

# PERSUASIVE COMMUNICATION

**Know Your Audience.** Tailor your presentation to fit the expertise of your audience. Picture yourself in the audience to see what you want to learn from the presentation.

**Know Your Message.** Personalize it with stories & anecdotes. Don't overuse facts and figures. Avoid phrases such as "I think" and "I believe." Stay on subject

**Anticipate Questions.** Determine ahead of time the subject of questions you are likely to receive. Be proactive and answer them rather than being defensive in a Q&A.

**Avoid Jargon.** If you use technical terms, make sure to explain their meaning. When using acronyms, spell out specifically the meaning in the first reference.

**Speak Only For Your Organization.** Don't dwell on what other groups are doing or saying; concentrate on your own position.

**Do Not Use Negative Phrases.** Rephrase your responses to reinforce a positive response to an issue. Don't repeat the negative language of the question in your response.

**Use Physical Animation.** Voice & body work together; physical movement enhances the strength of your voice.

**Tell The Truth.** Honesty ultimately enhances believability, eliminating the need to have the presentation focus on why you didn't give honest answers in the first place.

**Avoid "no comment" & "off the record."** "No comment" appears to the audience that you are uncomfortable or hiding something. If you can't comment on a subject, explain why. Assume everything you say, write, post or text is on the record.

**Be Careful About Humor.** What you think is funny may not translate to a wider audience. Avoid having to say, "I was just kidding" or "that was a joke."

# Speaking Specialists

The communications experts

