

Welcome to



January 2022

*Mazel Tov* for being chosen from an impressive list of applicants to participate in this seminar.

We expect that each of you arrives to this 3-part series with a range of skills. Some of you have been speaking and teaching for years to audiences of all sizes. Some of you may not have as much experience. Your goal during this program is not to compare yourself to others, but rather to up-level your own skills and confidence.

Regardless of your skill level, speaking virtually is most likely relatively new to you given the state of the world right now. Whether you will continue to deliver your messages over video, return to in-person delivery at the front of the room, or a hybrid version, we will address both scenarios at length to ensure you come across with warmth and credibility no matter what the scenario, as well as deliver content that is impactful, engaging and memorable.

As we come together, some of what we will be doing may put you outside of your comfort zone. Please remember that stepping outside of your comfort zone is the only way to grow and develop new habits. With this in mind, we ask that you come to each session with an open mind full of curiosity and a good dose of self-compassion. We assure you that even with the hard work, we will also have a lot of fun, make new friends, and, of course, develop an art of speaking that is authentically your own.

If at any time you have questions or need support, please don't hesitate to reach out to us—know that we are here for you.

We are excited to get started!

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## The Art of Speaking: YOU + YOUR MESSAGE

The Art of Speaking is about both you as the messenger together with what you say, being the content of your message.

### YOU:

How you look and how you sound; the impression people have because of how you come across even before you speak.

+

### YOUR MESSAGE:

The words you use; the content of your message.

## There is a difference: INFORM vs. INFLUENCE

**Informing** is the giving out of information for the sake of transferring that information from one person to another.

**Influencing** is communicating to persuade, gain buy-in, or inspire; it leads the listener to think, act, or feel differently than when the communication began.

“

**INFORMATION IS GIVING OUT,**  
Communication is getting through.

”

SIDNEY J. HARRIS,  
JOURNALIST

*The two words “information” and “communication” are often used interchangeably, but they signify quite different things. Information is giving out, communication is getting through.*  
— Sydney J. Harris, Journalist

### You and Executive Presence:

**Executive Presence** is that intangible experience you have of a person who energetically draws you in, capturing your attention and leaving you with a memorable impression.

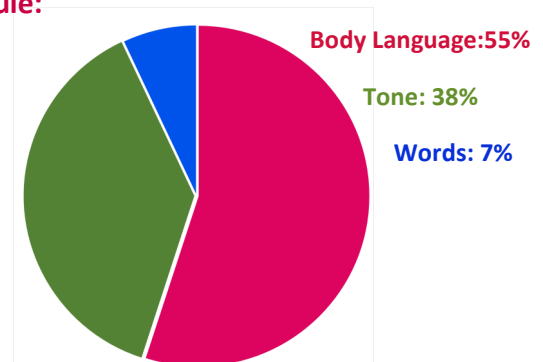


*Inspiring others requires you to use both warmth and strength.*

With strong executive presence, you are better able to establish credibility and likability, empowering you to inspire and influence.

### Professor Albert Mehrabian's: 7-38-55 rule:

When others assess your message, and your words are incongruous with the impression others have of you, they will trust your behaviors more than what you are actually saying.



➔ What are you conveying to your listeners through your behaviors?

### Body Language

To show interest, enthusiasm, and confidence, use:

- **Seated Posture:** Sit upright, lean in
- **Standing Posture:** Use a neutral stance with open posture
- **Gestures:** Take up your space authentically
  - Use large gestures to promote energy and confidence
  - Eliminate fidgeting
- **On Video:** Limit gestures to what they can see on camera

### Expression

To gain credibility and likability, use:

- **Eyes:** Connection requires eye contact. Make eye contact with individuals for longer than you think.
- **Facial Expression:** A relaxed facial expression or smile shows warmth and openness
- **On Video:** Connect by looking into the camera, adjusting your camera height if necessary

What does your face say to others when you are:



➔ Thinking?

➔ Listening?

➔ Waiting?

➔ Disagreeing?

### Vocals

To show comfort and confidence, likability and credibility, use:

- **Tone:** Create variety to express emotion; avoid upspeak
- **Speed:** Be conversational
  - Vary your speed
  - Breathe and pause
- **Volume:** Keep “just right” volume consistently strong
- **Non-language:** Avoid these credibility busters:

“  
**YOUR BODY  
LANGUAGE,  
YOUR EYES,  
YOUR ENERGY,**  
will come  
through to your  
audience before  
you even start  
speaking.

”

PETER GUBER, CEO,  
MANDALAY BAY  
CORPORATION



On reviewing my video, these are the things I do well: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Commitment:

These are 2 behaviors that I commit to working on over the next month:

1. \_\_\_\_\_
2. \_\_\_\_\_



### Virtual Presentation Environments:

- **Lighting:** Use light that is bright enough to light your entire face. Natural light or a lamp placed in front of you should achieve this.
- **Camera Position:** Ensure that your camera is at eye level. Place yourself from shoulders up in the middle of your screen.
- **Background:** Avoid distractions and bright lights behind you. Use virtual backgrounds as you feel appropriate.
- **Sound:** Use a good quality microphone to avoid having the audience strain to hear you.

The purpose of a public speech is to influence the listeners.

[If] they are satisfied – the goal has been achieved.

If the speaker is not satisfied – that is an additional advantage – [her] success has not brought [her] to arrogance and the like.

-Rabbi Menachem M. Schneerson (z"l)

Speaker's Name:



Posture

- ☐ Sitting upright
- ☐ Standing straight

Open body language

- ☐ Unhinged elbows
- ☐ Reaching arms out
- ☐ Gestures with meaning

Eyes

- ☐ Holding connection
- ☐ Video camera alignment

Facial Expression

- ☐ Smile
- ☐ Aligned with words
- ☐ Shows emotion

Voice

- ☐ Variation
- ☐ Volume
- ☐ Passion

Posture

- ☐ Sitting, leaning forward or back
- ☐ Uneven stance, swaying

Closed body language

- ☐ Hinged elbows
- ☐ Crossed arms or legs
- ☐ Clasped hands

Disconnected Eyes

- ☐ Up, down and around
- ☐ Video camera misaligned

Facial Expression

- ☐ Too serious
- ☐ Mono-face
- ☐ Lacks emotion

Voice

- ☐ Monotone
- ☐ Trailing off
- ☐ Too fast

Overall Effectiveness

1 2 3 4 5