

Cowed by the Crowd

A Communispond Mini Case

***You'd rather poke out an eye
than speak in public. Yet
here you are, delivering the
conference keynote address.***

***How do you carry it off
with confidence?***

(Circle single most appropriate answer)

- A. You're not an orator, so don't pretend to be.
Speak conversationally. Avoid arm gestures and body English. Let the content of your message carry you.
- B. Read your talk rather than risk having to recall it under pressure. Neutralize the crowd by focusing on an imaginary point in the distance.
- C. Avoid over-rehearsing; it will only make you more nervous. Any imperfections in your delivery will make you seem more genuine and get the crowd on your side.
- D. Prepare like the blitzes, and direct your remarks to one member of the audience at a time.

*(Break seal and open
to reveal Communispond solution)*



COMMUNISPOND™



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Communispond Mini Case Solution

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Rationale:

- ▶ Focusing on one individual helps “fool” your brain into thinking that you are engaged in a one-to-one conversation—something you are no doubt extremely comfortable with. Don’t shift your attention to another individual until you’ve completed each thought—typically every 10 to 15 seconds or so.
- ▶ Channel any remaining anxiety by speaking out forcefully and emphasizing each point with pronounced facial expressions and arm and hand movements. The more you try to “bottle up” anxiety, the more anxious you’ll become.
- ▶ While you should never read your remarks, there’s nothing wrong with rehearsing them until you’ve committed them to memory. Be sure to incorporate personal war stories and colorful analogies to connect emotionally with your audience.

Want to know more? Please complete and return the enclosed postage-paid reply card and we’ll send you an executive summary from *“Talk Your Way to the Top”* by our founder and thought leader Kevin Daley. No charge or obligation, of course.

About Communispond

Communispond is the resource of choice when there’s a lot riding on how well you communicate in public.

Once limited to a leadership elite (we have personally served 62 board chairmen, 362 company presidents and 3,100 sales executives) you may now tap Communispond for any population that must hold their own in high stakes communications situations, including:

- Sales forces battling to beat quota and increase market share
- Marketing departments launching new products and services
- Technical teams managing mission-critical projects
- Leaders instigating change

Not a “finishing school” for employees who didn’t pay attention in grammar school, Communispond is applied learning that’s less about talk, and more about action. We help your people express themselves in ways that inspire others to buy in and pitch in.

Today, after 30 years of research and field trials, Communispond offers a comprehensive suite of skills to help your key people excel in virtually every situation. Our clients include 312 of the Fortune 500 and Communispond “graduates” number more than 375,000 individuals representing hundreds of industry leaders all over the globe.