

"How to be HEARD"

(without SCREAMING)



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WISCONSIN
· WINTER WEB CONFERENCE · JANUARY 24-25, 2024 ·

PRESENTER:

BRENDA J. VIOLA

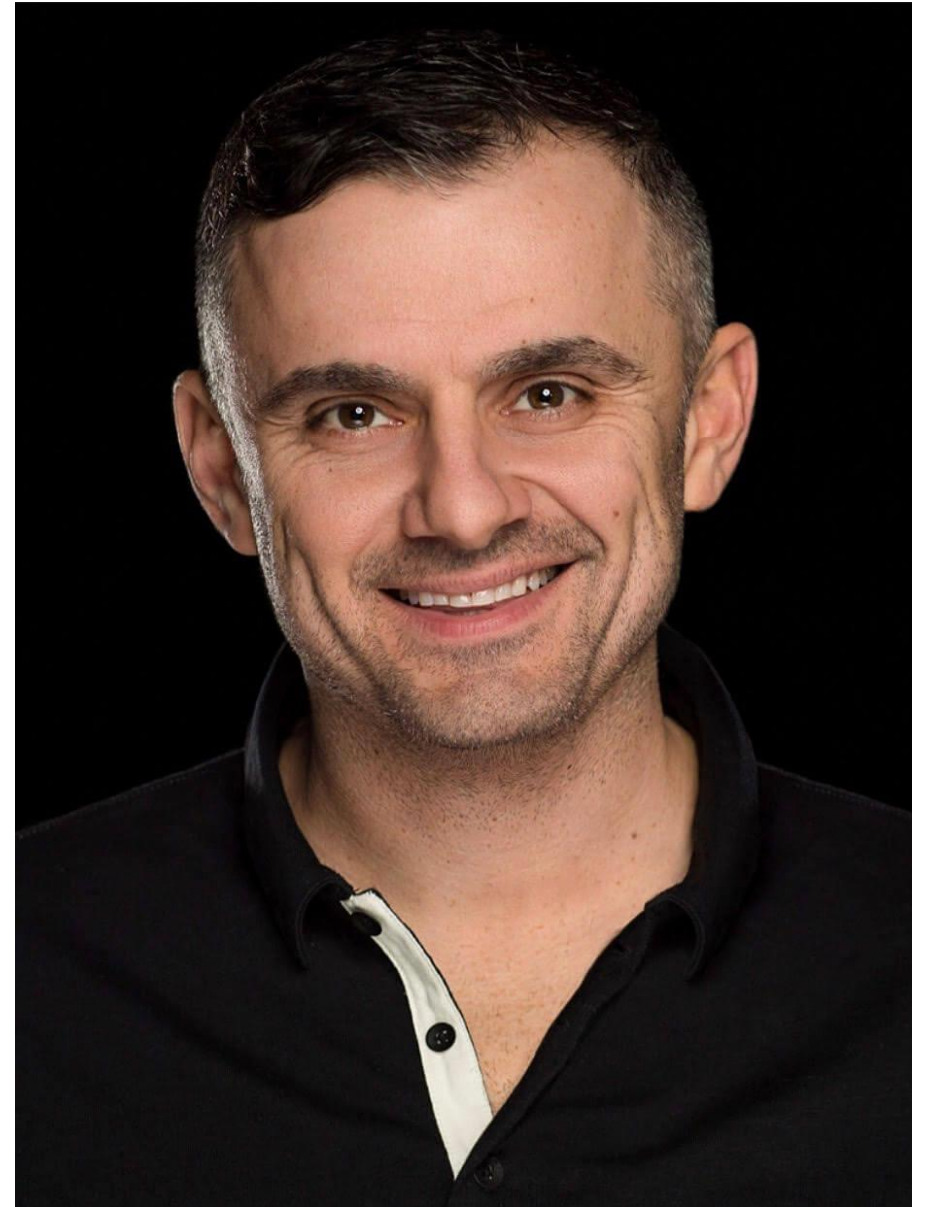
PRESIDENT, VICI COMMUNICATIONS LLC



The number one
advice I have, is
communicate, learn
how to communicate.

Gary Vaynerchuk

EVERYDAYPOWER



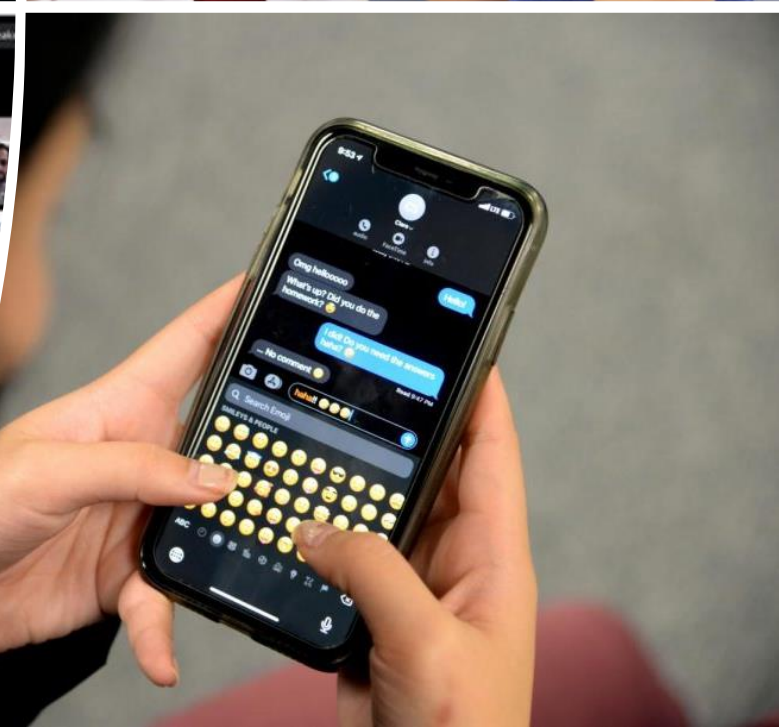
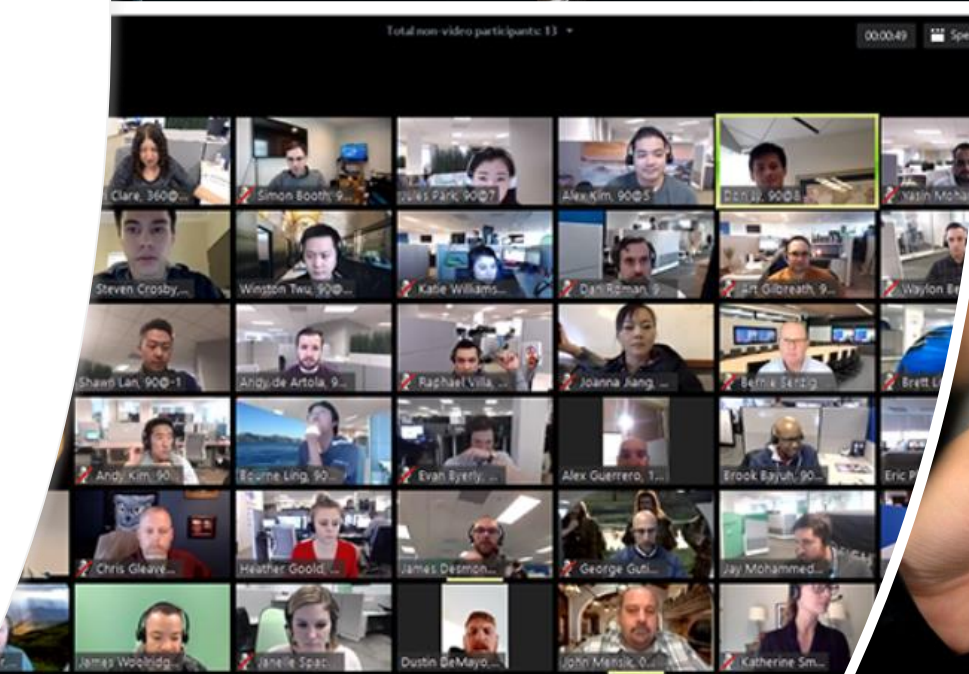


**COMMUNICATION IMPACTS
EVERY AREA OF OUR LIVES.**

CHAT QUESTION: HOW WOULD YOU RATE YOURSELF AS A COMMUNICATOR?

1= POOR

5=OUTSTANDING





“THE TWO WORDS
INFORMATION
AND
COMMUNICATION
ARE OFTEN USED
INTERCHANGEABLY,
BUT THEY SIGNIFY QUITE
DIFFERENT THINGS.

**INFORMATION IS
GIVING OUT.**



COMMUNICATION
IS GETTING THROUGH.”

- SYDNEY HARRIS



HAVE YOU EVER FELT LIKE PEPPERMINT PATTY?

CHAT QUESTION:

**WHAT DO
SPEAKERS DO
THAT MAKE YOU
“CHECK OUT”?**



CHAT QUESTION:

**WHAT DO
SPEAKERS DO
THAT CAUSE YOU
TO ENGAGE?**

...OR HER TEACHER?



ORIGIN STORY: DR. JUDY DEANGELO

Note: Incorporate stories wherever you can. People remember them more than facts.

'How to be HEARD'



H
E
A
R
D



HAVE A PLAN.

**“WING” IMPORTANT
CONVERSATIONS OR
PRESENTATIONS
AT YOUR OWN PERIL.**

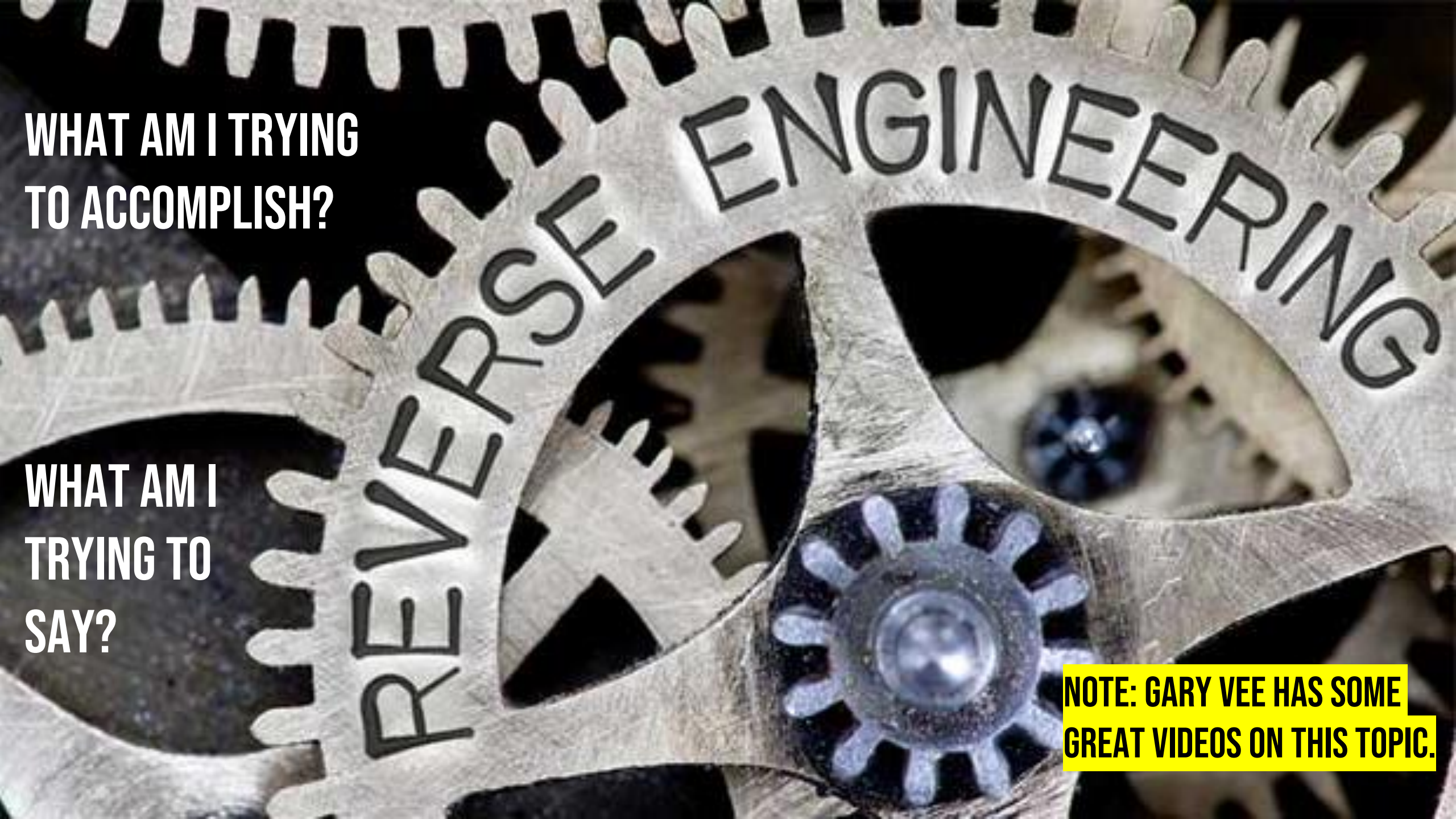


VISION always precedes **STRATEGY**

- Michael Hyatt

**WHAT IS THE
DESIRED OUTCOME?**

**PLAN BACKWARDS
FROM THAT VISION.**



**WHAT AM I TRYING
TO ACCOMPLISH?**

**WHAT AM I
TRYING TO
SAY?**

**NOTE: GARY VEE HAS SOME
GREAT VIDEOS ON THIS TOPIC.**



CLARITY **OR** **CONFUSION?**

**UNTIL YOU ARE CLEAR ABOUT
YOUR MESSAGE,
SILENCE IS GOLDEN.**



NOT CLEAR?

BUY YOURSELF TIME.


“This is important. I’d like to put some thought into this. Can we meet tomorrow to discuss?”



HAVING A PLAN ISN'T JUST ABOUT THE WORDS YOU'LL SAY...

- **DID YOU CHECK OUT THE ROOM IN ADVANCE?**
- **IS AMPLIFICATION AVAILABLE OR NEEDED?**
- **ON ZOOM, IS YOUR FACE IN SHADOWS?**
- **ARE THE TEMPERATURE AND SEATING COMFORTABLE?**
- **ARE YOU COMFORTABLE AND DRESSED APPROPRIATELY?**
- **HAS AN AGENDA AND “STOP” TIME BEEN ESTABLISHED?**

**IT'S ABOUT
MINIMIZING WHAT
CAN GO WRONG...**



**...AND MAXIMIZING
YOUR CHANCE
TO BE HEARD.**

P OINT

R EASON

E XAMPLE

P OINT SUMMARIZED

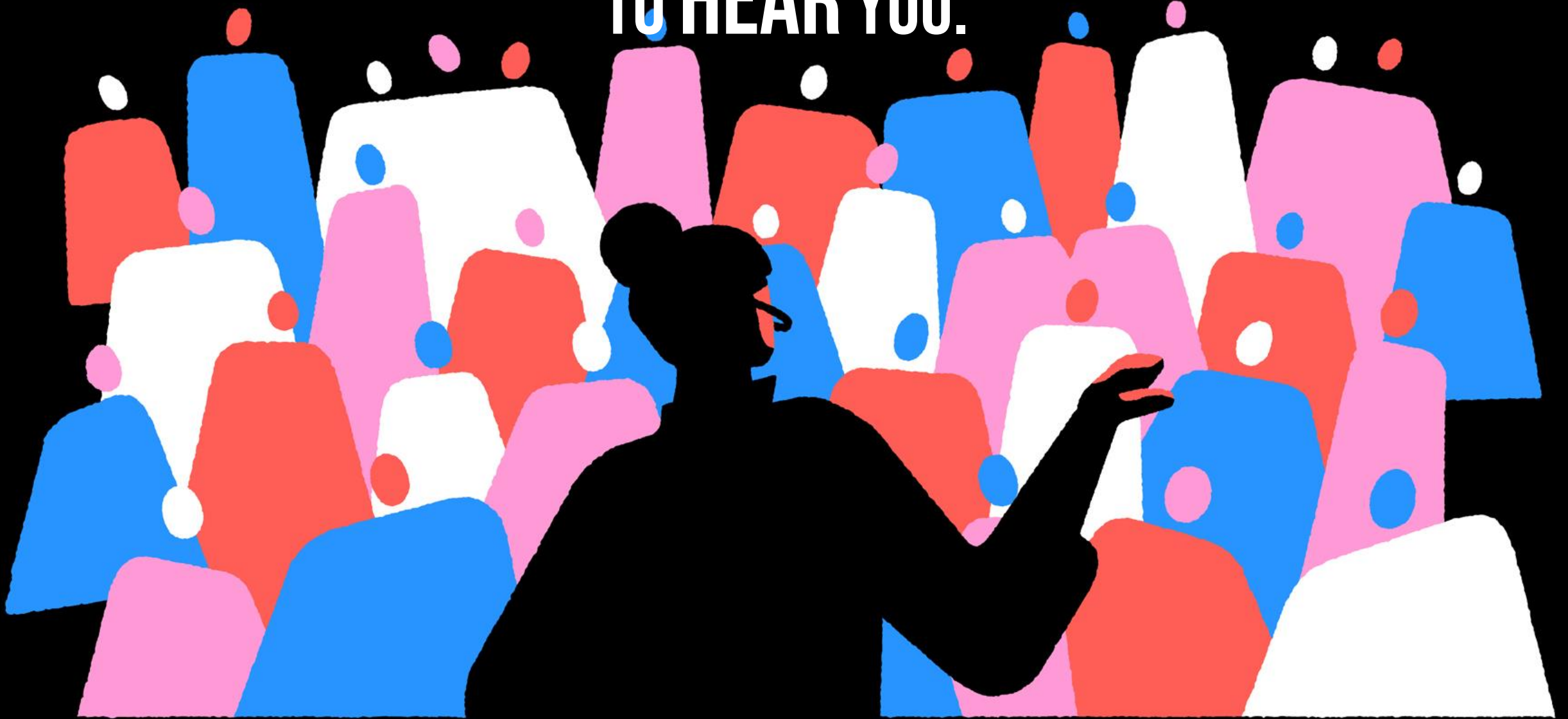


**“THE MORE
PREPARED YOU ARE,
THE LESS SCARED
YOU ARE.”**

- BRENDA VIOLA



**PUTTING YOUR AUDIENCE AT EASE ALLOWS THEM
TO HEAR YOU.**





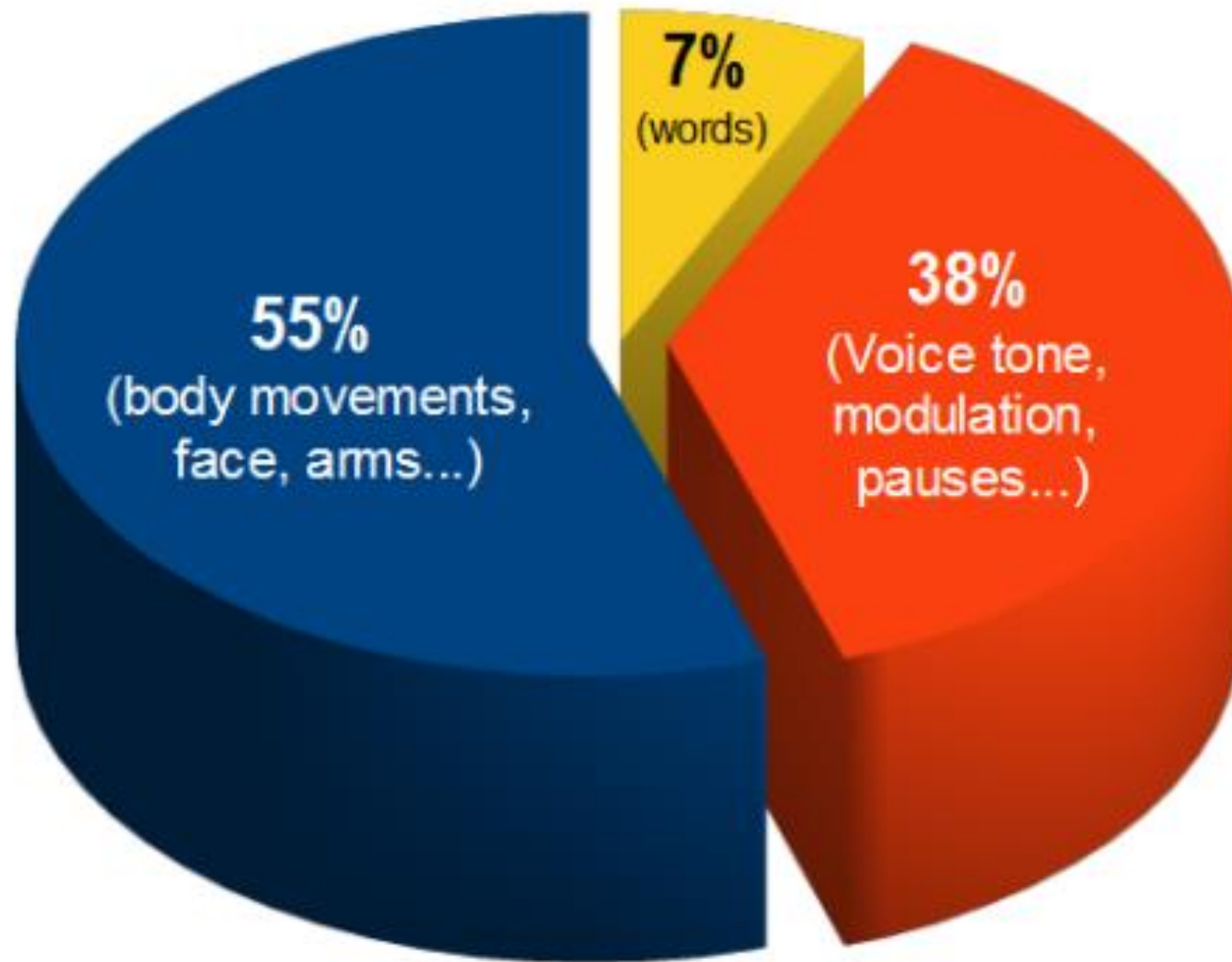
EDIT YOURSELF

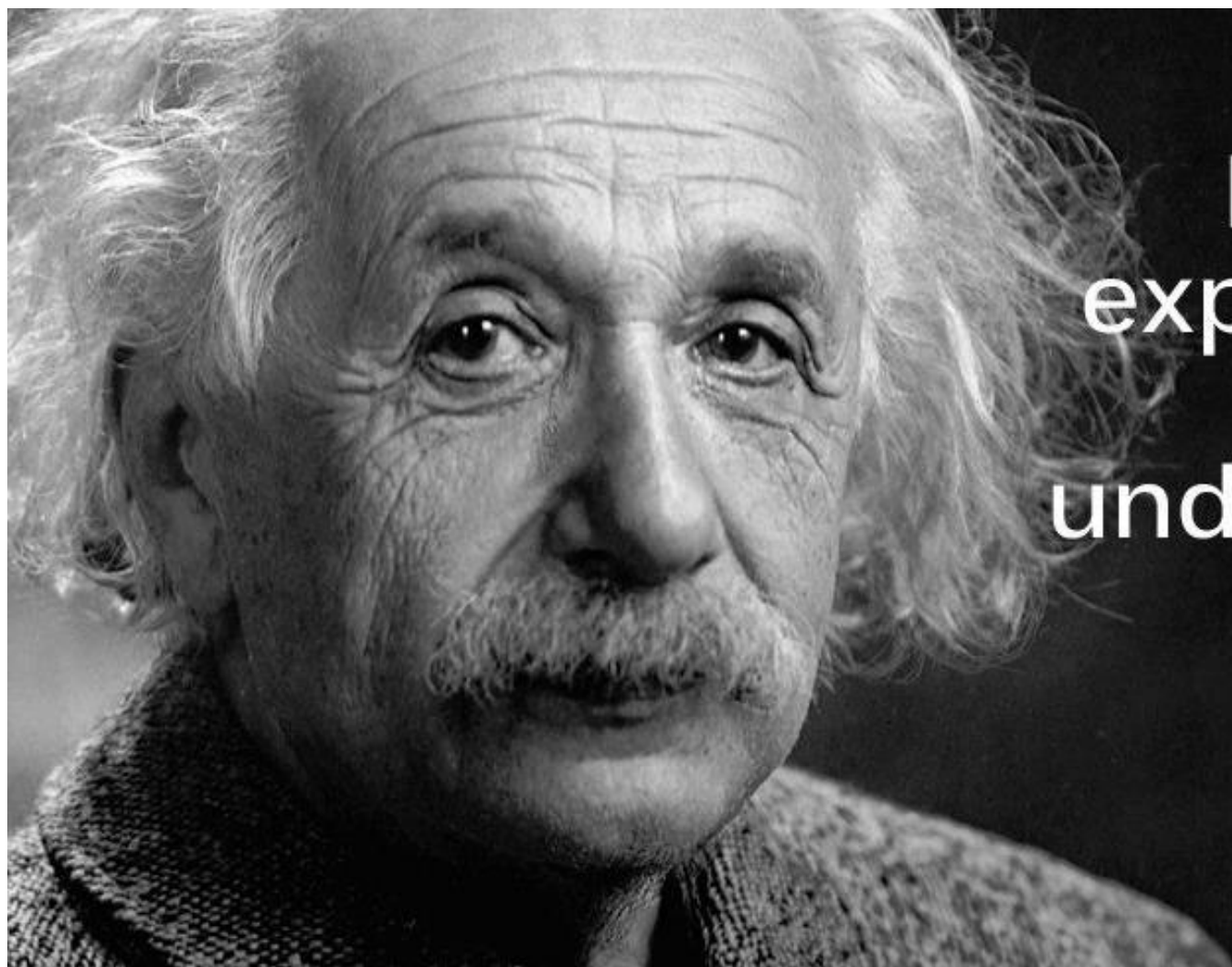
**NOT ONLY YOUR WORDS, BUT
EMOTIONS AND TIMING.**



**“IF YOU ARE TUNED
OUT OF YOUR OWN
EMOTIONS, YOU
WILL BE POOR AT
READING THEM IN
OTHER PEOPLE.”**

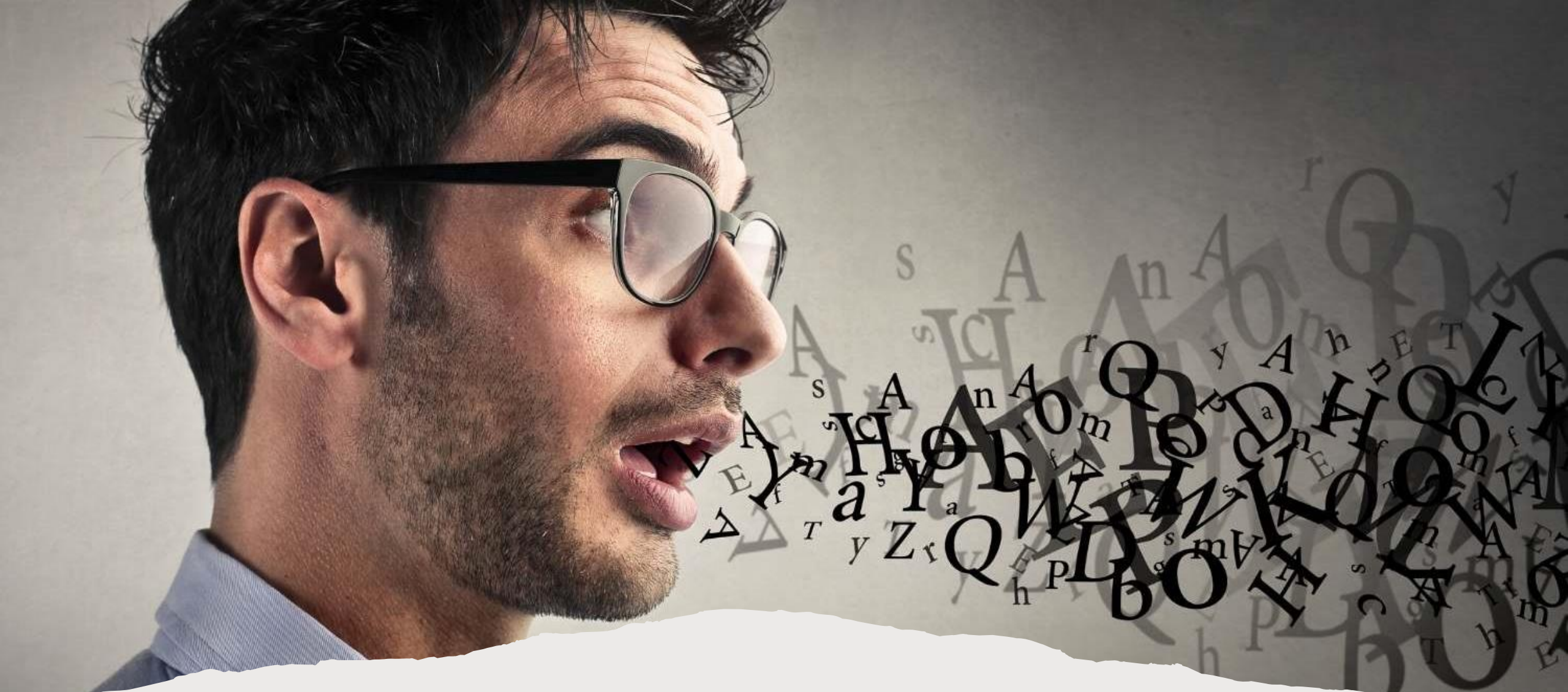
– DANIEL GOLEMAN





If you can't
explain it simply,
you don't
understand it well
enough.

ALBERT EINSTEIN



THE LESS PEOPLE THINK, THE MORE THEY TALK.

- PROVERB



**THE MORE
YOU SAY, THE
LESS PEOPLE
WILL HEAR.**

- BRENDA VIOLA



**A 7 – 15 SECOND STATEMENT;
THE MAIN TAKEAWAY**

USE **VERBAL HIGHLIGHT PHRASES** SO YOUR
MAIN MESSAGE IS EASY TO FIGURE OUT.

The important
thing is...

**The bottom
line is...**

Here's the
takeaway:

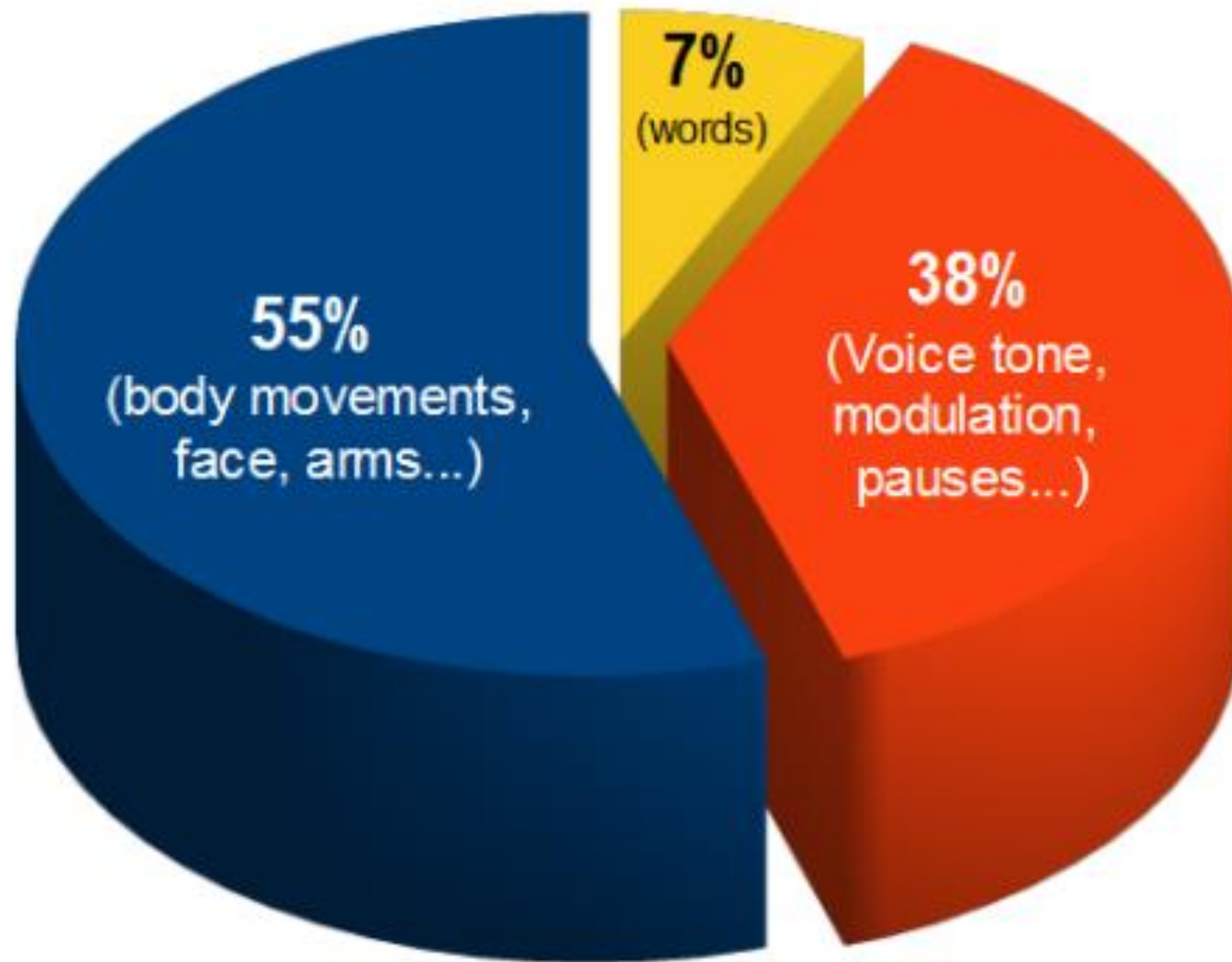
WHAT YOU **REALLY**
NEED TO KNOW IS...

**IT BOILS DOWN
TO THIS:**



STOP

TALKING





EYES

- **DON'T AVOID EYE CONTACT**
- **DON'T JUST LOOK AT ONE PERSON**
- **DO MAKE PEOPLE FEEL SEEN**
- **DO ENGAGE WITH THOSE WHO ARE CONNECTING WITH YOUR MESSAGE**

HANDS

- **DON'T RESTRICT (HOLD BEHIND BACK OR FRONT OR SIDE!)**
- **DON'T BE A ROBOT**
- **DO TAKE A NEUTRAL POSITION**
- **USE COMFORTABLE GESTURES AS YOU WOULD IN NORMAL CONVERSATION**



LEGS

- **DON'T LOCK THEM OR STAND STILL**
- **DON'T MOVE THEM EXCESSIVELY**
- **ALLOW THEM TO BE A NATURAL EXTENSION OF YOUR HAND MOVEMENTS**
- **STEP FORWARD TO CONNECT; STEP BACK TO GIVE SPACE**





BACK

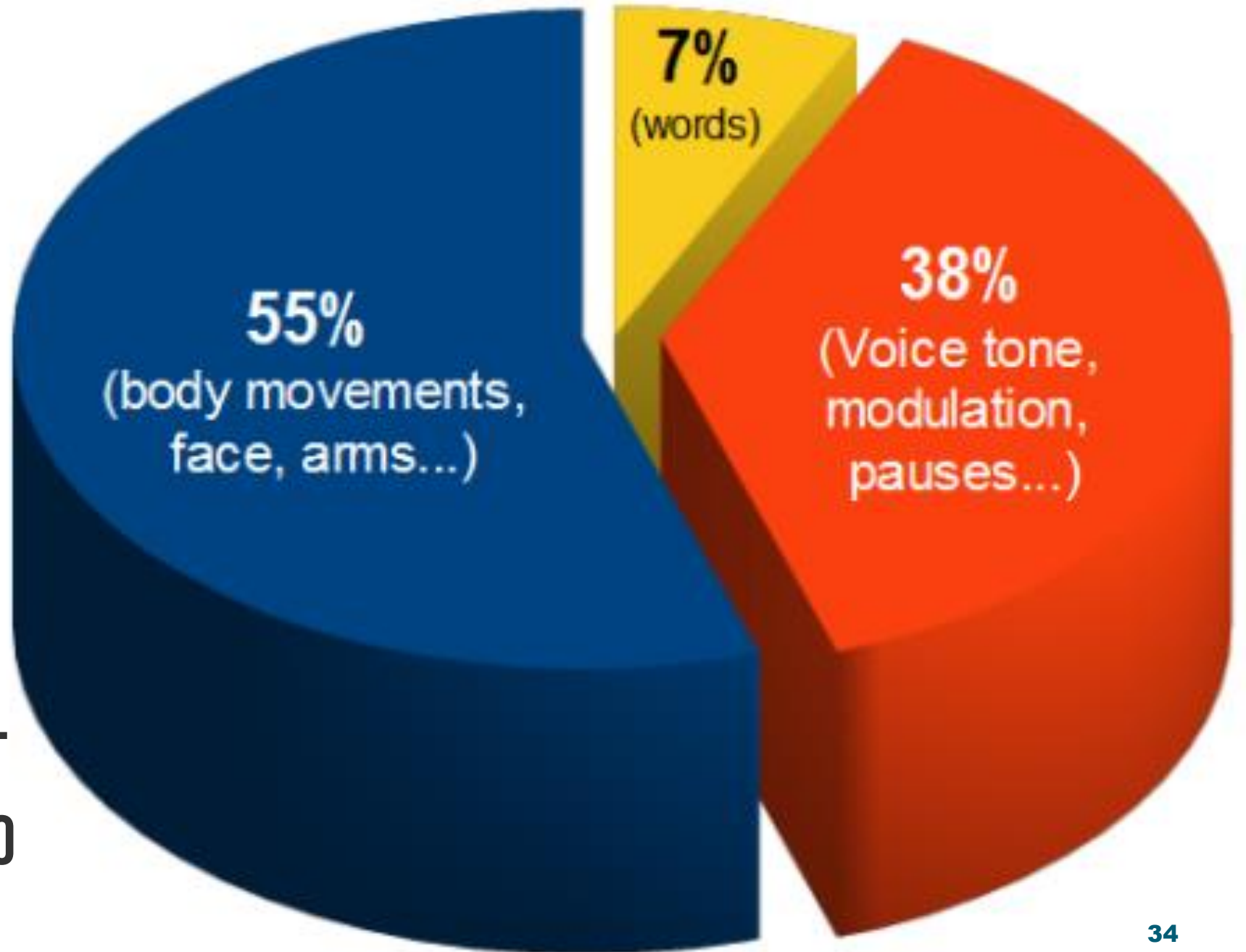
DON'T FOLD INTO YOURSELF WITH SLOUCHED SHOULDERS, DROOPING HEAD, AND CURVED NECK.

THE GOALS?

TO BE PERCEIVED AS
RELAXED, CALM, AND
COMFORTABLE.

VOCAL TIP:

TAKE A DEEP BREATH
BEFORE SPEAKING SO
YOU NERVOUSLY DON'T
LET OUT ANYTHING TOO
HIGH-PITCHED.



**THE MORE
CONFIDENT YOU
ARE ABOUT YOUR
MESSAGE, THE
MORE NATURAL
YOUR BODY
LANGUAGE
WILL BE.**





**KNOW YOURSELF AND PUT YOUR
BEST FOOT FORWARD...**



ANTICIPATE PUSHBACK

**SO QUESTIONS DON'T
RATTLE YOU.**



PREPARE AS YOU WOULD FOR A PRESS CONFERENCE.



BE
IMPECCABLE
WITH YOUR
WORD

DON'T
TAKE
THINGS
PERSONALLY

DON'T
MAKE
ASSUMPTIONS

ALWAYS
DO
YOUR
BEST

DON'T
TAKE
THINGS
PERSONALLY



IT MAY HAVE NOTHING TO DO WITH YOU.



THE LESS PEOPLE KNOW, THE MORE THEY YELL.

TIP: ACKNOWLEDGE WHEN A GOOD
POINT HAS BEEN MADE.



Thank you!

**DON'T JUST
ANTICIPATE
PUSHBACK.**

APPRECIATE IT.

(It'll make you
better.)



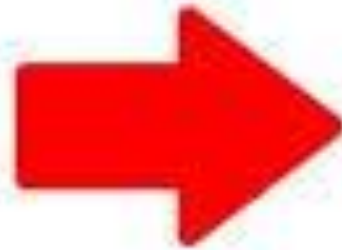
REPEAT YOUR MESSAGE

**USING DIFFERENT WORDS
(WITHOUT BEING ANNOYING.)**

**AFTER
LEARNING**



100% OF INFORMATION



AFTER 1 HOUR



44% OF INFORMATION



“THE REAL ISSUE IS...”

“WHAT I CAN SAY IS...”

“HERE’S SOMETHING IMPORTANT TO CONSIDER...”

“LET ME PUT THAT INTO PERSPECTIVE...”



RESPOND, DON'T REACT.



DEMONSTRATE THAT YOU LISTEN

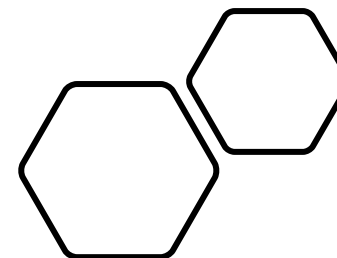
REMEMBER THE
GOLDEN RULE.



People don't care how much
you know until they know
how much you care.

THEODORE ROOSEVELT

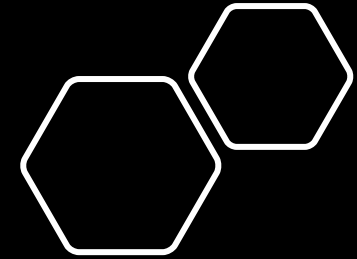
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If we only listened with
the same passion that we
feel about being heard

Harriet Lerner

PICTUREQUOTES.COM



Tip:

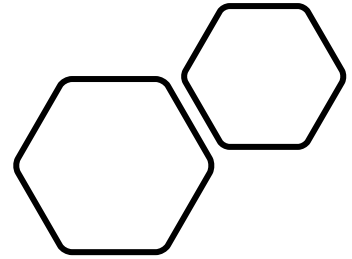
Repeat
what you
heard so
they know
you “got it.”

“

You never know when a
moment and a few sincere
words can have an impact on
a life.

ZIG ZIGLAR

GRACIOUSQUOTES.COM



AN EQUATION FOR SUCCESSFUL SPEAKING:

SINCERITY

+

PREPARATION

=

ELOQUENCE

**Do a
D'Angelo!**



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(without SCREAMING)



**TIME FOR
QUESTIONS!**