

Communication Skills for Managers

Leading Through Speaking

NESHS

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Jack E Rossin

Buffett's Life Lesson



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If you **appear** confident, you are more likely to persuade others.

Confidence Influences Persuasion

Determinants of Persuasion

- Words
- Voice/Tone/Delivery
- Non-verbal (posture, eye contact, gestures)

In Entrepreneurial Pitches, Stage Presence is Everything

Harvard Business Review, Sept-Oct 2021

Research Background

- 19 entrepreneurial companies pitched venture capital groups looking for funding. The pitches were taped.
- 1,855 participants were asked to predict winners of those pitches by reviewing either:
 - (a) full videos,
 - (b) video but no audio,
 - (c) audio but no video,
 - (d) transcripts.
- (b) Video, but no audio best predicted the winners...

Content is less important

- Winners were accurately predicted based on the **body language, facial expressions and gestures of the presenters.**
- NOT on the actual content

Passion Succeeds

- When asked to identify the most passionate presenters, their choices mapped to the actual winners.
- *Do you want to change your percentage estimates?*

Determinants of Persuasion

- Words **7%**
- Voice - Tone **35%** “I owe you \$10.”
- Non-verbal (posture, eye contact, gestures) **58%**

If you **appear** confident, you are more likely to persuade others.

Confidence Influences Persuasion



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The BOSS Method™

- Body language
- Opens and closes
- Storytelling
- Stoked to Speak!

Body Language

Body Language Conveys Confidence

- Strong eye contact
- Good posture
- Speaking volume
- Rule of 3...

-
- *The Rule of 3 is based on the principle that things that come in 3s are inherently more interesting, more satisfying and more memorable.*

-
- Life, liberty, and the pursuit of happiness
 - Government of the people, by the people, for the people
 - Friends, Romans, Countrymen
 - Stop, Look, and Listen
 - Sex, Lies, and Videotape
 - I came, I saw, I conquered
 - Moe, Larry and Curly

Body Language Conveys Confidence

- Animated hands and gestures

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- *Most popular Ted Talkers use almost 2X gestures*
 - *Your message becomes more memorable*
 - *It energizes your voice*

- demo

Body Language Conveys Confidence

- Animated hands and gestures
- Avoid qualifying language
- Fill the space
- Smile



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How to **Appear** Confident

- Strong eye contact
- Good posture
- Animated hands and gestures
- Avoid qualifying language
- Rule of 3
- Speaking Volume
- Smile
- Fill the space

Eye Contact Wins Over People

- One thought, one person.
- Don't talk without eye contact.
- Eye contact conveys honesty.
- Eye contact is more difficult than it seems.

Are You Inhibited in Front of an Audience?

- Your ability to master body language techniques is tied to your level of inhibition. The more inhibited you are, the less likely you are to fully use a body language technique.
- How inhibited are you?
- Table Exercise

The BOSS Method™

- Body language
- Opens and closes
- Storytelling
- Stoked!

Opens and closes

How Health Care Practitioners Sometimes Start Their Presentation



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Focus on the Open

- Audiences are **most** attentive in the beginning.
- Make it easier for them to absorb information: Use short words and short sentences.
- Put half of your overall effort into the opening
- A great opening gives you confidence.

Don't Squander the Opening

- Don't overly thank the audience or get involved in too much chit chat.
- Never tell a joke.
- Don't apologize.
- Use a modified form of introductions or agendas.

Play to the Audience

- An opening is always about **them** not you.
- The audience will be most attentive to anything that makes **their** job easier, smoother, worry free, faster, cheaper and/or less complicated.
- Or, delivers information they need to hear.

The Benefit

- What is the one *benefit* you want them to remember from your presentation?
- What problem of theirs are you solving?
- How are you making their life easier?
- Are you offering them more time? More money? More status?
More independence? More job satisfaction?

Package the Benefit

- Is there an interesting way to convey the problem that the benefit is solving?
 - Story/ anecdote
 - Rhetorical question
 - Polling question
 - What-if question
 - Problem/solution/benefit
 - Example

Movie counter



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Hut
Budded
Pup
Con

Hot Buttered Pop Corn

Three Step Close

- Q&A
- Summary: The close echoes the opening. If you started by discussing a benefit, reference that in your close along with the solution.
- Call for action.

Storytelling

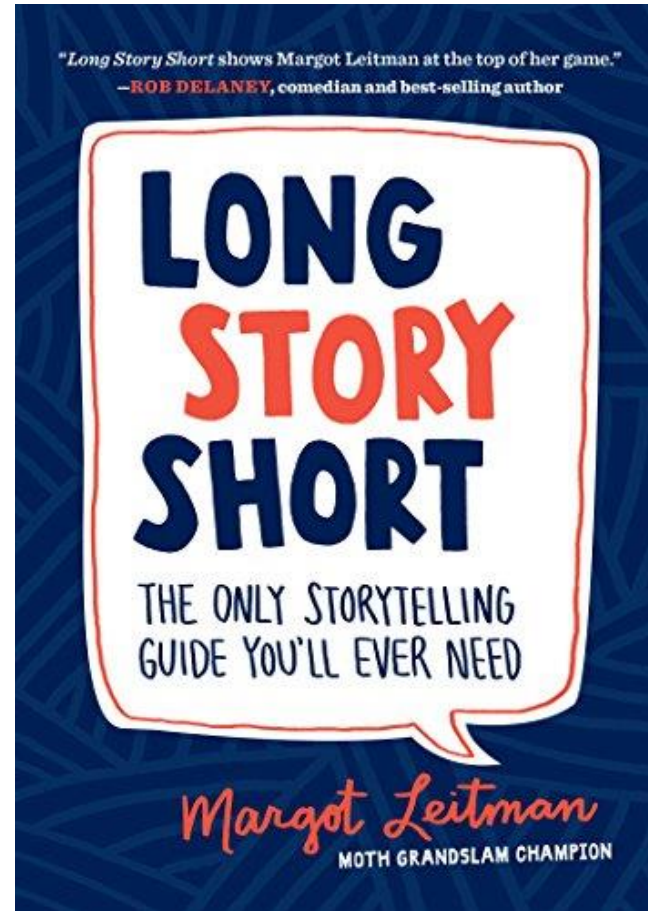
Storytelling is the Strongest Way to Communicate

- Stories relax you and the audience.
- An immediate way to start strong.
- Storytelling is a persuasive technique.
- If you are presenting heavy data, start with a story.

Storytelling Caution

- Stories sometimes go too long and with too many side roads.
- Even though storytelling is verbal, it's best to write the story and edit it to its core.
- Stories, like everything else, should be rehearsed.
- The story must be relevant to the premise of the presentation.

Recommended Storytelling Book



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Getting Stoked To Speak

Get Stoked!

- Visualize success
- Use music, movies, pictures, etc.
- Talk about your presentation beforehand in positive language

Passion Succeeds

- In the Harvard Business Review study: *In Entrepreneurial Pitches, Stage Presence is Everything*, when asked to identify the most passionate presenters, their choices mapped to the actual winners.

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- Norm's study on anxiety versus excitement

Storytelling/ Stoked

- An example of Storytelling and getting Stoked:
- [Here's an example.](#)

Use *The Boss Method*™ to Appear More Confident

- Body language
- Opens and closes
- Storytelling
- Stoked

TIP – Working the Table

- Strongest seat is in the middle
- When presenting sit up, lean in
- Hands showing
- Never lean back when presenting

TIP – How to Rehearse

- Always rehearse in front of someone.
- Focus on your open and close.
- Do one rehearsal where you describe what you will say and why, but don't do the actual presentation.

TIP – Pauses

- Attention
- Theatrical
- Learning

TIP – Anxiety is Common

- Stay hydrated
- Anchor yourself
- Hold something
- Acknowledge you're getting nervous
- Chew gum
- Rehearse
- Chat with audience before hand

TIP – Listening Skills

- Listen more, talk less.
- Listening to what others need is the foundational skill of great professionals.
- 55% of listening is watching body language.

Identify One Technique to Develop Further

- Strong eye contact
- Good posture
- Animated hands and gestures
- Speaking volume
- Avoid qualifying language
- Storytelling
- Get Stoked!
- Rule of 3
- Fill the space
- Smile
- Opens and closes

Determinants of Persuasion

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• Q&A

Amanda Gorman

- <https://www.youtube.com/watch?v=zaZBgqfEa1E>

Visualize Success Look Confident



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Go Forth and Present

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The Case for Persuasion

How To Be 8.4% More Persuasive

There are 2 buckets of info to make you more persuasive...



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Two buckets...

- New research on persuasion techniques
- Presentation skills

Bucket 2

- The preliminaries
- Persuasion techniques

Goal of persuasion is to start a conversation

- The more they talk, the better your chances of persuasion.
- The more they talk, the smarter they think you are.

Questions that persuade

- What kind of car do you have now?
- What do you love about that car?
- Of the things you love, what must be included in your next car?
- What do you hate about the car?
- Of the things you hate, what must be corrected in the next car.

Persuasion Tactics- Make it Personal

- A control group and a test group of radiologists were given the same x-ray to evaluate,
- The test group received the same x-ray as the control group, but with a photo of the patient attached to the x-ray.
- The control group spent less time evaluating the x-ray than the test group that saw the x-ray with the patient's photo attached.

Facts Tell But Stories Sell

- First the story
- Then facts and statistics to wrap it up with

Use social proof to persuade.

- A hotel wanted to have its guests reuse towels.
- Their message: “Reusing towels is good for the environment.”
- Worked well with “do-gooders”, didn’t work at all with uncommitted.
- Used a social-proof message: “38% of our guests recycle towels.”
- Made the message even more specific – “38% of the people who stayed in this room, recycled towels.”
- How can you give your message more social proof?

Fewer choices increases persuasion

- The more options you offer, the more difficult the sale
- However, offering only one choice is rarely wise.
- 2-4 choices are optimal

Lead with a Negative

- Negatives can be a powerful opening frame if the negative is so obvious or so hindering.

Give away information

- Share research and white papers with prospects

Mirroring

- Body language mirroring
- Linguistic mirroring
- Repeat the end of their sentence to probe further.

Know when to stop



Thank You!

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