

Telling Your Story for Impact



Purpose of Communication

What determines effective communication?

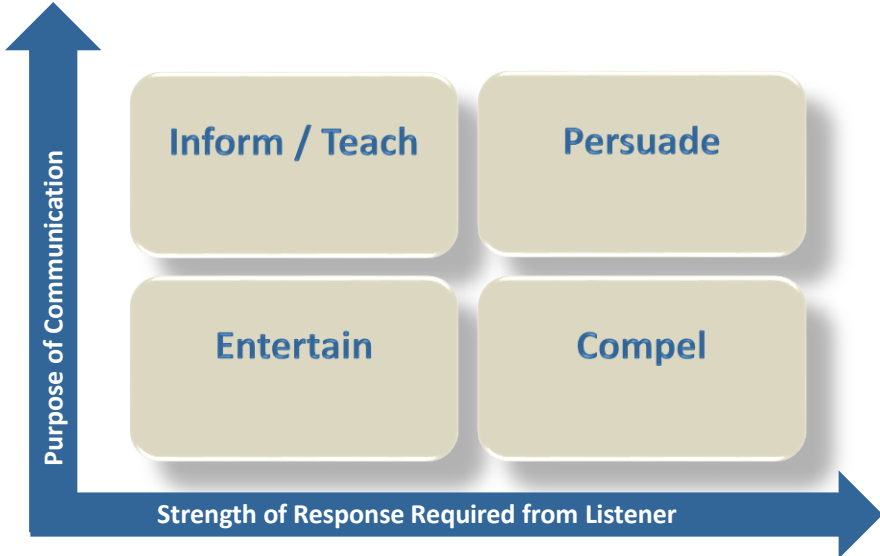
Fundamentals of Communication

E Earned the right

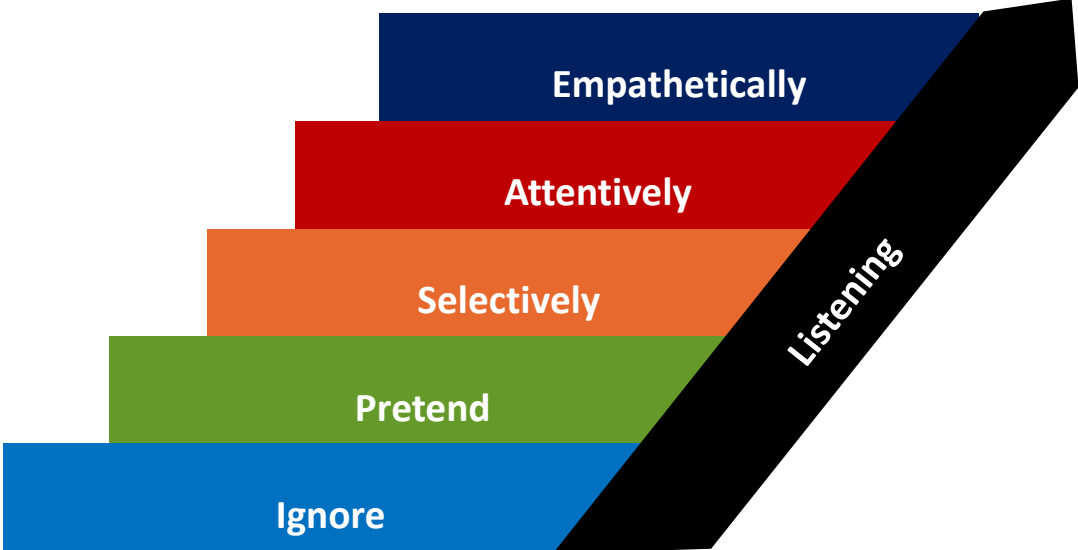
E Excited

E Eager

Communication Matrix



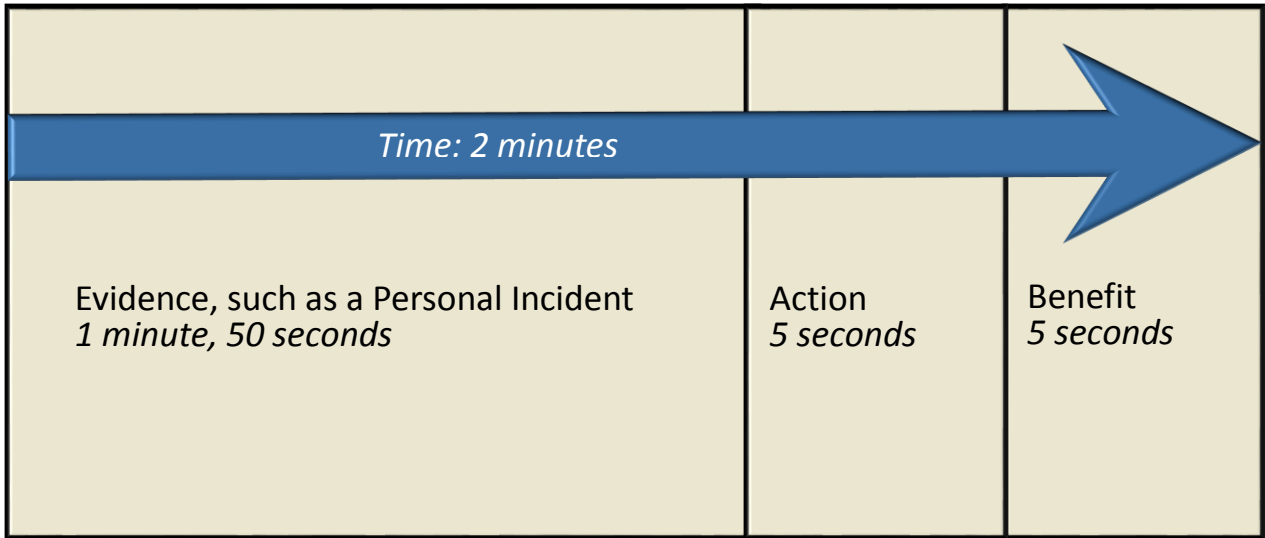
Levels of Listening



Techniques for Effective Storytelling

- **Word Emphasis:** Stress key words, phrases and ideas
- **Mindset:** Feel positive about your subject
- **Pauses:** Rest or stops that aid understanding
- **Pacing:** Variations in the speed of delivery
- **Voice Modulation:** Variations in voice tone
- **Dialog:** When speaking as a character, change your voice/tone/pace to add life to the story
- **Detail:** Provide vivid detail that places the prospect in the story
- **Movement:** Gestures that add emphasis and are relevant to the message
- **Enthusiasm:** A story delivered lifelessly will fall flat, no matter how great the content is

Magic Formula



Evidence:

Action

Benefit

Principles to Enhance Relationships and Build Trust

- Don't criticize, condemn, or complain.
- Give honest, sincere appreciation.
- Arouse in the other person an eager want.
- Become genuinely interested in other people.
- Smile.
- Remember that a person's name is to that person the sweetest and most important sound in any language.
- Be a good listener. Encourage others to talk about themselves.
- Talk in terms of the other person's interests.
- Make the other person feel important – and do it sincerely.

Notes

Megan Myhre Grace
Client Experience Consultant
Dale Carnegie of North Central US
952.548.5601
Megan.Myhre@dalecarnegie.com
minnesota.dalecarnegie.com

