

## Communication Training

Business & Media Communication Programs

*“Speaking to Motivate and Inspire”*

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*“How well we communicate is determined not by how well we say things, but how well we are understood.”*

- Andrew Grove

- First we buy the messenger, then we buy the message.
- We buy by emotion and justify by fact.

## You Are The Greatest

- 👉 In each eye there are 100 million receptors.
- 👉 In each ear, there are 24,000 filters so you can hear.
- 👉 Your brain is the most complex structure in the universe. Within its 3 pounds are 13 billion nerve cells, more than 3 times as many cells as there are people on earth.
- 👉 You are unique – 70 billion humans who ever walked the planet since the beginning of time, there has never been anyone exactly like you.

~ Excerpts from the book, "The Greatest Miracle In the World", Og Mandino.

## First Brain

The *first brain* is 300 to 500 million years old.

1. The *first brain* is our emotional brain. It is the gatekeeper of what gets communicated to the *new brain*.

## New Brain

The *new brain* is intellectually advanced – 3 to 4 million years old.

1. The *new brain* is the seat of a rational consciousness and decision making.
2. The *new brain* is uniquely human and this is where the importance of words come to play.

## 93% of Communication Is Non-Verbal (7% are the words)

### 👉 55% VISUAL

- 👉 Facial expressions
- 👉 Eye contact
- 👉 Posture
- 👉 Gestures
- 👉 Appearance
- 👉 Silence: beats & pauses

Ref: Dr. Albert Maraybin, University of Southern CA

93% of Communication Is Non-Verbal  
(7% are the words)

👤 38% VOCAL

- Rate
- Pitch
- Volume
- Clarity

Ref: Dr. Albert Maraybin, University of Southern CA

The brain starts working the  
moment you are born,  
and never stops until you  
stand up to speak in public.

Techniques to calm the anxiety of giving a presentation:

- Stop making excuses
- Thoroughly prepare
- Memorize *opening* and *closing*
- Visualize your success
- Take a 5 minute walk
- Deep breathing exercises
- Ask yourself, "What is my objective today?"
- Prepare and practice!

## Posture

*Relaxed, balanced, open to listeners.*

1. Credible posture, weight evenly balanced on both feet and head still. This style gives the audience the feeling that you're sending and receiving information.
2. Approachable posture, has the weight shifting onto one foot, the head bobbing. This style gives the impression that you're seeking and gathering information.

A combination of both postures allows you to get your message across both verbally and non-verbally.

***This pen will last you  
the rest of your life  
and it's easy to use.***

## Gestures

*They tell a story without words.*

Gestures can help you get your point across and achieve a greater variety in your vocal pattern.

80% of verbal and non-verbal communications come from the upper 20% of your body. Keep your gestures high, from mid-waist up.

Gestures, when used in a meaningful way, bring congruency and clear understating to your audience, whether one-to-one to one-to-many.

Pausing

*Pausing and silence gets your audience's attention.*

Pausing makes your listener stop, look and listen. It allows the other person to mentally engage in your conversation.

Use your pauses like commas and periods as you would in written communication.

***I have something to  
share with you,  
[pause] and it could  
change your life.***

Facial expressions

*There are more connections from your eyes to your brain than from your ears to your brain.*

Think about that for a minute ~

Facial expressions help you look sincere and it gives the impression that you're feeling what you're saying.

Your facial expressions must be congruent with your message.

Horizontal lines for notes, 20 lines in total.

***“I’m taking a train.”***

***[happy, sad, angry, fearfully]***

Vocal variety

*The voice is like a musical instrument.*

If the eyes are the windows to your soul, your voice is the sound coming through the window.

Voice accounts for 38% of communication. When you restrict your voice to one pattern, your voice becomes monotonous and people lose interest.

Whisper, shout, speed up, slow down; use the element of vocal surprise.

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### Communication Styles That Turn People Off: (per the Gallup Poll)

1. People who don't give you eye contact: 24%
2. Using poor grammar and mispronouncing words: 63%
3. Talking too fast: 66%
4. Talking too slow: 66%
5. Using filler words: 69%
6. Talking too loudly: 73%
7. Interrupting while others are talking: 88%

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### Communicating On The Phone

When leaving a message, here are some important guidelines:

- Repeat your name and phone number slowly, and do it twice at the beginning of your message.
- State of the purpose of the phone call.
- State the best time to return your call.
- Keep it short and to the point.

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### How Not To Get Shot Delivering Bad News

- Get the bad news off to the side.
- When communicating negative information, keep your eyes on the report, not on the person(s) you are speaking to ~ and then look up.

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## Point, Story, Point

Stories paint pictures for people's ears. The mind sees in pictures when it hears words.

To create more emotion and help your audience remember your talk, use words that create pictures, that tell a story.

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## P O W E R Communications

- Position - *The listener's body position.*
- Owning - *The listener has their own point of view which may differ from yours.*
- Waiting - *Wait for the answer.*
- Extending - *Extend your message to include non-verbal communications.*
- Reading - *Read the other person's non-verbals.*

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● Know your stuff.

● Know whom you're stuffing.

● Know when they're stuffed.

Thank for attending today's presentation.

For more information on keynote speeches, workshops and private coaching offered by Don Wright Productions, please contact:

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