Topic – what's your idea?

What change are you looking for? What's your objective?

Who are you presenting to? Describe your audience.

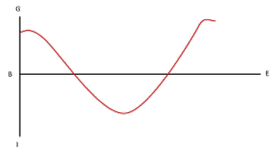
What is important to them about this?

What action do you want them to take?

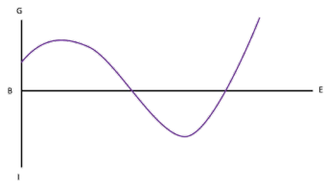
What emotion(s) do they need to feel to take action?

Stories have shapes
Kurt Vonnegut, 1965
Computational Story Lab, 2016

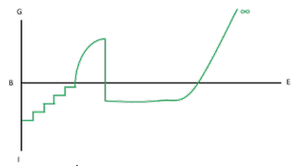
Man In A Hole



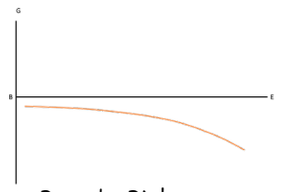
Boy Meets Girl



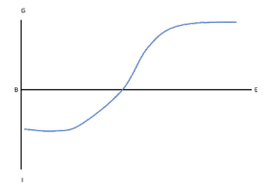
Cinderella



From Bad to Worse

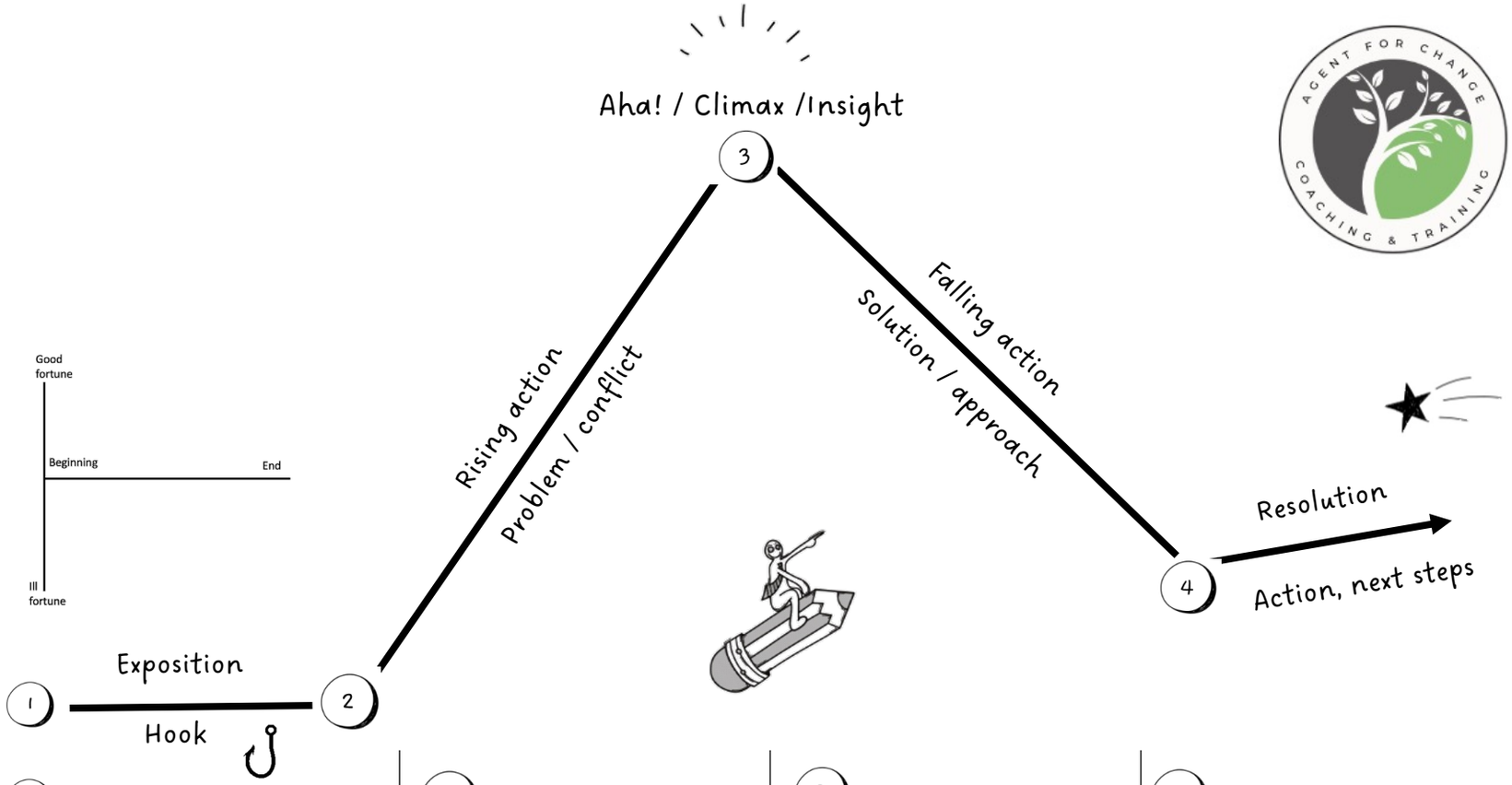


From Rags to Riches



Storytelling principles

- Invite drama, jump straight into the action.
- Create empathy, be vulnerable, share your emotions.
- Keep the audience guessing; don't give away the ending.
- Keep it short, drop the boring details.
- Vary your pitch tone and cadence.
- Stories are about change – be sure to make your point.



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Sarah Mazur
EXECUTIVE COACH AND TRAINER

Use your voice for Affect

Volume
Volume is controlled in the abdomen, not the throat.
Aim your voice to land behind the person furthest from you.
The further you have to project your voice, the more breath you need.

Pitch
Vocal cords tense and shorten, and pitch increases when you are excited or nervous.
To lower pitch, focus attention lower in your body; to raise bring your awareness higher towards your head.

Pace
Slow down to allow listeners to digest what is being said.
Vary your pace to maintain interest

Articulation
Good articulation requires you to unclench your jaw and open your mouth to let the words out.
Pronounce syllables at the ends of words clearly.

Inflection
Loading certain words highlights importance and meaning.
NB. When making a statement ensure you lower inflection at the end of the sentence otherwise it sounds like you are unsure.

Pauses
Pauses are extremely powerful.
Use them strategically to get attention before an important message.
When sharing complex information, it is helpful to slow your pace and using pauses.

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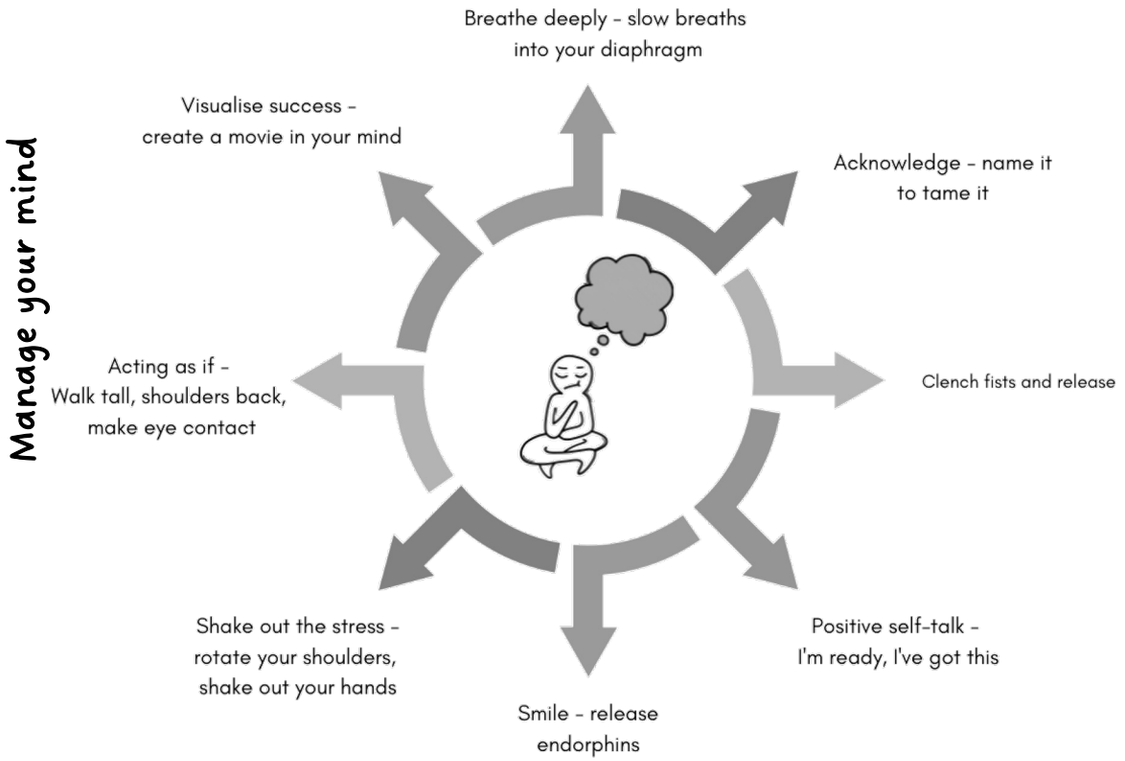
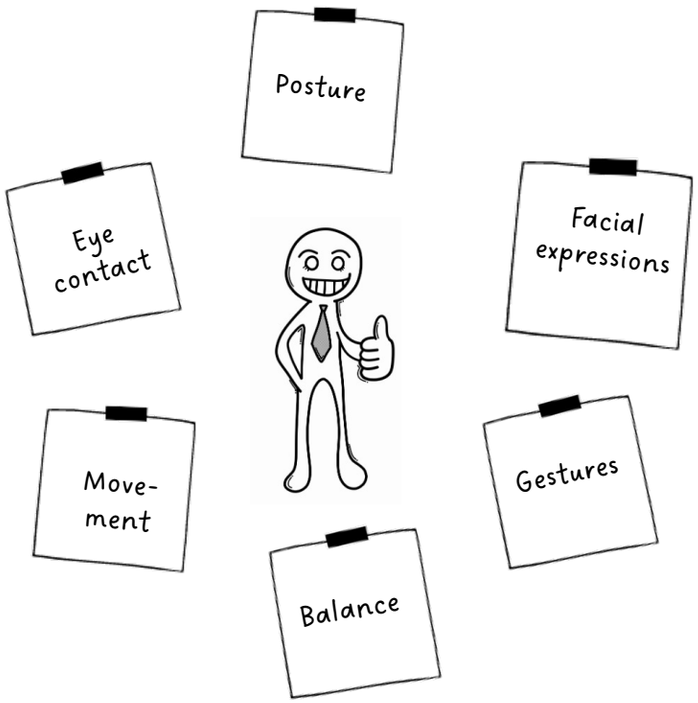
Manage your mind



Move with purpose



Impact words

The power of communication comes not in changing the way people think but in impacting the way they feel.

Words are a powerful tool to evoke emotions.

Charismatic language is dominated by three types of words that aren't used in run-of-the-mill conversations

1. words that express emotion - upset, hopeful, determined, excited, love, desperate, delighted, thrilled, exuberant.
2. words that evoke physical sensations - blossom, whoop, clunk, crash, salty, effervescent, rough.
3. descriptive words create a picture in the listener's mind - towering, glistening, vivid, sombre, dreamy, victorious.

Review your story, what impact words will amplify your message?

Top Tips
- Repetition = Retention. The more often you repeat your main message the more likely it will be retained
- Keep your speech free of jargon and buzzwords. Avoid frustrating your audience with complex words when a simpler version will do the job.
- Keep sentences short and conversational.
- Rule of three – three adjectives inherently more memorable, so make sure you learn, practice and master.
- Do you know your filler sound or word? Work on eliminating it– um, mm, so, you know, kind of, but – replace them with pauses.

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CONTACT ME IF YOU WOULD LIKE TO BOOK A WORKSHOP SARAH@AGENTFORCHANGE.COM.AU