



DELIVERING STRATEGIC SOLUTIONS ACCA'S 2000 ANNUAL MEETING

Communicating with Impact - Learning "Power Talk"

- * Whenever you are communicating in a formal or informal situation be sure what you say has impact.
- * Make statements rather than ask questions. When making statements be sure that your voice doesn't go up at the end of a sentence.
- * Don't answer a question with a question.
- * Don't overuse adjectives and adverbs, e.g., "really sorry," or "absolutely fantastic program."
- * Be aware that certain phrases and words detract from the power of your speech. For example:
 - * Fillers: "um, er, ah," "You know what I mean" "Basically..." or any overused word that allows you time to think. Better to pause and leave that space silent.
 - * Qualifiers: sort of, rather, quite
 - * Tag Questions: "Isn't it so?" " Don't you think?"
 - * Disclaimers: "I'm no authority, but ..." " Of course, I could be wrong, but..."
- * Be sure that your verbal and nonverbal (body language) messages are saying the same thing.
- * Listen to successful broadcasters. Note that they tend to:
 - * Have a flat, although not monotonous, intonation.
 - * Speak a half octave lower than most people.
 - * Breathe correctly so they don't sound breathy or breathless. "The Lett Group

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