in the mentality of a prisoner or a vacationer just floating around, or a graduate who knows it all is not going to allow you to get your message to the people that you want to in the way you want. So be aware of that and move people into student mentality.

Next in the IPRESENT model is the second "E." This is to **Eliminate Unknowns** and turn them into knowns. Turning unknowns into knowns brings familiarity and confidence. Now how do we eliminate unknowns?

Well, one way we can do that is simply to ask other people who know about our audience. Maybe we have a prospect or an individual whom we're going to be speaking with, maybe we're interviewing somebody and we don't really know that person, but we know someone who does. Can we call the one in the know and ask that person to tell us about the person we're interviewing? Absolutely. That eliminates an unknown. Does that help us with our confidence? Does that help us present at another level? Absolutely.

How else can we eliminate unknowns? Well, we can ask people about the environment we're going to speak in, present in, have a conversation in. Is it going to be in a car? Is it going to be in a room? Is it going to be in a stadium? Where's it going to be? Where are we going to meet? Where are we going to talk? Where are we going to have a conversation? Where are we going to communicate?

Wherever it is, turn the unknowns into knowns. If you're holding a meeting, go there and check it out beforehand, find out what the environment's like.

We're moving into the end in the IPRESENT model. Now "know" in this particular case starts with a "K," but sounds like an "N." We're going to talk about how to **Know Your Audience**.

What can you do to know your audience? You can survey them. You can make a phone call to them. How else can you do that? You can send email to them. You can do a handout. You can mail to them. There are all kinds of ways that you can survey your audience and get that feedback. How else can you know your audience?

You can discuss with others who might know your audience. You can oftentimes go on a website and get intelligence about the people you're going to be presenting to.

Can you talk to the audience themselves? Can you call them on the way over? Can you use your cell phones to gain insight? Absolutely. Finally, you want to make sure that you understand what influences your audience. You want to understand how they think and what causes them to act or react.

The "T" in the IPRESENT model is to **Tailor the Presentation Throughout**. Be flexible and ready to adjust. What does that mean? That means we need to have planned and be prepared, or "Planned Spontaneity." Planned Spontaneity is being so prepared that you can be spontaneous with the situation. Someone can come in late, someone can have to leave, the phone can ring, all the things that can happen. You're holding a meeting and someone raises his or her hand, someone blurts out a question. Can you take that? Can you be able to maneuver and adjust and tailor the message? If you are clear in your objectives, you know your "Why," if you prepared, you can tailor your message and be right-on.

If you're going to be really understanding of the audience that you're going to present to, and be in a position to tailor, you want to know about that audience. Being able to read into and study a company's website and know all about it. Being able to study all of the information that you're presenting, to know it inside and out, to know all the details. To be able to go in and talk to

your colleagues and ask them to give you the six or eight or 10 “what ifs?” that might happen so you can be ready to tailor your presentation.

You can also ask yourself what questions might be asked in a certain type of presentation. Being well versed on that would allow you to tailor and be ready to deliver at your very best.

### ***Very Important Points for Session Four***

- Involve and prepare your audience.
- Research and build your presentation arsenals.
- Explain the “Why.” (Answer the “so what?”)
- Get your audience into the student mentality.
- Make sure you eliminate the unknowns.
- Know your audience and tailor your presentation to fit.



# Session Five: Defining Your Presentation Universe with Communication Mastery

When people think about moving into presentation mastery, most people primarily consider “How do I deliver my message with impact? How do I deliver an exceptional message?” The truth is, delivery is only half the puzzle. The other half of the puzzle is the preparation. How can you always be prepared?

## You’re Always On

The fact is, in life, we are always presenting. As we’ve said, “Life is a series of presentations.” Whether it be to the clerk at the grocery store, to our co-workers at work, or in a formal presentation, in order to really maximize and move into the presentation mastery world, we need always be on. We need to be ready for every type of presentation.

Following is a concept called the Presentation Universe. What are the presentations that make up your world? Now let’s go through some of them. Some of them might be your emails. Do you make email presentations and whom do you make them to? Do you have staff presentations? Do you have board presentations? Do you have sales presentations? Let’s take the time and spend a few minutes going through each of the presentations that you give.

In most people’s cases we found 8, 10, 12, 15 different categories or presentations that make up anybody’s universe. What are the most important presentations that make up your universe and what are the ones that are going to give you the highest impact? Once you have that awareness, then you can go into being able to prepare for each and every one of those presentations.

Here is a blank Presentation Universe matrix. Guidelines for how to use it follow.

**Presentation Universe**

#	What	Rating	Times/year	# Participants	Length	Modifications for increased impact
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						
10.						
11.						
12.						
13.						
14.						
15.						

In filling out this form, list at least the top 8 types of presentations that are in your universe. You can list as many as 15. After listing them, go through and rate yourself on a scale from 1 to 10 how effective you are in each of those presentations.

Then, write down the approximate number of times per year that you give those presentations. So, for example, if you have a staff meeting that you hold monthly, then you'd write the number 12. That would be 12 staff meetings a year. Number of participants would obviously be the average number of people who would be in your audience. Then write in the average length of each presentation. And then, jot down how you can increase the impact of this presentation. If you want to improve, if you want to operate at mastery, what are two or three modifications that you can make to reap the biggest results?

Recognize that many of those presentations are planned presentations, but many of them just happen. They're impromptu-type presentations. And you've always got to be on; you've always got to be ready. You've got to be ready to deliver with the most impact. How can you always be prepared?

The next concept is something called the 3-D Outline™. This 3-D Outline™ will give you the most powerful practices to allow you to be prepared so that you can deliver any presentation with maximum impact.

### 3-D OUTLINE™

<b>Title:</b>		<b>Date:</b>		<b># Attendees:</b>	
<b>Objectives:</b>					
<b>#</b>	<b>TIME</b>	<b>WHAT</b>	<b>WHY</b>	<b>HOW</b>	
		Final Preparation			
1	6	Host Introduction			
2					
3					
4					
5					
6					
7					
8	6	Close			
	60	minutes total presentation time			

The 3-D Outline™ stands for the three dimensions. The dimensions are the **what**, the **why**, and the **how**. Most people, when they're preparing, prepare the what. They don't look at the why and the how.

At the top of the 3-D Outline™, for any presentation, step one is to make sure we define our objectives. We want to write down three or four core objectives that we want to accomplish no matter what type of presentation that we're preparing for, tied to our universe. Whether it's a staff meeting, board meeting, sales presentation, phone conference meeting, we want to define our objectives.

What are the types of words we want to use to describe our objectives? We want to use action words. We want to make sure that we can accomplish the objective that we write down. So if we say that we want to sell more X, we've got to decide, can we really sell more in our presentation? Probably not if there are no buyers there. We might prepare to sell more and "prepare" would be the action word. Or we might inspire to sell more and "inspire" would be something that we could do within the time period.

Following is a list of action words to choose from as you're designing your 3-D Outline™.

Convey	Allow	Understand	Illustrate
Teach	Assess	Prepare	Explain
Share	Build	Encourage	Exhibit
Motivate	Determine	Support	Reveal
Inspire	Demonstrate	Persuade	Strengthen
Train	Grab	Promote	Emphasize
Show	Communicate	Transfer	Increase
Reinforce	Educate	Clarify	Expand
Gain	Cascade	Distribute	Familiarize
Define	Report	Disclose	Launch
Introduce	Excite	Stimulate	

Step two is to define your audience. On the top right of your 3-D Outline™, fill in the estimated number of people who will attend your presentation. Start mentally seeing whom you're going to present to, whether it's one person, three people, 50 people, or 5,000 people. You are beginning to turn those unknowns into knowns.

What's next? You need to plan ahead. What are the specific things that you need to do to prepare for your presentation? Are you going to have handouts? Well, how many people are going to be there? Do you need to make copies for everybody? Absolutely. So you write that down.

Start a checklist of all the things that you're going to need to do to prepare for your presentation. On the next page is an example of an event checklist that Tony Jeary uses to keep track of all those little details.



Now, let's return to filling out the 3-D Outline™.

Think about the “what ifs?” We need to think about what if someone shows up late, what are we going to do? We need to think about who's going to introduce us, and what if that person doesn't show up. We have to think about the what-if questions, the tough questions. You want to figure out what those what-if questions are so that you have maximum preparation.

To the far left of the “what” column, you'll see the “time” column. We need to ask ourselves how much time do we have allocated for each particular presentation? In this particular example, let's say our presentation's going to be for an hour. So at the bottom of the time column we'd write 60 minutes. And imagine that we have a bank account now as we're building our outline to prepare, we have a bank account of 60 minutes to spend. How are we going to spend those 60 minutes?

Next, we look at our opening. How are we going to open? We all know that if we can, we want to have someone open for us, a host introduction. But that's not always the case. So, if we want a host introduction, we write “Host Introduction” in the “what” column. Generally speaking, an opening segment is about 10 percent of your total presentation. So in this particular case we might put six minutes down. We want to spend how many minutes for opening? Six minutes. Pretty simple.

### The Three Ps

For your opening, I want to teach you a concept called the three Ps, the **purpose, process, and payoff**. This means, in the opening, you're going to tell people what the purpose of the presentation is, what the process is going to be, and what the payoff is for them. The payoff is really the “so what?” factor. The audience needs to know upfront, “So what?”

Once you complete the three P process, people are relieved because they know where you're going. The purpose process payoff is the most important material to cover in the opening. Additional things you might consider in the opening are simple things like an icebreaker. Because we always know if we have a little smile factor, that can be an important piece to the puzzle.

On the following page there are three sample icebreakers you can use from Tony Jeary's book *A Collection of Icebreakers, Attention Keepers and Activities*.

## Three Sample Icebreakers

### The Name Game

1. Inform participants that you will be taking them all to a tailgate party (or banquet, picnic, etc.). Tell them that they need to stand up and make up a rhyme that tells not only what their name is, but what they'll bring to the activity. Some examples follow: My name is Bill; the punch bowl I'll fill. My name is Dar; I'll drive the car. My name is Tony; I'll bring macaroni. My name is Pam; I'll bring the ham.
2. Give the participants 2 to 3 minutes to think of a rhyme, and then go around the room and have each participant share his or her name rhyme. You can even give an informal quiz, with questions like, "Who'll drive the car?" and "Who is bringing the ham?" etc.

### Brothers and Sisters

1. At the beginning of the session, label the four corners of the room with the following titles: oldest sibling, youngest sibling, middle sibling, only child.
2. Instruct participants to sit in the corner of the room that bears the correct title (e.g., if the participant is the oldest child in his or her family, he or she would sit in the "oldest sibling" section).
3. Encourage the participants in each of the four corners to introduce themselves, discuss their position in their families, and what they disliked/liked about being in that particular position.
4. Give the participants about 10 minutes for group discussion, then ask a representative from each group to introduce his or her fellow group members to the whole audience. That representative should also talk about the collective experience of the group members in regards to family position, e.g., did all youngest siblings feel picked on or left out, did all oldest siblings have a lot of responsibility.
5. Reconvene as one large group and begin the day's activities.

### The Mystery Guest

1. Before the session, pick several attendees who arrive early to be "mystery guests." Give each of them 10 one-dollar bills. Instruct them that during the breaks, they should give a dollar bill to every stranger who introduces himself or herself to them.
2. When all participants arrive, inform them that mystery guests are present and will be handing out cash rewards to people who introduce themselves to them during breaks.
3. If participants know of this "mystery guest" concept, they will likely be motivated to meet new people and introduce themselves to strangers. This also makes the whole seminar start out with a relaxed and lighthearted mood.

What else might you want to do in that opening? You may want to recognize people. You may want to set up certain guidelines for the meeting. Or perhaps there are other things you would like to cover in that first 10 percent of the presentation. It doesn't have to be exactly 10 percent. You could make it 10 minutes or you could make it three minutes. It's what works best for you.

So six minutes on the opening. Then next you want to look at your close. How much time are you going to use to close? Generally speaking, you want to use another 5 percent to 10 percent of your total presentation time. Let's say you put down six minutes. You'll spend six minutes on your opening, six minutes on your close, so that gives you 48 minutes for the body of your presentation.

You want to take a look at the different chunks or the different modules or the different segments that you can speak on in your particular subject. You may want to do a demonstration for one of those segments. You may want to do a review for another segment.

Following are two examples of a completed 3-D Outline™ that you can look at.

### Large Group Sample 3-D OUTLINE™

<b>Title:</b> Opening Presentation		<b>Date:</b> 00/00/0000		<b>Attendees:</b> 2,000	
<b>Objectives:</b> Get the attendees excited about attending the conference Convince attendees that ABC is a great partner for them Educate and inform participants about the opportunities available at the conference Make participants feel that they will be better and more successful because of their attendance					
#	TIME	WHAT	WHY	HOW	
		Final Preparation			
1	3	Welcome <ul style="list-style-type: none"> <li>• Purpose</li> <li>• Process</li> <li>• Payoff</li> </ul>	<ul style="list-style-type: none"> <li>• Make participants feel valued</li> <li>• Get participants excited about the conference</li> <li>• Grab participant attention</li> <li>• Get participants to believe that they will improve based on their participation in the conference</li> <li>• Help participants understand what is to be accomplished and why they should care</li> </ul>	Discussion/icebreaker	
2	5	Review their expectations for the conference	<ul style="list-style-type: none"> <li>• Communicate that we understand their needs</li> <li>• Demonstrate that I am a credible host and ABC is a credible partner</li> </ul>	<ul style="list-style-type: none"> <li>• Review the input from boomerang</li> <li>• "We listen and act"</li> </ul>	
3	5	Review ABC's expectations for the conference	Educate participants and set the expectation	Review our objectives for the conference	
4	10	Review the agenda	<ul style="list-style-type: none"> <li>• Educate participants</li> <li>• Get participants to plan their time to accomplish their and our objectives</li> <li>• Keep participants excited about the conference and our investment in our partners</li> </ul>	Review the conference agenda, opportunities for networking, etc.	
5	2	Close	Excite and motivate them	Call to Action—get the ball in their court to take action	

25 minutes total

## “Life /s a Series of Presentations” Sample 3-D OUTLINE™

Title: Life /s a Series of Presentations		Date: Ongoing		Attendees: Varies	
<b>Objectives:</b> · Teach how to save tons of time in preparation · Train how to tailor what you say to meet and exceed expectations · Teach a simple trademarked process for building any presentation in 10 minutes					
#	TIME	WHAT	WHY	HOW	
	15	Final Preparation	Assure that everything is in place and working	Set up and test	
1	75	<b>Host Introduction</b> <b>Introduction</b> <ul style="list-style-type: none"> <li>• Purpose</li> <li>• Process</li> <li>• Payoff</li> <li>• Quiz</li> </ul>	<ul style="list-style-type: none"> <li>• Let the audience know who we are, why we are here, and why they should listen</li> <li>• Grab audience attention and give them the direction for the workshop based on their input from surveys</li> </ul>	Present/Fun factor <ul style="list-style-type: none"> <li>• Icebreaker</li> <li>• Dollar bill</li> <li>• Objectives and expectations</li> <li>• Agenda</li> <li>• Presentation quiz</li> </ul>	
2	30	<b>Bombed &amp; Best</b>	Gain audience involvement and get participants thinking about what makes a good presentation	Facilitate team activity and report out	
	15	<i>Floating Break</i>			
3	60	The 4 Levels of Learning <b>7 Foundational Secrets</b> <ol style="list-style-type: none"> <li>1. Funneling process</li> <li>2. Opening</li> <li>3. Alleviate the audience tensions</li> <li>4. Trust transference</li> <li>5. Bus. entertainment</li> <li>6. Verbal surveying</li> <li>7. Targeted polling</li> </ol>	<ul style="list-style-type: none"> <li>• Teach the 7 basic items to include in any presentation</li> <li>• Define 4 audience types and objectives</li> <li>• Establish some trust transference and add variety to the presentation</li> </ul>	<ul style="list-style-type: none"> <li>• Show VIDEO clip of Zig opening</li> <li>• Show VIDEO clip of Zig audience involved</li> </ul>	
4	45	<b>Live 3-D Outline™</b> <ul style="list-style-type: none"> <li>• Philosophy</li> <li>• Components</li> <li>• Brief live example</li> <li>• Reveal 3-D for this meeting</li> </ul>	Introduce participants to the 3-D Outline™ tool for developing any kind of presentation in a short amount of time so you are ready to win them over to your message	Flipchart/Handout	
	90	<i>Lunch</i>			
5	60	<b>Build Your Own 3-D Outline™</b> <ul style="list-style-type: none"> <li>• Pairs develop outline for real-life presentation</li> <li>• Share examples</li> </ul>	Allow participants the opportunity to immediately apply 3-D Outline™ tools and other workshop ideas and concepts to real life. Share examples and ideas with the group.	<ul style="list-style-type: none"> <li>• Facilitator supporting individual work (perhaps in pairs if appropriate)</li> <li>• Individual report outs</li> </ul>	
	15	<i>Floating Break</i>			
6	60	<b>Tools and Resources</b> <ul style="list-style-type: none"> <li>• Clips</li> <li>• Newsreels</li> <li>• Handouts</li> <li>• Computer demo</li> <li>• Role play</li> </ul>	Learn how to effectively use tools and varied media to keep audiences involved and to make our presentations different and memorable	<ul style="list-style-type: none"> <li>• Presentation</li> <li>• Group discussion</li> </ul>	
7	15	<b>I Commit To...</b> <ul style="list-style-type: none"> <li>• Summarize</li> <li>• Commitment cards</li> <li>• The 10 best things you picked up from the workshop</li> </ul>	Motivate each individual and commit to each respective area of improvement	Present	
8	15	<b>Evaluate and Close</b>	Assess the effectiveness of the seminar and pick up information on how to make the next one better	Plus/minus page with 1 to 5 ratings for results, process, and facilitator	

480 minutes total presentation time



Once you've filled out the whats and you've filled out the approximate time, what's next is the "why" column. What do so many people miss? They miss looking at the whys. So when you're doing an opening and you're talking about the purpose, why are you doing the purpose? You're doing the why, or the purpose, so people know why they're there. People sitting in the audience ask themselves, "Am I glad I'm here? Is the presenter going to present in a way that's going to meet my expectations? Is it going to be valuable for me? How's it going to fit in my world?" We all ask ourselves that, correct? What we want to do is make sure we know the why. The why and the opening is to get people prepared to hear our message, to get people to know where we're going, to be able to buy in and reconfirm why they're there. We want to put some smile factor on their face, if we can in most circumstances, the whole business entertainment factor. That's why we want to use an icebreaker.

Next, look at the "how" column, the final column on the right. Remember, what most people do in presentations is they just talk. But we know that if we put variety in how we deliver our message, it will have greater impact.

What are the different things that we can do? We can give handouts, we can show flipcharts, we can use case studies, we can show examples, we can do skits, we can show photographs, and so on. There are all different ways that we can use in the "how" column to convey our message. And remember, we need to vary our delivery style about every five to seven minutes

Every single "what" should have a "why" to it. The "why" column all added up should support the objectives of the 3-D Outline™. The reason that we're giving a presentation is to meet certain objectives. Being clear on what we want to accomplish makes a huge impact on our effectiveness.

## HUHY

One of the things that happens a lot of times in presentations is a Q&A segment. Here is a simple preparation technique that can help you deal with Q&A, unlike you've ever seen before. It's a concept called the HUHY cards. HUHY stands for *Help Us Help You*. And in preparation, one way that you can use the HUHY card is to take several simple three-by-five cards, and put one on each chair that a person's going to sit on in the audience. When the audience first comes into the environment, in part of the opening you ask them to write down questions that they might have pertaining to your particular segment, to your meeting. Then when you get to the Q&A section, you have those cards brought to you, and you can work through those cards so you're more familiar with the questions and you can kind of put them in your order. That's a huge help.

## Cascading the Message

Another big piece to the puzzle a lot of people miss in the preparation is to realize that not everybody's going to be at the meeting or in their presentation that they want to be. Oftentimes a message needs to be cascaded to other people. So to really be right-on, we want to make sure that we have documentation, whether it's copies of our slides, whether it's a specific handout, or whether it's preparing our audience in a way to take notes so they can cascade the message more effectively to the person who didn't show up or to people who work for them or people who work beside them, or whomever else that message may need to be communicated to. Cascading is a huge piece to the Communication Mastery puzzle. Cascading the message in some cases may need to be cascaded to two, three, four, or even five different levels. So making sure that you utilize tools is a huge piece.

## Using Crutches

Another thing you may want to think about is the use of crutches. A lot of people in the presentation world shy away from crutches, but crutches can be very valuable. What does a crutch mean? Crutch means your notes. A crutch means your outline. A crutch means a flipchart. A crutch means your slides. Looking for all the different tools that can really help you through a presentation, be so prepared and so ready that you can be spontaneous with your audience.

Having notes sitting out in front of you oftentimes allows you to look more prepared. If your notes are laid out, people see that you're a person who is prepared, you're a person who is organized. That is your brand.

Use your 3-D Outline™ as one of those tools that will help you hold your meeting. The 3-D Outline™ can be built on a flipchart if there's a group. It can be built in an electronic format as a Word document or as an Excel document. Matter of fact, Tony Jeary has a software program based on the 3-D Outline™. The 3-D Outline™ is a powerful concept for helping you be really prepared.

### *Very Important Points for Session Five*

- Define your objectives.
- Each objective should start with an action.
- List the "what ifs?"
- Make sure that you put variety and how you deliver in the "how" column.
- If you're going to have some kind of Q&A, use the HUYH concept.
- Create tools that would allow cascading to be more consistent and efficient.
- Remember that you're always "on."

# Session Six: Delivering Your Perfect Message™

In this session, we're going to talk about delivery. We've got this session divided into three different areas: The Bombed and the Best, Personality Types, and The Seven Things to Do.

## One: The Bombed and the Best

Here is an outline where you can think about what the elements are that really make the communications and presentations in your life the best they could be. When a presentation is being made, what are the elements that make it the best and what are the elements that make it bomb? List at least two or three things here.

Bombed	Best
List the elements of the <b>worst</b> presentation you have seen or given	List the elements of the <b>best</b> presentation you have seen or given
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.

Let's see what other people have said.

### The Best

People are saying that one of the top items that comes out on the best side is **energy**. How energetic are you when you're communicating? When you're giving a presentation, how is your energy? We know that those people who really bring energy, or the second one, passion, to the table can make a huge impact. And when you think about energy, we're talking about tonality; we're talking about is the person excited about the message?

The next, related thing is **passion**. Are you passionate about your topic?

Another thing that comes up on the best side is that the person's really **organized**. Now how do you know if a person is organized? Well, it's part of your brand. People sense who you are; they look and see; they look at your briefcase; they look at when you walk into a room; they look at how you are dressed. And all those things matter on your personal brand. They start preconceiving what you're going to share with them, what you're going to communicate to them. Matter of fact, you're already communicating to them before you actually even start talking. How organized are you? All those things make an impact.

Number four is the **great agenda**. You can have an informal agenda or you can have more of a formal agenda. So, for example, if you had an impromptu meeting or some kind of communication you needed to give in an afternoon, you could walk in and in that impromptu situation you could just go up to a board and say, “Hey. Here are the three things we want to cover,” one, two, three, and just make the agenda up as you’re going, right there, and have everyone there confirm with you that those are the three things that you want to cover. If you just start right in, people really don’t know where you’re going. So having a good agenda, even on the impromptu side, can make an impact.

The last item on the best side is **good use of time**. Time is so precious today. People are time-starved. Managing people’s time really does have an impact on the way you present. People want you to be efficient with every minute of their time when you’re presenting. Be thinking about that, again, based on an impromptu or on a more formal type of presentation.

### Exercise: The Best

In this exercise, describe a time when your communication (formal or informal) used the techniques described above. How did you use passion, for example, in your presentation?

1. Energy: \_\_\_\_\_
2. Passion: \_\_\_\_\_
3. Organization: \_\_\_\_\_
4. Agenda: \_\_\_\_\_
5. Time Usage: \_\_\_\_\_

### The Bomb

What are some of the thing that people say make a presentation bomb? One thing is **too much PowerPoint™**. Remember to vary your style—don’t just get stuck in PowerPoint™ or some other tool as a channel to the way you communicate.

How about this next one? **Not being fully prepared**. How do we know if someone is prepared or not? We watch them, don’t we? We see if they’re organized. We see when they walk in. We watch and observe in any type of communication how prepared a person is. So think about all the different types of presentations in your universe, and think about how you can walk in and be more prepared.

Number three is interaction. You know, we’ve talked about that throughout the entire program. We’ve used the word “involvement”; we’ve used the word “engagement.” What comes up in this activity across the board is the term “interaction,” but what people are really saying is, is there **enough involvement?** Because people today don’t want to be talked at; they want to be talked with. We want to be able to engage; we want to be able to have a situation in which people are moving back and forth, are listening, and talking, facilitating, and connecting.

The next one is **not having humor**. People don’t want to be bored. People today want to have the smile factor. If you have no humor, people say that that is not a good presentation. So, again, you’ve got to check your own style, and ask, “Are there ways that I can bring the smile factor into my presentation?”

In Tony Jeary's book *Speaking Spice*, there is a list of 200 things that you can open up any talk with to get people to smile. Here are a few:

### 12 Signs of the Times:

1. You tried to enter your password on the microwave.
2. You haven't played solitaire with a real deck of cards in years.
3. You have a list of 15 phone numbers to reach your family of 3.
4. You email your son in his room to tell him that dinner is ready, and he emails you back "What's for dinner?"
5. Your daughter sells Girl Scout Cookies via her website.
6. You chat several times a day with a stranger from South Africa, but you haven't spoken to your next-door neighbor yet this year.
7. You didn't give your valentine a card this year, but you posted one for your email buddies via a web page.
8. Your daughter just bought a CD of all the records your college roommate used to play.
9. You check the ingredients on a can of chicken noodle soup to see if it contains echinacea.
10. You check your blow dryer to see if it's Y2K compliant.
11. Your grandmother clogs up your email inbox, asking you to send her a JPEG file of your newborn so she can create a screen saver.
12. You pull up in your own driveway and use your cellphone to see if anyone is home.

### You've Got to Produce

Farmer George had one of the most productive dairy farms in the state of Wisconsin. Because of his success, he was asked to appear on the local television farm report. Well, the big day came and the interviewer asked George why his milk production was so outstanding. The interviewer asked if it was because of the new milking machines. George said, "No." "Well, was it because of the feed?" the interviewer asked. Again, George said, "No." "Ok," the interviewer said, "How about the supplements and hormone shots?" Again, George just smiled and said, "No, it wasn't any of that."

Frustrated, the interviewer finally asked, "Well, what the heck was it?" George just smiled and said, "You probably won't believe this, but I think the outstanding milk production was because every day, just before I milked my cows, I asked them just one question, 'What will it be today, Bessy, milk or hamburger?' "

## Management

The stories of Charles Schwab Sr. and his management prowess have been told to countless millions.

Perhaps the best story to illustrate his brilliance is how he managed to double a plant's production when he took over the management of an old established steel mill. Apparently, the mill had been a real disappointment in the productivity area for years.

Many had tried to boost the output but failed miserably. At any rate, Schwab felt he knew what was missing and was determined to succeed where others had not. One morning, just before the day shift was to come in, he took a large piece of chalk and inscribed on the floor a huge number four. Naturally when the day shift came in, they inquired about the number on the floor. They were told that's how many production runs the night shift was able to get done. As Schwab instinctively knew, the day shift couldn't resist the challenge; eight hours later there was a big number five emblazoned on the floor. This trend continued until the plant actually doubled its production and then surpassed that—a truly remarkable feat.

## New Paradigm/Clever Thinking

During one of the famous garbage strikes in New York City, a woman called in to a radio talk show to share the novel way she got rid of all her trash.

What she did was take her compressed refuse and bag it in the usual way; however, she then beautifully gift wrapped the bags and headed for her local mall, where she left the irresistible packages on the front seat of her unlocked car. Magically, after a just a short time shopping when she would return to her car, she always found that some kind-hearted soul had been thoughtful enough to have taken her designer garbage packages away, saving her the trouble!

## I Just Helped Him Cry

Leo Buscaglia once talked about a contest he was asked to judge.

The purpose of the contest was to find the most caring child. The winner turned out to be a four-year-old child whose next-door neighbor was an elderly gentleman who had recently lost his wife. Upon seeing the man cry, the little boy went into the old gentleman's yard, climbed onto his lap, and just sat there. When his mother asked him what he had said to the neighbor, the little boy said, "Nothing. I just helped him cry."

### **Focus, Focus, Focus, Focus**

Most of us have been to the circus and seen the lion tamer. Let me ask you this question. Of all the tools the lion tamer uses, which does he consider the most valuable? Is it the whip, the gun, or the chair? If you answered the chair, you'd be right, but why?

Well, when the lion tamer uses the chair, to us it just looks like a barrier between him and the powerful lion; however, there's more to it than just this. You see, if you look at the bottom of the chair, you'll find it has four identical leg posts. That's no surprise.

However the theory is that when a lion looks at the chair, he sees all four posts and can't focus on any one in particular. Because of this lack of focus, he then becomes paralyzed from attacking and taking action. Focus is the key!

### **The Difference Between Goals and Purpose**

A bus driver, after a particularly grueling day, came back into the depot sporting a look of pure frustration. His very astute supervisor noticed immediately and kindly asked what was the matter. Without hesitation, the distraught bus driver said, "You know, how can I possibly keep on schedule if I have to keep picking up these doggone passengers?" Obviously, this is a case of confusing the company goals with the company purpose!

### **How Much Do You Want Success?**

A young man was desperate to find the secret of becoming a success. After hearing about a wise old Indian, he decided to visit him and ask his advice. Upon finding the sage, the young man explained his dilemma and asked the elderly pundit for an answer to his question, "What is the secret of success?" The wise old Indian didn't say anything; he merely took the young man down to the river and into the water. There he shoved the young man's head under the water and held him down. Soon it was obvious the young man was greatly distressed, thrashing his arms above the water and trying to escape the old man's powerful grip. This went on for some time; then the old Indian finally released his subject, whereupon the young man shot to the surface, gasping for air. After he had caught his breath and calmed down, the young man, in shock, asked, "What the heck did you do that for?" The wise old Indian then said, "My son, it is simple. When you want success as much as you wanted that breath of air, then you shall have it!" The secret is desire—single, focused desire.

### **Conclusions on Life from a Child (Humor)**

- Never trust a dog to watch your food.
- When you want something expensive, ask your grandparents.
- Never smart off to a teacher whose eyes and ears are twitching.
- Sleep in your clothes so you'll be dressed in the morning.
- Never ask for anything that costs more than five dollars when your parents are doing taxes.
- Never bug a pregnant mom.
- When your dad is mad and asks, "Do I look stupid?" don't answer him!
- Never tell your mom her diet's not working.
- Don't pick on your sister when she's holding a baseball bat.
- When you get a bad grade in school, show it to your mom when she's on the phone.
- Never try to baptize a cat.
- Never spit when you're on a roller coaster.
- Never do pranks at a police station.
- Beware of cafeteria food when it looks like it's moving.
- Never tell your little brother that you're not going to do what your mom told you to do.
- Listen to your brain; it has lots of information.
- Never dare your little brother to paint the family car.

### **Managers vs. Engineers**

A group of managers was given the assignment of measuring the height of a flagpole. They went out to the flagpole with ladders and tape measures, but they continually fell off the ladders and dropped the tape measures and the whole thing was just a fiasco.

Finally an engineer came along and saw what they were trying to do. He then walked over, pulled the flagpole out of the ground, laid it flat, measured it from end to end, gave the measurement to one of the managers, and walked away.

After the engineer was gone, one manager turned to another and laughed. "Isn't that just like an engineer! We're looking for the height, and he gives us the length!"



### Exercise: The Bomb

Think of a time when your presentation bombed. What were the reasons?

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Tony Jeary and Robert Rohm are releasing a book called *Presenting with Style*, and it's about how we present to people in the style they want to receive it in. Following are some ideas from that book.

### Four Audience Tensions

If we remove tensions, people can hear and receive our message much better. Again, whether we're presenting to our kids, presenting to a prospect, presenting to a colleague, presenting to a subordinate, a boss, in an interview, a one-on-one, or a large group, it applies across the board.

**Number one is between the audience and the presenter.** What we want to do is to let people know that their time is valued. Let people know that you've got an understanding of what they showed up for. Let people know that you know their expectations and you're going to deliver on those expectations and even more. And when you do that right upfront, again, that tension starts fading away.

**The next tension is between the audience and other audience members.** If you're speaking to a group in which there are different audience members sitting next to each other or standing next to each other, there's a tension going on between them whether we realize it or not. So what do we need to do? We need to do simple things such as invite people early to our situation. If they can talk to who's sitting next to them, if they can talk to other people in the room and in the environment, they begin knocking down that tension. Use icebreakers; connect people sitting and standing next to each other at the beginning of your presentation in a way that you can knock down that tension and allow people to really focus upon you.

**Number three is between the audience and the environment.** That means it could be too hot or too cold, or maybe the sun's shining in on us, or maybe the seats just aren't comfortable. All those things have to do with the environment, and if there is an environment setup where there are no distractions, then people can really hear your message. When you're presenting, if you can, if you're in a position to be the host, set up the environment; pick the venue; pick the places where it's going to be conducive to having people hear your message so you don't have to deal with that tension. Seems pretty simple, but if people are fidgeting, if they're not happy with the environment, they're going to be thinking about that and not thinking about your message.

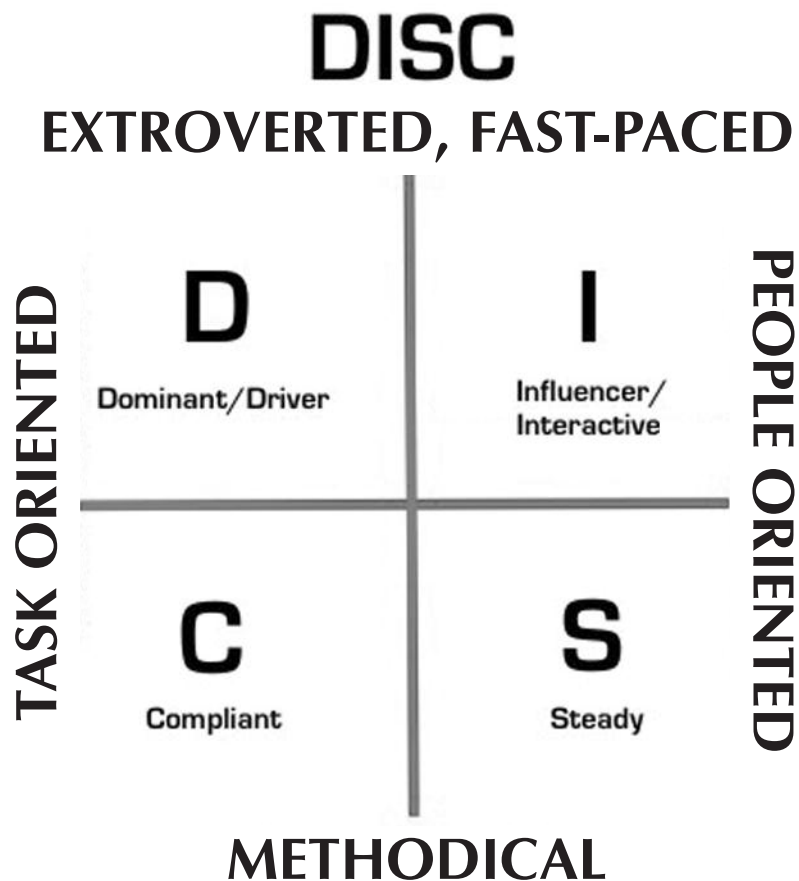
**Finally, number four, Communication Masters realize that materials are a good thing to give out to support their message.** Handouts, note takers, binders, information, there are all kinds of different things that you can give out as materials to support your message, but here's what happens: Oftentimes people will give out too much upfront—we've all seen it—and the audience will start reading through the materials. Whether it's a brochure, a large handout, a book, or a binder, they start thumbing through materials. And then there's a tension between, "Do I look at the materials in my handout or do I listen to you?"

We encourage you to do several different things: Number one, if you have some kind of handout materials, you might ask people to start writing on them—putting their names on them, start highlighting things—so they start owning them. You might have them thumb through them—if it's just a few things that you've passed out—so that they can get familiar with them and then ask them to come back and pay attention to you.

Or if there are several things that you need to hand out during your presentation, you may want to layer your presentation delivery of those materials. That means give them a little bit at a time; layer it out: a few pages here, talk a little bit; a few more pages next, and you layer it.

## Two: Personality Types

Here is the second thing from *Presenting with Style*. To be a master presenter, to really present with Communication Mastery, we need to communicate to people the way they want to receive our message, rather than in our own style. Here is the DISC model of personality styles:



Now let's say that you're communicating to an audience of more than 10 people, more than likely that audience is going to be made up of different personality styles. You need to vary your delivery. You need to communicate in a way with your delivery so it matches up with those other styles, all of those styles. So let's go through those quickly.

The "D" stands for **dominant**, and is a high extrovert. About 10 percent of the population is a "D." One out of 10 people really drives to get things done. So when you're communicating to "D" types—oftentimes those are our leaders—communicate quickly and give bottom-line results. If you are being very methodical, walking through the process step by step, you may be disconnecting your "D" audience. The typical "D" personality is interested in getting the job done and making it happen quickly. They're very outgoing. Tell them what are they interested in.

### Exercise: Communicate with a "D"

In this exercise, imagine that you are at work. You need to take a 10-day leave of absence for personal reasons, and you need to explain this to your boss. Your boss is a "D" communicator. How will you tell him that you need the time off? (Remember to be fast and quickly get to the bottom line.)

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The next quadrant is the "I." The "I" is the **influencer**. People who are "I" types are very interested in making things happen as extroverts. They're very outgoing, but they love people. "I" personalities want you to be friendly. They want you to connect to them. So if you're giving a presentation and you don't realize that you have some "I" personalities in your presentation, and you're just going in and drilling them with great content and great benefits, but you haven't built rapport and you haven't connected with them, perhaps you're not delivering all that you could. People with the "I" personality like to connect.

### Exercise: Communicate with an "I"

In this exercise, take the same scenario as in the previous one, but communicate with an "I." How would you tell an "I" boss that you need ten days off for personal reasons? (Remember to build rapport first.)

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Next is the “S.” These are the very **steady** people. They’re very people-oriented, yet they’re more methodical and more introverted than the “I” type. The “S” is a very loyal person who really likes to have things connected on a more one-on-one basis.

### Exercise: Communicate with a group of “S”s

In this exercise, you are presenting to your company’s quality control department. You’re explaining a new software program that’s being introduced into the department. How would you communicate with a group of “S”s? (Remember to connect one-on-one.)

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Finally, the “C”s are the **compliant** people, and they don’t like change. They like to have things quick, quick, quick because they are interested in methodically getting the job done. So when you’re communicating to the “C”—technicians oftentimes are “C”s—you want to communicate methodically step by step, and this is how you’re going to get the job done. Make sure you deliver on the expectations that you set up at the beginning. That’s what it’s all about when you’re delivering to a “C.”

### Exercise: Communicate with a group of “C”s

In this exercise, you are in the same situation as the previous exercise, but you are communicating to a group of “C”s. How would you explain the new software to a “C”? (Remember to focus on methodically getting the job done.)

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## Three: The Seven Things to Do

The third item in our delivery area here is the seven things to do.

**Number one** is to **give good guidelines upfront**. Let people know how things are going to work. For example, one of the guidelines that’s good to have is the guideline of *having everyone help you stay on time*. We all love to have meetings that are on time, but what do most people do as presenters? They put all the pressure on themselves, on their own shoulders, but if the guideline upfront says, “Hey, guys. When we ask our questions, let’s make sure that we are efficient with our time and stay right on task with our agenda and with our objectives. Can everybody work with me so that we stay on time?” And we get the thumbs up and we’ve got a much better meeting.

Another one of the guidelines would be to simply *ask people to stay on target*, and if there’s something that comes up that’s outside the agenda, the guidelines say we may put that on a

parking lot area so that we can come back to it, so that we can stay on time, so we can stay on track and make sure to finish our agenda items.

Another thing you might want to put into the guidelines is *solution thinking*. This helps audiences keep away from complaining about something and focused on coming up with a solution. Let them know when you want their questions. Do you want them to save their questions for the end? Do you want them to be able to ask their questions? Whatever the guidelines are for you, let them know. Are you going to talk fast? Do you want them to take some notes? Set all of these guidelines up at the beginning.

**Number two** is the concept of **facilitation**. In *The Effective Guide to Facilitation*, Tony Jeary and Bob Gerold give advice about how much you should present versus how much you should facilitate. As we plan our presentation, as we're thinking about how we're going to deliver it, we want to start thinking how much of our time should be spent actually presenting, and how much time should be spent actually facilitating, meaning listening, asking questions where other people are involved.

Mix up the delivery with both facilitation and presentation. Make sure you get the right mix.

**Number three** is to **deliver with good variety**. Remember the "How" in the 3-D Outline™? We want to deliver a good variety.

There are many different ways that we deliver a message. We have things like a flipchart, grease boards, skits, statistics, case studies, examples, activities, role-play, quiz, trivia, a video, a story, some kind of contest or game, a demonstration, some kind of Q&A, or a brainstorm.

For example, the flipchart is a great way to deliver a message. We complement what we're saying by using a flipchart. There are really three different ways to use a flipchart in your delivery. One is what we called the "pre-prepared" flipchart. That's when someone walks into the room and there's something already written on the flipchart. And when people walk into the room and something is written on the chart, does that make you look prepared? Absolutely. Part of the delivery process is to put yourself in a position in which people feel that you've prepared. Having something prewritten on a flipchart is called a pre-prepared flipchart.

Another way to use that particular tool that way is to have what we call a "reveal," when you actually peel a couple sheets of paper back and you've already got something written, and you reveal some content. You reveal something that's already written there, and again, it shows preparation and it shows impact on the message.

And another type of flipchart is what we call the "on the fly." The "on the fly" is obviously when you're writing as you go along, but you know what happens when we're writing a lot of times? We end up misspelling words. We encourage you, if you would, when you're writing, when you're doing it on the fly, to adjust the flipchart so that you can connect with the audience, but even better, if you can get someone else to scribe for you. That's a technique that a lot of people don't even have the awareness of, that when you're using flipchart as a way to deliver and complement your message, to do the "on the fly" and have someone help you with it. So, there are many different ways to use a flipchart.

How about in our case studies? Should we have good case studies to reinforce our message? Absolutely. And we've got a system for doing that in which we talk about a particular situation; we talk about the solution; and we talk about the results. So being able to have that format is an excellent way to be able to communicate your message by going through those three steps.

Giving good examples is a great thing. Telling stories. People today like stories, don't they? We encourage you to think about that as an excellent way to build your mental arsenal with great stories to reinforce your message.

How about video clips? Showing a video clip can reinforce through a different medium. It can keep that audience attention span going on. So look for and build in your electronic arsenal all different kinds of little video clips or streaming videos that you could have on your computer to deliver your message.

Trivia is another excellent way to bring variety into your presentation. You can go up there with three-by-five cards and actually read the cards and ask the audience questions, and let them respond, and share the answer with them. This is an excellent way to have engagement and an excellent way to deliver your message. So think about using little trivia ideas if you have information that you need to share as part of your presentation.

What else can we do? Demonstrations are absolutely great to be able to get people involved. Sometimes it takes a little effort to bring things along to demonstrate, but think about that in terms of the way that you bring variety to your own delivery.

### Exercise: Trivia Questions about Presenting

To demonstrate the power of using trivia as an excellent way to capture interest, see if you know the answers to the following questions. The correct answer is printed on the bottom of the last page of this session.

1. In which country is the Speaker of the House not allowed to speak?
2. What is the longest one-syllable word in the English language?
3. Which country has more English speakers than the United States?
4. What are the only four words in the English language that end in "-dous"?

See if you can resist flipping ahead to see the answers!

**Number four** of our seven things is **handouts**. One of the exceptional ways to deliver your message is to complement your message with a handout.

One type of handout you might give out is some type of note taker, whether it's a single page or a multiple page, where people can write notes. Most of the time when we're delivering a message, we want people to recall our message. If we set it up so that it's easy for them to take notes, then they're going to be able to recall our message and we're going to be able to accomplish that objective more effectively.

Also remember that sometimes the information we're saying needs to be cascaded down to other people. It needs to be cascaded to a colleague or to a prospect or to a subordinate. So being able to have a handout with a good note-taking setup can really facilitate the consistency of cascading your message.

Another type of handout is what we call an action card or a three-by-five card. You hand out some type of index or three-by-five card or little business card on which people can actually write down things that they want to take action on. Is it important for people to take action at the end of your presentation?

Absolutely. Think about what handouts you can use to facilitate your message, to really be operating at that third level of Communication Mastery.

**Number five** is the **team delivery**. There are frequently times when you're delivering your message when other people can help you. Maybe you're delivering a message to your kid. Can you and your spouse together, as a team, deliver the message? Can that have an impact? Absolutely. Does it happen in business all the time? Yes. Can you bring in someone from another department? An expert from a different area? Can you bring in an outsider? There are all kinds of ways that you can deliver your message with a team, with someone else, with one or two or three other people.

If there are two or more of us who are presenting, we can oftentimes create breathing spaces for ourselves, and that really can add a dynamic to our delivery. Sometimes we may need to have someone introduce as part of our team, and we can have someone introduce and/or close for us, and that could be a team-type piece.

**Number six** in the seven items we're sharing on things to do is **managing expectations**. How valuable is that? People walk in with preconceived thinking. Shaking those expectations, focusing on those expectations, asking people about their expectations before you actually start into your communication can have a huge impact on how you shape your message and deliver with impact.

**Number seven** is **the closing**. We want to close with a strong call to action. That is a delivery component that so many people miss.

As you're planning the delivery of your message, and you have some type of Q&A, do not fit the Q&A at the very end. We find a lot of times people do put their Q&A at the end, and someone can ask a tough question. We've all seen it, and they can get you offshooted, and then what happens is you lose the momentum of your message, and perhaps you don't meet the expectations or reach your objective. Either have Q&A throughout, or have Q&A right before your close so you have control at the very end. So you have that closing 30 seconds, or two minutes, or six minutes, or 10, or whatever works for you, but **do not put the Q&A at the very, very end**.

Now, back to closing with a strong call to action. How many meetings, presentations, communications have we been in, whether it be on the phone, whether it be a Webcast, whatever it might be, when there's not a good call to action. People need to know, "What am I supposed to do? When am I supposed to do it, and who's going to do it? When and why and how? All of those questions we want to go through and make sure that we get clear at the end of our presentations. Clarity of actions, a huge piece.

In the book *Meeting Magic*, Tony Jeary and co-author George Lowe give a model for meetings. In that model, the "C" in the *Magic* stands for clarity of action. We want to make sure and deliver with clarity of action at the beginning. At the end of every delivery, what do we want people to do as a result of our sharing? Do we want them to think differently? Do we want them to go out and share? What do we want them to do? Make sure that we get clear in our actions.

### *Very Important Points for Session Six*

- Bring good energy and passion to your message when you're delivering.
- Make sure you alleviate tension so people really hear your message.
- Leverage personality styles so that you're communicating in a way that people will receive your message.
- It's not just about you presenting all the time; it's about you also facilitating for maximum impact.
- Manage expectations and link those expectations into a call to action.

#### Answers to Trivia Questions

1. England
2. screeched
3. China
4. tremendous, horrendous, stupendous, and hazardous



# Session Seven: The 12 Communication Mastery Principles of Persuasion and Influence

This session is going to cover the 12 principles of persuasion and buy-in.

When people start hearing our message, whether it's on the phone, whether it's in an email, a letter, or in a large group, people are thinking, "So what? What does this mean to me?" You've got to constantly be thinking about the *so-what factor*. You want to ask yourself, "How do I really get into the mindset of the people I'm presenting to? What's important to them?"

**The *So-What Factor*** (Mark Magnacca)

There are 12 principles that can really bring that to life.

**Principle number one is to be able to leverage the seven subconscious desires.** You see, as individuals, we all have the same desires. Now, the intensity of each of these desires may be a little different, based on our background, our personality, and our experiences. Here are the seven subconscious desires.

1. Belonging
2. Respect
3. Appreciation
4. Safety
5. Success
6. Romance
7. Inspiration

**Principle number two is consistency.** Now these next six come from Robert Cialdini's research, the book *Influence: The Psychology of Persuasion*. In his research he spent decades studying why people do the things they do. He found that people will do things because they've always done it that way. Have you ever heard that? Well, we have always done it this way in our department. Or we've always done it this way in our company. Or we've always done it this way in our family. Consistency is a huge piece to the influence puzzle.

Make sure you leverage consistency. People do things because they've always done them. They do things because they have a process. They do things because they've done them that way in the past.

**Principle number three is liking.** Liking says that people will do things if they like you. How likable are you? Do you smile enough? As you're going through life, is that part of your brand? Is your brand likable? People who are likable have more influence. People who are likable have more opportunities to connect. People who are likable are able to bring more value to the world.

**Principle number four is the authority principle.** People do things if the authority says to do them. Now who in the world could be the authority? The authority could be a top CEO, or the top C-level people may say something and they become an authority if what they say has influence. The authority principle is evoked oftentimes by quoting an author or an authority, someone who's published something. Could be published in a white paper, could be published in a research project, could be published in a book. Newspapers oftentimes are looked at as an authority. Maybe they've done some focus groups, and they put out some statistics. The *USA Today* paper is a good example of how you can evoke the authority principle. You can use that as a handout; you can quote people and be able to transfer the trust and credibility of that authority.

The authority principle can be utilized in quoting an authority in an email. It can be used by quoting an authority in a voicemail. It can be used by quoting an authority in a meeting, a conference, a web-inar, all the different kinds of presentations that you might make.

**Principle number five is social proof.** Social proof is when people do what other people do. Someone stands in line and everybody else stands in line. People do what other people do.

You can leverage that principle in your Communication Mastery with two or three different very simple examples. One is to have really good testimonials about you, your product, your service, or what you're selling or sharing. Or having good case studies of what you've done for other people so you can leverage that, or having good reference letters.

Do you build and do you have a great arsenal of nice letters, of nice notes, of references, of testimonials, of endorsements? And if you don't, you should.

**Principle number six is the scarcity principle.** Have you ever seen people hurry up and do things because they're going to run out? You know, you look at someone's calendar, they've only got a few days left on their calendar, and you want to do something to get on their calendar. Or maybe you walk into a store and the sign says, "Only four of these things left." And what do you want to do? You want to go, Wow, I'd better get one. Because the scarcity principle kicks in and you go, Wow, I'd better take advantage of this now. You see it in ads all the time. When you're communicating your message, are you evoking the scarcity principle? It's a principle that's very valuable if you want to get people to buy into your message.

**The seventh principle is the reciprocal principle.** Do you give value upfront so that people want to give value back? If you think about sowing and reaping, do you sow seeds? Are you really leveraging the reciprocal principle?

**Principle number eight is related to how people receive information.** Principle number eight says that we need to communicate to people the way they want to receive it, based on their primary sense. We all have five primary senses. There are three dominant ways of those five that we want to be very familiar with and be aware of so that we communicate to people the way they want to receive their message. The three big ones are *audio*, *visual*, and *kinesthetic*. Matter of fact, the majority of the population likes to receive messages visually.

So what does that mean? That means when we're communicating, do we want to use good handouts? Absolutely. Do we want to be able to have things that we can show to people? Yes. Do we want to use tools like a flipchart, a grease board? Do we want to be able to have a legal pad?

How many times do we go to a meeting and we don't take a legal pad? If we go to a lunch meeting, let me tell you what, having that legal pad there is a great tool if you find out the person you're presenting to is very visual and you pull that legal pad out and you start drawing things out. What happens? All of a sudden you've got a great new way, you've got many more possibilities in terms of communicating with impact to that person.

Do you have a legal pad? Do you have a three-by-five card? Do you carry them with you? Surround your entire environment with things that will allow you to visually communicate your message.

Next is auditory, that's the way people hear our message, our tone. Kinesthetic is how people feel about us.

You need to match the words you are using to communicate to the style of the person. So, if you're talking to a visual person, you don't say, "I have the feeling that this is a good idea." Instead you say, "You see what I'm saying here?" "Do you get the picture?" "Do you get the whole vision?" Those are words you use to evoke a vision in a person's mind. And in complementing that, use tools that you might write on, a flipchart, a legal pad. Similarly, for an auditory person you might say, "Do you hear where I'm coming from?" A kinesthetic person might respond better to, "I'm feeling really good about this."

**Principle number nine is about rapport.** Rapport is about commonalities. The more things we have in common, the more people feel that we're like them. When they feel that we're like them, we get connected. Is that an important piece to the influence puzzle? Absolutely.

Are you really concentrating on how you can build a connection; on how you can build rapport with people? How do you do that? You talk about commonalities. "Hey, where are you from?" "What do you do?" Right? And people say, "I'm from here," "Oh, I go to this college," or "I did this," or "I know this person." And what happens if you have three or four or five things you have in common? Do you feel a connection? Absolutely.

In a presentation situation, we look for things that we have in common with people. Can we do that in a big group? Absolutely. How do we do that? The person who's introducing us, if he or she introduces us as being like the people we're presenting to, because our backgrounds are the same, does that evoke the principle of rapport? Sure. Does that connect us? It connects us faster. When we have rapport and we have that connection, we have the commonalities. We get connected in a way in which people trust us at a higher level. So make sure that you leverage rapport as part of the principles that you utilize to have buy-in on your message.

**Principle number ten is called matching and mirroring.** One of the ways to build rapport is to make sure we mirror the people around. We can mirror their posture. We can mirror their clothing. When you get up in the morning, do you think strategically about what you're wearing? It's part of your communication. A master does. A master has an arsenal, a wardrobe that's really a fit for what he or she does. Your wardrobe is part of your brand.

**Principle number eleven is the principle of filtering.** Some people, as they are processing information, process to move away from a pain. And they filter things that they want to avoid. Some people filter things that they want to move toward, the pleasure that they want to have. So if you're communicating in a way and you want someone to buy into what you're sharing, and you're talking about all the benefits that they're going to get, that is moving toward. Those are things they're going to get.

But, again, some people filter information to avoid pain. So if all you are doing is focusing on the pleasure, they might hear it as “blah blah blah.” Make sure to let people know what they’re going to be avoiding. What they may avoid if they buy into your product or service or direction. You want to share with them both the benefits they’re going to get and the things they’re going to avoid.

**Principle number twelve is anchoring.** An anchor is a feeling or association about something that is based on something else that has happened in our lives. We can walk into a room and we can see a person, and the way that person is can remind us of something that might be positive or negative. And an association comes to our mind. Do you put yourself in a position that fires off associations of positivity about you and your message? Look at all the great things you can do that would fire off positive associations. The people you’re around, the people you talk about, the way you talk, the way you dress. All those pieces are part of your brand, and they bring association to you and other people’s minds.

The “bonus” principle number thirteen is competitive comparison. If we really want to be masters at communicating with influence, we need to know who our competitors are. We need to know our advantages and our disadvantages. Following is a graphic showing the Competitive Comparison Matrix

### Competitive Comparison Matrix

(Their Story from Open Records, Online, Collateral, and other Sources)

	You	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Category 1					
Category 2					
Category 3					
Category 4					
Category 5					

What are the items that really matter as you’re communicating your core business message? Is it service? Is it brand recognition? Is it technology? Is it progressiveness? Is it trend? Is it risk? What is it that people really want? What are they thinking about when they’re thinking about buying into your product or service? And you want to list what those characteristics are.

Then you want to go in, and, column by column, you want to write down who your top two or three or four or five major competitors are. And in those columns you want to write how you stack up with each competitor. For example, how do I stack up to my competitors as it relates to technology? How do I stack up in terms of benefits? How do I stack up in terms of risk? How do I stack up in each of those areas? Being familiar with the areas that people filter in terms of how they’re going to decide or not, and then knowing how you compare with your competitors, really gives you an advantage.

And to take it to another level, what we encourage people to do is to write down key phrases that would communicate about the advantages and disadvantages as they compared with their competitors. Is it important to have a good mental arsenal of phrases? Is it important to have a good electronic arsenal of those phrases in your computer so you can pull from and study and

utilize and train new folks? Is it important to have an arsenal, as an organization, of what those key phrases should be? Absolutely.

How prepared are you to communicate your message with influence by knowing your advantages and disadvantages and by knowing the phrases that you can best use? And those phrases can go beyond just a key one or two or three words; they can be phrases including a story and examples and case studies. Sometimes being able to use a case study that you can refer to as part of your competitive comparison where you can show people your situation and challenge, what your solution was, and then show them the result that they got, being able to take pieces like that and put them into your competitive comparison matrix can be a valuable piece of the influence puzzle.

If we want to be exceptional at the way that we communicate with influence, we need to, day in and day out, have fresh in our mind these 13 principles. We need to make sure and answer the so-what factor and communicate what's in it for them. People want to know what's in it for them.

### ***Very Important Points for Session Seven***

- Remember the “so-what” factor.
- Communicate according to the seven subconscious desires.
- Communicate to people the way they want to be communicated to.
- Leverage commonalities.
- Create positive associations.
- Know your competitive advantages and disadvantages.

# Session Eight: Nontraditional Methods for Your Communication Mastery Arsenal

## Email

First, let's talk about email. How do you take email presentations and take them to the highest level? Here are 10 different things you can do to communicate more effectively through email.

**Number one is the use of the subject line.** Have you ever seen that? Where you get a subject line and you really can't tell what it is, or someone gets so lazy that it says "No subject"? It really is not an efficient way to communicate, and it does not set the audience up. Using the subject line properly can set our audience up to hear our message, whether it's going to one or multiple people. So the subject line is a good way to flag your topic and the desired action, and we encourage you to use things like "Urgent," or to use things like "Action Required," or to use things like "Three Ideas" or "Six Ideas," so people can go, "Oh. Well, there are going to be six ideas."

**Number two is to put your email on one screen.** If you can bring it down to one screen, that's a big deal. Now you know today many people receive their emails by PDA. It's no longer just on the computer, so we want to be thinking about the one screen on the PDA, as well as one screen on the computer. Two different ways. So if we're going to be masters at presenting, what do we do? We're not just delivering, but we're getting into the world of how people receive our messages.

**Number three, make your emails an easy read.** Writing email is completely different from the way we were taught to write in school. It's no longer about paragraphs; it's about phrases, it's about bullets, it's about one lines, and it's about one, two, three, four, and five. Don't put in too much text, too many extra words. People want the bottom line.

**Number four, a standard signature line.** If you use a lot of email, get a standard signature line. Matter of fact, today you can put them in graphics and really extend the brand of yourself or your company by having a standard signature line. Email programs can usually add your signature line automatically so you have that consistency with your name, your title, phone number, fax, and information about you and/or your company.

**Number five is the use of auto responders.** Here's something that happens about your brand: When people send emails to you, they often form a branded position on how efficient you are, how quick you are at responding. Are you someone who responds very quickly? And if you are, that is going to give you a positive brand. Today people admire and are attracted toward people who make things happen quickly. They're attracted toward speed. Like it or not, that's the way the world is. If you're going to be out where you can't get to your emails, use auto responders to let people know that you're going to be away and when you can get back to them, or other alternatives so it doesn't tarnish your brand as being a brand of someone who doesn't respond or doesn't respond quickly.

**Number six, don't respond in anger.** This is a big one. Sometimes we have information that causes us unrest. One of the big communication pieces that can really tarnish our brand and affect the way that we communicate to people is responding when we're angry. Instead of sending an angry response, write it and put it in a Save file; study it, maybe, for a few minutes or a few hours, or even a day or two before you send it.

**Number seven is organizing your messages.** Oftentimes we have emails coming in from all over—you've probably got dozens of them, maybe even hundreds coming in on a given day. Some you want and some you don't want. One of the best ways to organize your emails is to make sure you delete as quickly as possible those that you don't want so that you can put priority on those that you do need to respond to.

**Number eight is using cc's effectively.** You may be in an organization where you get way too many cc's and bcc's. Be careful about cc'ing people and blind carbon copying people. We want to communicate with people, obviously, using that as an option when other people need to know about information, but we don't want to overuse it. We need to make sure and filter; do the people really need it?

**Number nine, avoid forwarding chain letters.** When you get into forwarding things that people don't want, then they aren't as receptive to the messages that you really do need for them to receive. So be careful, be very cautious to avoid chain-type letters or chain messages

**Number ten, don't let email get in the way of personal notes.** Email is great, it's efficient, it's quick, and it's a great tool. We love using it. But personal notes are something that we don't want to forget about when we're communicating — a personal handwritten postcard or note. In fact, consider getting postcards, stationery, and so on printed with your brand on it so that you can send a cohesive image. A handwritten note is something that really makes an impact. Don't lose touch of that when you're using your email.

Tony Jeary's book, *Too Many Emails* has a total of 73 different ideas. Here is an excerpt with some more ideas from the book:

### **Keep a Clean In-Box**

Use your in-box as a landing strip for incoming email. As you receive new messages, they should be immediately dealt with appropriately and then filed or deleted.

### **One-Touch Rule**

Remember the one-touch rule: When you receive a new message, "touch" it once (take action, file or delete).

### **Sort Incoming Mail**

Use a method for sorting incoming mail. Explore your email application's capabilities to be more efficient.

### **Prioritize and Discard Incoming Mail**

Junk mail can automatically be sent to the trash bin. Mail from designated individuals or sent to specific groups can be flagged and filed. Action items can be prioritized.

### **"To Review" Folder**

Non-urgent emails can be stored in a "To Review" folder for later review.

### **Descriptive Folders**

Manually move messages into descriptive folders with titles such as Action Required, Save, Pending, Personal, Month, Project, Name, etc.

### **Save with Dates**

When saving incoming mail, use a date system for organizing the emails as well as the attachments. You will be more efficient when you create a logical storage and retrieval system.

### **Delete and Archive Frequently**

Don't hesitate to use the delete key, especially if you receive large volumes of email. Also, don't feel pressed to read every email; delete what you can as soon as it enters your in-box.

### **Why You Should Delete**

The fewer unnecessary emails you save and the more organized your folders, the easier it will be to perform searches, both manually and via your email application. Eliminate clutter and your email application may run more efficiently when downloading messages or opening attachments.

### **Not Important, Delete**

If the email doesn't have important information to you or to your organization, delete it immediately.

### **When Complete, Delete**

Delete emails that relate to actions you've performed or obligations you've fulfilled when no other pertinent important information is contained in the message.

### **If It's a Repeat, Delete**

Delete email reply components, especially if the entire original is included in the latest version.

### **FYI Only, Delete**

Review and delete emails designated "FYI" only.

### **Mailing-List Email, Delete**

Delete mailing-list emails if you have no intention of reading them soon (and consider removing your name from the mailing list altogether if you find the content is not valuable to you and your goals).

### **Old and Cold, Delete**

Some emails you need to keep for a while, but when you find those are old and no longer necessary, delete.

### **Attachments Saved, Delete**

Delete email with large attachments that you've saved elsewhere on your computer. Attachments take up valuable space—and lots of it.

### **Archive Often**

An archive is online storage that takes specific emails and saves them in a condensed format on your hard drive or disk. This saves valuable space and allows you to keep old items you may refer to in the future. For ease in sorting, use specific folders for archived email. If you're still apprehensive about deleting items, archiving is a safe alternative.



### Forward Regularly

Often emails come to you that simply need to be skimmed or not read at all, just forwarded to an assistant, associate, co-worker, etc. Save yourself time by being keenly aware of what can and should be forwarded.

### Print and Go

You can print emails, put them in a file, and carry them with you to read, study, and take notes during a commute, flight, or other slow times (waiting in lines, waiting in a doctor's office, etc.)

### Saving Is an Art

Sometimes (especially in lengthy emails), it is better to save the email, if needed, in the right file rather than read it. Then you can refer to it if the need arises.

### Assistant Sort

Many busy managers and executives fail to delegate email responsibilities to competent employees. If applicable, ask yourself, Should someone else be sorting, organizing, forwarding, and even answering at least part (if not the majority) of my incoming emails?

## The Telephone

Now let's talk about the telephone, a big way that we communicate today. Matter of fact, we present hundreds of times, often in a given week, by telephone. Often, when we are talking on the phone, we aren't just communicating one-on-one. We can have conference calls and telephone meetings, telephone voice broadcasts, and more.

Here are 10 specific things you can do to maximize your telephone effectiveness.

**Number one, confirm when it's a good time to talk.** When you first communicate with someone on the phone, the first question is to confirm that the person has the time to talk. Now sometimes we get a little confused with that, but "Is this a good time to talk?" is an excellent kernel that we should start a conversation off with.

**Number two involves confirming the time.** Don't just say, "Hey, do you have a few moments," or, "You got a minute?" That's really not as effective as, "Hey, I really need about five minutes," or, "I need seven minutes," or, "I need 10 minutes."

When you're asking people to invest their minutes, you want to be very cautious about it, and on the phone conversation, right upfront find out what you need. Do you really just need three minutes? Seven minutes? Twelve minutes? What do you need? And then do your best to communicate within that time frame. If you do have to go over, though, you may want to renegotiate with that person or the people that are on the phone. Or, say, you committed to six minutes, you're at six minutes, you've got a few more things: "Hey, guys. Can I have just a couple more minutes? I want to cover this and this." Give them the "Why," right? The "Why" is an important piece.

**Number three is to communicate the purpose of the call.** Remember, earlier we were talking about having no more than three or four objectives. On a phone conversation it might be just one or two. Have those current, have those right in front, have them upfront so people are really clear, and you will see that you will trim minutes off your phone conversations

**Number four is starting with a good agenda.** Now you'd think, "Well, should I do an agenda on a phone call?" Well, how about this? How about if you say something like this, you say, "Hey, Jerry. Can I have about four minutes to go over what we're going to do on next Thursday's event?" And Jerry says, "Yes," and you say, "Well, you know, let's talk about these three things: One, let's talk about who's going to be there; two, let's talk about what we need to do to prep for that meeting; and number three, let's talk about who's going to show up, in case there's anything that we need to do to make sure everybody's there. So those three things are the things we want to talk about. You with me?" And then you kind of build out a casual agenda.

You might even want to write it down. Yes, it might be a little detail-oriented for you. If you're a high "I" personality, you may be saying, "Well, that's a little bit too much for me." Try it out and see if this does not bring more efficiency and effectiveness into your communication world.

**Number five, build in breathing spaces to see how the other person is receiving your message.** We oftentimes can read the tone, we can sense the tone of another person if right off the bat we will say something, set up a breathing space, and really listen to the tone of the person or people who are on the other end of the line. Build them breathing spaces and sense how the other people are receiving your message.

**Number six is to stay focused on the important items.** Be careful about chasing rabbits. If you stay and focus on your core points, people will understand and appreciate you as being a person of effectiveness.

**Number seven, listen carefully.** When you are really listening to someone, you're taking notes. Are you too lazy to take notes? You shouldn't be. If you're taking notes when people are talking, then you could reference back to them. You can put them in files, you can organize your thoughts and your responses at another level. If you want to be a good communicator, you need to be a good listener, and part of being a good listener is taking good notes.

**Number eight, recap and confirm.** At the end of your phone conversation just say, "This is what we talked about, and this is the action that we're going to take accordingly."

**Number nine, follow up.** Immediately after the call, take the notes that you've taken from the call and follow up with an email. If you want to be a person of action, if you want to be a person who really accelerates his or her success, test this out. Follow up with email to support the message on the phone.

**Number ten is to make sure you file your notes.** Whether you've taken your notes electronically or by hand, take the notes and put them in a file for that person or that company. So next time you have an important call, an important presentation in person, you can open up that file and you have your notes from the previous conversation. If you want to be a Master Communicator, you need to have some discipline. It does take some discipline. Do what most people won't do, and operate at the mastery level.

## Meeting Magic

Tony Jeary's and George Lowe's book *The Secrets of Meeting Magic* outlines five basic principles for any type of meeting, following along an acronym called MAGIC.

- M** **Meet or Not?** Deciding that a meeting is the best tool for the job
- A** **Agendas** With the end in mind, prepare carefully and get what you want
- G** **Guidelines** Conducting the meeting with confidence
- I** **Involvement** The most common reason you call a meeting
- C** **Clarity** Clear communications throughout leads to success!

Now let's start with the "M." The "M" says should we even have a meeting? How many times do we meet and we shouldn't be having a meeting? You know, you have a standard meeting at one every Thursday and you go, and you shouldn't be meeting because there's not that much to meet about or there's no new news, and you could actually skip that week. **The "M" in the MAGIC model is to meet or not meet.**

Same holds true for a Web conference. Do you need to meet in person? Do you need to meet in the conference? Do you actually need the Web? And can you go from a teleconference to having Web support so you can actually see the visuals. You need to ask yourself what type of meeting you need to have.

The next concept in the MAGIC model is the "A." **The "A" is to make sure we have a good agenda.** So as we're having a meeting, whether it's on the phone, in person, if it's on the Web, do we have a good agenda? And is that agenda published ahead of time? If you can send that out by email or by voicemail ahead of time so that people see where you're going, they see the agenda, that can have a huge impact on your personal brand. Being a person of preparation, being a person ahead of the game, that's the kind of brand we all want to have, isn't it? Do you want to be a Communication Master? All these pieces add up.

**The "G" is setting good guidelines.** How are we going to operate? How are we going to drive this? Who's going to be here? What are the steps we're going to take? Are there any conflicts? What are the expectations? How do we really focus on solutions? Are people going to be able to ask questions? If you're using Web conferencing, do you want them to ask the questions verbally or do you want them to ask the questions electronically by emailing them to whoever is hosting the Web conferencing, the Web meeting, the Web direction. Who's the host? Make sure you set up the guidelines. It's kind of like rules, but people don't really want the rules, do they? Use guidelines.

**The "I" is involvement.** We need to make sure we have involvement. Engaging and involving people is important, even if we're on a Web conferencing-type meeting. Make sure you ask people, because what do they do? They zone out. People process about four times as fast as we speak, so we want to make sure and get that involvement to keep people engaged.

Finally, in the MAGIC model is a “C,” and **the “C” is the clarity of actions.** Even on your Web conferencing, are you going back and repeating? Are you getting clear on the actions? Are you making sure everybody knows who’s doing what when and how come they’re doing it?

Use the MAGIC model in all of your meetings. Be prepared upfront, make sure you meet when you should meet, make sure you’ve got a good agenda, set good guidelines, have involvement, and, of course, again, have clear, concise and documented actions.

### ***Very Important Points for Session Eight***

- Create an effective email subject line.
- Write emails that are easy to read—use bullet points.
- Respond quickly—or use autoresponders.
- On the phone, confirm that it’s a good time to talk.
- Confirm the agenda and objectives.
- Create good breathing spaces on the phone.
- Take good notes while listening.
- Follow up on phone calls.
- Don’t meet if it’s not necessary.
- Get good involvement in meetings.
- Make sure the result of the meeting is clear action.

# Program Summary

In Session One we introduced the impact curve. A lot of people operate in basic or advanced communication levels, but where do you want to operate? You want to operate at the level of Communication Mastery. Communication Mastery is about more than just your preparation and delivery, it's about your strategic thinking. The session concluded with thoughts about how improved communication skills can affect success in many areas of your life.

Session Two began with a 20-question quiz about the presentation world. The purpose of the questions and the accompanying reflections was to introduce you to some basic presentation concepts.

Session Three was about branding. We all have our own personal brand, and what we do can strategically affect our brand. If you're going to be a Communication Master, if you want to accelerate your success, you've got to take your brand seriously. We talked about emailing 20 or 30 associates and asking them to send back three words that describe you. Those words indicate what kind of brand you presently have. Is it the kind of brand you want? What do you need to adjust? No matter what stage of life you're in—whether you're a business person or a parent seeking to be a more effective leader at home—a strong personal brand has huge implications on your success.

Session Four introduced the IPRESENT model. We talked about these eight tried-and-true elements that you can use anytime, anywhere, in any communication situation.

Session Five was about preparation. A big part of your confidence comes from how prepared you are, how you turned the unknowns into knowns. We introduced you to the concept of the 3-D Outline™. The 3-Ds were the *what*, the *why* and the *how*. Most people when they're preparing only look at the what and forget to cover the critical why and how. Communication Mastery is about persuasively answering the “so what?” question in the mind of your audience.

We talked about the power of getting clear in your objectives. Objectives need to be addressed upfront. Finally, we talked about the power of always being on.

Session Six was the delivery session. We talked about the bombs and the best. We covered how energy, passion, organization, a great agenda, and good use of time make a great presentation and how no variation, bad preparation, lack of involvement, and humorlessness create a bomb. We talked about the DISC personality types and how to use this analysis to tailor your presentation style to fit your audience. Finally, we covered “The Seven Things to Do” to improve your delivery.

Session Seven was about influence. We talked about the 12 principles of persuasion and buy-in. The session concluded with the bonus Competitive Comparison Matrix. By dissecting your competitive advantages and disadvantages, you can communicate with greater relevance and impact.

Session Eight looked at nontraditional presentations. Most people don't think of email and phone calls as presentations, but nowadays they are a big part of how people communicate. The session ended with the meeting MAGIC outline.

# Additional Resources

*Presentation* magazine

Toastmasters Club

mrpresentation.com or TonyJeary.com

## References Mentioned in This Workbook

*The Effective Guide to Facilitation* (Tony Jeary and Bob Gerold)

*How to Win Friends and Influence People* (Dale Carnegie, Pocket Books)

*Icebreakers, Attention Keepers, and Activities* (Tony Jeary, American Media)

*Influence: The Psychology of Persuasion* (Robert Cialdini, Collins Publishing)

*Inspire Any Audience* (Tony Jeary, Trade Life Books)

*Life Is a Series of Presentations* (Tony Jeary, Kim Dower, J.E. Fishman, Fireside)

*The Secrets of Meeting Magic Revealed* (Tony Jeary and George Lowe, Walk the Talk)

*The So-What Factor* (white paper by Tony Jeary, Mark Magnacca & Paul Brown)

*Speaking Spice* (Tony Jeary and John Davis)

*Too Many Emails* (Tony Jeary with Marc Harty, George Lowe & Sara Bowling, )

## A Note from Tony

I want to personally thank you for buying and completing this audio program. The fact that you're reading this page means that you are one of the dedicated who are committed to Communication Mastery.

If you are one of the high achievers who really want to take the information in this program to the next level, I'd like to talk to you about the Success Acceleration Studio. If you have interest in coming to my studio and allowing me to help you in an in-person-type scenario, I would love to have that opportunity. So, please, if you would, contact my business manager at [info@tonyjeary.com](mailto:info@tonyjeary.com). We can send free information about what we can do to accelerate your success. We love working with high achievers.

We greatly appreciate you giving the time that you've put into listening to this program, to experiencing what we have to share.

We want you, as a result of our time together in this audio experience, to be able to move in and operate in Communication Mastery, both personally and professionally. We hope that this has been an exceptional experience for you. That was the expectation that we set out when we began recording this. There are many great VIPs that I know pertain to you. We encourage you to put those into your habits, make them part of your everyday life, so every day you're presenting your very best self.

I feel very blessed to have the opportunity to share with you, and I look forward to one day, hopefully, meeting you in person.

Much success,

A handwritten signature in black ink that reads "Tony". The signature is stylized with a long horizontal stroke above the name and a flourish underneath.

Tony Jeary

# Experience the Success Acceleration Studio Session

**Reach your professional goals. Accelerated Success. Period.**

Just like elite pro athletes, there are a small percentage of people in the world who truly want to be the best. They want to speak, teach, and share with others, inspire them, lead them, and help them prosper. Tony Jeary—Mr. Presentation™—has devoted his entire business career to helping others excel and reach higher levels of results. From over two decades of experience, Tony has streamlined and assembled many of the best processes and business practices from achievers from around the globe.

## What you can expect

Tony will help you to:

- Define your strategic objectives
- Clearly understand your value proposition
- Design your core message(s) so you reach your objectives faster
- Craft messages that will be well-received by your audiences, through published books, from the stage, and through your marketing collateral

In a one-day experience in his unique Success Acceleration Studio, housed on his estate in the heart of Dallas/Fort Worth, Texas, Tony and his team will share with you over 20 years of expertise to help you get to Communication Mastery. Investing in a day with Tony will be a day that will change your life.

## Who is it for?

These special sessions are for high achievers, niche celebrities, top executives, successful entrepreneurs, professional athletes, and speakers who yearn to be even better.

Tony's coaching clients include Bob Dole, Gen. Norman Schwarzkopf, the presidents of Wal-Mart, Ford, SAM's Club, even the CBS million-dollar Amazing Race winners Chip and Kim.

## Why is it worth your investment and time?

- Earn a higher yield for your time and expertise
- Save yourself years of learning (the hard way)
- Build your brand deeper
- Walk away with processes that work for you
- Learn new ways to deliver with maximum impact
- Link up with Tony's more than 15,000 personal connections
- Cut years off the time required to reach your goals

## Who is Tony Jeary?

Considered by many to be the world's foremost presentation strategist, he is the author of 31 books (14 on the subject of presentations and most recently Simon & Schuster's *Life Is a Series of Presentations*). A man whose motto is "Give value, do more than is expected," he has traveled the world, helping people with their presentations, brand, and strategy in 35+ countries, 5 continents, in over 15 languages. Tony is truly a man committed to helping people develop Presentation Mastery™ and accelerate their success.

For more information on this life-changing experience, have Tony speak at your conference, or to discuss a special need, send an email to [info@tonyjeary.com](mailto:info@tonyjeary.com).



**Notes:**

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Enhance your success library with these inspiring programs  
from Nightingale-Conant:

*Roger Love's Vocal Power:  
Speaking with Authority, Clarity,  
and Conviction*  
By Roger Love  
23290CDD

*The Maverick Mindset:  
The New Science of Exceptional Achievement*  
By John Eliot, Ph.D.  
24440CD

*Change Your Beliefs, Change Your Life:  
How to Take Control, Break Old Habits,  
and Live the Life You Deserve*  
By Nick Hall, Ph.D.  
20970CD

*The 5 Essential People Skills:  
How to Assert Yourself, Listen to Others,  
and Resolve Conflicts*  
By Dale Carnegie Training  
23930CD

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