

VOICE FOR IMPACT

Most people don't use their voice to its full potential. There are 6 variables in your voice and you can use each of these to help you to have more credibility as you deliver a message. So think about how you use



TONE

This is the emotion in your voice, e.g. you can say something in a friendly or an aggressive tone.



PITCH

Represents the highs and lows in your voice. When you're nervous you tend to go higher with your pitch, but you sound more credible when you go lower.



VOLUME

Just like on your tv at home you can control the volume of your voice. Go louder for more impact or quieter to draw your audience in.



SPEED

This is the number of words that you speak per minute. Slowing down your words per minute will increase your impact.



PAUSES

Pauses are incredibly powerful. They allow the audience to digest your message. Pause more and for longer.



EMPHASIS

This is about making certain words stand out in what you're saying. Think about it like you using bold text in a document.

POWER OF WORDS

The actual words that we choose really make a difference to how influential our communication is. In our work we see many people use weak words. These do not convey authority and confidence. Change your weak words for power words in order to become more influential.

WEAK WORDS	POWER WORDS
quite good	good / excellent/ outstanding
hopefully	"I'm sure/confident/certain that"
maybe / might / perhaps	will
you know / mmm / argh	Replace with a pause
Around 2/3's	67.27%

IMPORTANCE OF BENEFITS

FEATURES

Characteristics

BENEFITS

What something does for you

When you are seeking to influence people, many people talk about the features of a product or service. These are the characteristics of that product. What we need to explain to people are the benefits, i.e. what it actually does for the user. We feel more comfortable talking about features but benefits are more influential.

INCREASE YOUR INFLUENCE & IMPACT

A masterclass in communicating STOMP

Birmingham, Tuesday 22nd January 2019

INSPIRE THROUGH STORIES

Stories are an incredibly powerful way to get a message across. We can present lots of facts and data, but a simple case study or example will bring the facts and data to life. Stories also benefit from the fact that they are memorable and can be passed on from one person to the next.

INCREASE YOUR AUTHORITY

We're all familiar with hierarchical authority. If you are the clinical director or chief executive and you ask people to do something, people will do it because of your hierarchical authority. But what if you don't have hierarchical authority? Here are 3 alternatives that you can use whatever your position in your organisation:

1 EXPERTISE

"In my 15 years of supporting people with autism ..."

"I've seen over 50 people reduce their medication ..."

"Mary is our expert on ..."

2 BORROW AUTHORITY

"STOMP is a key NHS England priority.."

"NICE guidance states that ..."

"Research by Public Health England has found that ..."

3 BE SPECIFIC

"43.9% of people were successful in stopping their medication completely"

"233 social care providers have signed up to STOMP."

"There were 3 actions suggested."

KEEP IN TOUCH



If you've enjoyed what we've talked about today and would like more help in becoming a skilled communicator, get in touch with me via LinkedIn



ROB GERAGHTY

<https://www.linkedin.com/in/rgeraghty/>