

# 2009

## INFLUENTIAL SPEAKING ST. LUCIA



Presented by David Cave

On behalf of AID Inc.

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## **Expected Outcomes**

The course is intended to assist participants in building confidence and skills in areas of communication to facilitate their delivery of presentations in both formal and informal settings. This module is expected to include a self assessment component, where participants identify their personality traits; strengths and weaknesses and learn strategies to overcome them (hence building confidence) in order to effectively function in their roles as leaders.

## **PROCESS**

The meeting was called to order at 10 a.m. by Ms. Tara Lenard who dealt with housekeeping issues and the proceeded to introduce the training consultant.

**Ice breaking activity – “I am an individual.”** This is a game in which each participant is given a blank sheet of paper, asked to close their eyes. They are then told to fold the paper in half, also to tear off corners of the paper and repeat a number of times. They are then asked to open their eyes and unfold the paper. The facilitator then asks who got it right. After participants all look around and see that each other person has something different to them, the facilitator then lets them know they all got it correct. It was enjoyable and set the stage for the session

Purpose: To create rapport with the participants and to also illustrate that everyone is unique and that everyone’s opinions should be respected during the session as we all interpret information in different ways.

## **1<sup>ST</sup> TOPIC**

### **Basics of Influential Speaking**

“Why is Influential/Public speaking important?” was the first question. To which the participants responded.

- To get across your point to a group of people
- To increase self confidence
- To convince someone to change something

Everyone agreed that it was a very important skill to acquire. They were further encouraged that

- Almost every one of us will be involved in public speaking in some form at some point in our lives, so we need to be prepared to do a good job when that time comes.

- Employers consistently rank public speaking and related communication skills as one of the top skills they look for in employees.
- Being an effective public speaker gives you the tools to make a difference in your organization, in your community, even in the world.

“Who are some leaders we know who are excellent influential speakers?” was the second question. To which the participants responded.

- Barack Obama
- Sir John Compton (Past St. Lucian Prime Minister)
- Bill Clinton
- Michael Jackson
- Hitler
- And a few more....

Participants were then asked what made these people influential. Their responses were as follows

- How convincing they are
- People like them
- They speak well

After agreeing with them I went on to tell them some of the other characteristics of influential speakers

- Passion for what they speak about (enthusiasm)
- They have the ability to laugh at themselves
- They know their topic material well
- They are always prepared to deliver
- They embrace opportunities to communicate

In conclusion: It is no coincidence that 90% of the world's leaders through history were good speakers, or that most organisational directors give good presentations. They all got there largely aided by their ability to communicate.

## 2<sup>nd</sup> TOPIC

The next topic was introduced to give the participants simple but effective clues to having a successful presentation. Everything must be done to increase your level of influence with the audience.

### Keys That Will Immediately Improve Your Speaking

Are you convinced you have something they need to hear? Can you share it in a way that they want to hear it?

#### **Appearance:**

- First impressions count (you immediately gain or lose influence at this point)Your dress speaks to the audience before you do
- What should you wear? Is it appropriate for the audience (attire should be at least at the same level of your audience or slightly higher, Clothing should not be distracting)
- How do you smell (Body odor and breath, Cologne should not be too strong)
- Grooming (Nails and hair)

#### **Audience**

- Who is your audience (Must be researched before the presentation)

#### **Diction**

- How do I speak
- Don't mumble, be committed to what you are saying
- How do you pronounce your words properly
- Do you use filler words (ammm, uhhhh etc.)

#### **Vocabulary**

- Is my vocabulary as good as it can be
- How to improve your vocabulary (Reading although it is not a short term solution. Influential speaker must become readers) Playing word games such as scrabble is also useful

#### **Body Language**

- Look confident whether you are or not
- Maintain good eye contact

- Stand erect and speak
- Research shows that 55% of communication is conveyed by the body language we use, i.e.; Use of eye contact, gestures and facial expressions. 38% is conveyed in the voice, its quality, use of tone and inflections. Only 7% is conveyed in the words we use.
- What do I give off (positive or negative body language)

### **Voice**

- Tone (Is my voice too high or low according to the size of the room?)
- Speak with conviction as if you really believe in what you are saying
- Am I easy to listen to?

### **Apparatus – Mic /Notes/Podium/Computer/Flip Chart**

- Speaker should be there early enough, at least half hour before the presentation if possible to verify the presence of necessary equipment
- Being early also gives presenter a sense of room layout

### **Spatial Awareness and Interaction**

- Understanding proximity to members of your audience (This prevents loss of influence and helps you gain the influence of some of our audience by knowing who you can touch or go close to and who you should not.) Interact but don't invade people's personal space
- Care must be taken to allow input from the audience at some point

In Summary

### ***The Preparation Principles***

#### **1. Prepare Your Ambiance (Appealing Image)**

- Look? Body Language, What do I give off
- Smell? Body scent and Breath
- Feel? Are you approachable or unapproachable
- Taste? What taste people have about you
- Sound? Tone, volume and pitch

#### **2. Prepare Your Appetizer (Attention getter)**

- **Why is a good introduction important?**

Simply put, it establishes your **Creditability**, stimulates **interest**, and predisposes your audience toward your message.

- How does a good introduction accomplish this?

By presenting your **credentials**.

By showing why/how you are **gifted** on the subject.

By giving the audience a **reason to listen**.

- **But why is it necessary? If they are in the audience don't they want to listen?**  
**Not necessarily**

**Consider the 3 types of audiences/soil:**

- The Ideal/Fertile soil – Everyone wants to listen
- Defensive Soil – many uninterested people, sometimes sabotage
- Realistic Soil – Settled and comfortable - balanced

**Preparing a good introduction of yourself (Others)**

1. Replace name with something catchy
2. Highlight areas of your life that apply to the subject area – “you are the message”
3. Clearly communicate to audience where you are taking them

This session was also quite interactive with participants giving many suggestions as to what they thought could affect the quality of a presentation.

### 3<sup>rd</sup> Topic

## Understanding your personality type

Adapted from: "Personality Plus" by Florence Littauer

This personality assessment was important to help participants identify their personality traits; strengths and weaknesses and learn strategies to overcome them in order to become an effective influential speaker. The assessment also helps them understand why they would have difficulty in dealing with a different personality and helps them cope with future interactions with the said personality.

DIRECTIONS-- IN EACH OF THE FOLLOWING ROWS OF 4 WORDS, PLACE AND X IN FRONT OF THE 1 WORD THAT MOST OFTEN APPLIES TO YOU. DO ALL 40 LINES.								
<u>STRENGTHS</u>								
1		Adventurous		Adaptable		Animated		Analytical
2		Persistent		Playful		Persuasive		Peaceful
3		Submissive		Self-Sacrificing		Sociable		Strong-willed
4		Considerate		Controlled		Competitive		Convincing
5		Refreshing		Respectful		Reserved		Resourceful
6		Satisfied		Sensitive		Self-reliant		Spirited
7		Planner		Patient		Positive		Promoter
8		Sure		Spontaneous		Scheduled		Shy
9		Orderly		Obliging		Outspoken		Optimistic
10		Friendly		Faithful		Funny		Forceful
11		Daring		Delightful		Diplomatic		Detailed
12		Cheerful		Consistent		Cultured		Confident
13		Idealistic		Independent		Inoffensive		Inspiring
14		Demonstrative		Decisive		Dry humor		Deep

15	— —	Mediator	— —	Musical	— —	Mover	— —	Mixes easily
16	— —	Thoughtful	— —	Tenacious	— —	Talker	— —	Tolerant
17	— —	Listener	— —	Loyal	— —	Leader	— —	Lively
18	— —	Contented	— —	Chief	— —	Chartmaker	— —	Cute
19	— —	Perfectionis †	— —	Permissive	— —	Productive	— —	Popular
20	— —	Bouncy	— —	Bold	— —	Behaved	— —	Balanced

**WEAKNESSES**

21	— —	Blank	— —	Bashful	— —	Brassy	— —	Bossy
22	— —	Undisciplined	— —	Unsympathetic	— —	Unenthusiastic	— —	Unforgiving
23	— —	Reticent	— —	Resentful	— —	Resistant	— —	Repetitious
24	— —	Fussy	— —	Fearful	— —	Forgetful	— —	Frank
25	— —	Impatient	— —	Insecure	— —	Indecisive	— —	Interrupts
26	— —	Unpopular	— —	Uninvolved	— —	Unpredictable	— —	Unaffectionate
27	— —	Headstrong	— —	Haphazard	— —	Hard to please	— —	Hesitant
28	— —	Plain	— —	Pessimistic	— —	Proud	— —	Permissive
29	— —	Angered easily	— —	Aimless	— —	Argumentative	— —	Alienated
30	— —	Naïve	— —	Negative Attitude	— —	Nervy	— —	Nonchalant
31	— —	Worrier	— —	Withdrawn	— —	Workaholic	— —	Wants credit
32	— —	Too Sensitive	— —	Tactless	— —	Timid	— —	Talkative
33	— —	Doubtful	— —	Disorganized	— —	Domineering	— —	Depressed
34	— —	Inconsistent	— —	Introvert	— —	Intolerant	— —	Indifferent
35	— —	Messy	— —	Moody	— —	Mumbles	— —	Manipulative
36	— —	Slow	— —	Stubborn	— —	Show off	— —	Skeptical



3	_____		_____		_____		_____
7	_____	Loner	_____	Lord over	_____	Lazy	_____
3	_____		_____		_____	Short-	_____
8	_____	Sluggish	_____	Suspicious	_____	tempered	_____
3	_____		_____		_____		_____
9	_____	Revengeful	_____	Restless	_____	Reluctant	_____
4	_____	Compromising	_____		_____		_____
0	_____		_____	Critical	_____	Crafty	_____
<b>TRANSFER ALL YOUR X'S TO THE CORRESPONDING WORDS ON THE PERSONALITY SCORING SHEET AND ADD UP TOTALS.</b>							

## Scoring Sheet

				<b>STRENGTHS</b> ----		<b>SCORING</b>	
		<b>SANGUINE</b>		<b>CHOLERIC</b>		<b>MELANCHOLY</b>	<b>PHLEGMATIC</b>
1	_____	Animated	_____	Adventurous	_____	Analytical	_____
2	_____	Playful	_____	Persuasive	_____	Persistent	_____
3	_____	Sociable	_____	Strong-willed	_____	Self-Sacrificing	_____
4	_____	Convincing	_____	Competitive	_____	Considerate	_____
5	_____	Refreshing	_____	Resourceful	_____	Respectful	_____
6	_____	Spirited	_____	Self-reliant	_____	Sensitive	_____
7	_____	Promoter	_____	Positive	_____	Planner	_____
8	_____	Spontaneous	_____	Sure	_____	Scheduled	_____
9	_____	Optimistic	_____	Outspoken	_____	Orderly	_____
10	_____	Funny	_____	Forceful	_____	Faithful	_____
11	_____	Delightful	_____	Daring	_____	Detailed	_____
12	_____	Cheerful	_____	Confident	_____	Cultured	_____
13	_____	Inspiring	_____	Independent	_____	Idealistic	_____
14	_____	Demonstrative	_____	Decisive	_____	Deep	_____
15	_____	Mixes easily	_____	Mover	_____	Musical	_____
16	_____	Talker	_____	Tenacious	_____	Thoughtful	_____
17	_____	Lively	_____	Leader	_____	Loyal	_____
18	_____	Cute	_____	Chief	_____	Chartmaker	_____
19	_____	Popular	_____	Productive	_____	Perfectionist	_____
20	_____	Bouncy	_____	Bold	_____	Behaved	_____
	_____	<b>TOTALS</b>	_____		_____		_____
				<b>WEAKNESSES</b>			
21	_____	Brassy	_____	Bossy	_____	Bashful	_____
22	_____	Undisciplined	_____	Unsympathetic	_____	Unforgiving	_____
23	_____	Repetitious	_____	Resistant	_____	Resentful	_____
24	_____	Forgetful	_____	Frank	_____	Fussy	_____
25	_____	Interrupts	_____	Impatient	_____	Insecure	_____

26	_____	Unpredictable	_____	Unaffectionate	_____	Unpopular	_____	Uninvolved
27	_____	Haphazard	_____	Headstrong	_____	Hard to please	_____	Hesitant
28	_____	Permissive	_____	Proud	_____	Pessimistic	_____	Plain
29	_____	Angered easily	_____	Argumentative	_____	Alienated	_____	Aimless
30	_____	Naïve	_____	Nervy	_____	Negative Attitude	_____	Nonchalant
31	_____	Wants credit	_____	Workaholic	_____	Withdrawn	_____	Worrier
32	_____	Talkative	_____	Tactless	_____	Too Sensitive	_____	Timid
33	_____	Disorganized	_____	Domineering	_____	Depressed	_____	Doubtful
34	_____	Inconsistent	_____	Intolerant	_____	Introvert	_____	Indifferent
35	_____	Messy	_____	Manipulative	_____	Moody	_____	Mumbles
36	_____	Show off	_____	Stubborn	_____	Skeptical	_____	Slow
37	_____	Loud	_____	Lord over	_____	Loner	_____	Lazy
38	_____	Scatterbrained	_____	Short-tempered	_____	Suspicious	_____	Sluggish
39	_____	Restless	_____	Rash	_____	Revengeful	_____	Reluctant
40	_____	Changeable	_____	Crafty	_____	Critical	_____	Compromising
	_____	<b>TOTALS</b>	_____		_____		_____	
	_____	<b>COMBINED TOTALS</b>	_____		_____		_____	

**Participants' personality types defined**

		<b>STRENGTHS</b>		
	<b>Sanguine</b>	<b>Choleric</b>	<b>Melancholy</b>	<b>Phlegmatic</b>
<b>E</b>	Appealing personality	Born leader	Deep and thoughtful	Low key personality
	Talkative, story teller	Dynamic	Analytical	Easy going and relaxed
<b>M</b>	Life of the party	Compulsive need for change	Serious and purposeful	Calm, cool and collected
	Good sense of humor	Must correct wrongs	Genius prone	Patient and well balanced
<b>O</b>	Memory for color	Strong-willed and decisive	Talented and creative	Consistent life
	Physically holds on to listener	Unemotional	Artistic or musical	Quiet but witty
<b>T</b>	Emotional & Demonstrative	Not easily discouraged	Philosophical and poetic	Sympathetic and kind
	Enthusiastic & expressive	Independent & self-sufficient	Appreciative of beauty	Keeps emotions hidden
<b>I</b>	Cheerful and bubbling over	Exudes confidence	Sensitive to others	Happily reconciled to life
	Curious & Good on stage	Can run anything	Self-sacrificing	All-purpose person
<b>O</b>	Wide-eyed and innocent		Conscientious	
	Lives in the present		Idealistic	

<b>N</b>	Changeable disposition			
	Sincere at heart			
<b>S</b>	Always a child			
		Goal oriented	Schedule oriented	
	Volunteers for jobs	Sees the whole picture	Perfectionist, high standards	
<b>W</b>	Thinks up new activities	Organizes well	Detail conscious	Competent and steady
	Looks great on the surface	Seeks practical solutions	Persistent and thorough	Peaceful and agreeable
<b>O</b>	Creative and colorful	Moves quickly to action	Orderly and organized	Has administrative ability
	Has energy and enthusiasm	Delegates work	Neat and tidy	Mediates problems
<b>R</b>	Starts in a flashy way	Insists on production	Economical	Avoids conflicts
	Inspires others to join	Makes the goal	Sees the problems	Good under pressure
<b>K</b>	Charms others to work	Stimulates activity	Finds creative solutions	Finds the easy way
		Thrives on opposition	Needs to finish what is started	
			Likes charts, graphs, figures, lists	
	Makes friends easily		Makes friends cautiously	Easy to get along with
<b>F</b>	Loves people		Content to stay in background	Pleasant and enjoyable
<b>R</b>	Thrives on compliments	Has little need for friends	Avoids causing attention	Inoffensive
<b>I</b>	Seems exciting	Will work for group activity	Faithful and devoted	Good listener
<b>E</b>	Envid by others	Will lead and organize	Will listen to complaints	Dry sense of humor
<b>N</b>	Doesn't hold grudges	Is usually right	Can solve other's problems	Enjoys watching people
<b>D</b>	Apologizes quickly	Excels in emergencies	Deep concern for other people	Has many friends
<b>S</b>	Presents dull moments		Moved to tears with compassion	Has compassion and concern
	Likes spontaneous activities		Seeks ideal mate	
		<b>WEAKNESSES</b>		
<b>E</b>	Compulsive talker			
	Exaggerates and elaborates	Bossy	Remembers the negatives	
<b>M</b>	Dwells on trivia	Impatient	Moody and depressed	Unenthusiastic
	Can't remember names	Quick-tempered	Enjoys being hurt	Fearful and worried
<b>O</b>	Scares others off	Can't relax	Has false humility	Indecisive
	Too happy for some	Too impetuous	Off in another world	Avoids responsibility
<b>T</b>	Has restless energy	Enjoys controversy and arguments	Low self-image	Quiet will of iron
	Egotistical	Won't give up when losing	Has selective hearing	Selfish
<b>I</b>	Blusters and complains	Comes on too strong	Self-centered	Too shy and reticent
	Naïve, gets taken in	Inflexible	Too introspective	Too compromising
<b>O</b>	Has loud voice and laugh	Is not complementary	Guilt feelings	Self-righteous
	Controlled by circumstances	Dislikes tears and emotion	Persecution complex	
<b>N</b>	Gets angered easily	Is unsympathetic	Tends to hypochondria	
	Seems phony to some			

<b>S</b>	Never grows up			
	Would rather talk	Little tolerance for mistakes	Not people oriented	
	Forgets obligations	Doesn't analyze details	Depressed over imperfections	Not goal oriented
<b>W</b>	Doesn't follow through	Bored by trivia	Chooses difficult work	Lacks self-motivation
	Confidence fades fast	May make rash decisions	Hesitant to start projects	Hard to get moving
<b>O</b>	Undisciplined	May be rude or tactless	Spends too much time planning	Resents being pushed
	Priorities out of order	Manipulates people	Prefers analysis to work	Lazy and careless
<b>R</b>	Decides by feelings	Demanding of others	Self-deprecating	Discourages others
	Easily distracted	End justifies the means	Hard to please	Would rather watch
<b>K</b>	Wastes time talking	Work may become their god	Standards often too high	
		Demands loyalty in the ranks	Deep need for approval	
	Hates to be alone	Tends to use people	Lives through others	Dampens enthusiasm
<b>F</b>	Needs to be center stage	Dominates others	Insecure socially	Stays uninvolved
<b>R</b>	Wants to be popular	Decides for others	Withdrawn and remote	Is not exciting
<b>I</b>	Looks for credit	Knows everything	Critical of others	Indifferent to plans
<b>E</b>	Dominates conversations	Can do everything better	Holds back affection	Judges others
<b>N</b>	Interrupts and doesn't listen	Is too independent	Dislikes those in opposition	Sarcastic and teasing
<b>D</b>	Answers for others	Possessive of friends and mate	Suspicious of people	Resists change
<b>S</b>	Fickle and forgetful	Can't say "I'm sorry"	Antagonistic and vengeful	
	Makes excuses	May be right, but unpopular	Unforgiving, contradictory	
	Repeats stories		Skeptical of compliments	

## **Assignment**

### **4<sup>th</sup> Topic**

#### **Practical Application**

All that was completed previously was all theoretical therefore this session was designed to get participants to practically engage in the new skills taught.

Each participant was then required to prepare a presentation of 3-5 minutes on one to three of the below topics.

- A. Community Atmosphere
- B. Nationality/Ethnicity
- C. Childhood Relationships
- D. Education/Training/Experience
- E. Talents/Hobbies
- F. Odd Jobs/Careers
- G. Courtship/Marriage
- H. Organizations/Leadership
- I. Church Experiences
- J. Christian Commitment
- K. Family Circumstances
- L. Traumas/Illnesses/Victories

This session was a fantastic one because everyone was keen to try out the new skills even though some were bashful at first. It was insisted that everyone look at the strengths of each presentation as the experience must be a positive one for everyone. Almost half of the participants were moved to tears in this session as they felt they had a chance to vent. After each presentation the other participants would grade the presenter and return the graded sheets to him/her. This was done using comment cards below.

## **INFLUENTIAL SPEAKERS**

### *Comment Card*

Thank you for taking the time to complete this form. Your honest answers will help sharpen \_\_\_\_\_ and assist in the achievement of his/her personal goal to be an Influential Speaker.

Speaker's Name: \_\_\_\_\_

Evaluator's Name: \_\_\_\_\_ Relationship \_\_\_\_\_

What was the speaker's point? \_\_\_\_\_

Did they seem knowledgeable on their subject? Yes No Other \_\_\_\_\_

Did they make their topic easy to understand? \_\_\_\_\_

Which two words best describe how the speaker spoke? She/he:

Was Fluent, Had a Good Vocab, Stuttered, Used Fillers (e.g. "am", "um")

Mostly Read from Notes Were Frequently Lost for Words

Other: \_\_\_\_\_

On a scale of 1 to 5, how well did they do at keeping your attention? Poor 1 2 3 4 5 Excellent

Did they stay within a 3 - 5 minute time span? Yes No

How would you describe their body language and eye contact?

**Please circle 3 the words that best describe the speaker's style:** Memorable

Commanding Bold

Playful Moving Amusing Dramatic Dynamic Frank Gracious Vibrant Talented Open

Entertaining Fascinating Qualified Educational Genuine Intriguing Authoritative

Current

Soothing Candid Gifted Intense Friendly Dramatic Engrossing Elegant Energetic

Charming

Daring Mesmerizing Enlightening Practical Engaging Unique Challenging Merry

Sound

Overall

comment: \_\_\_\_\_

\_\_\_\_\_

Participants' feedback

- We identified our strengths and weaknesses
- We learnt how to accentuate our positives and eliminate our negatives
- Because I am different does not mean something is wrong with me
- Helped us understand other people
- Just because others are different does not make them wrong
- I feel relieved that I understand myself better
- I have more confidence in presenting because I understand others better
- I believe *have the tools* to present effectively
- The workshop has give me confidence in myself

My overall impression of this group is that they have embraced the information and will put it to use in the future as they were fully engaged in the entire process, they were very interactive and vocal.