

From best kept secret



to thought leader



Great speakers are not
born, they're trained.

Dale Carnegie

Where is the stretch?



FOCUS

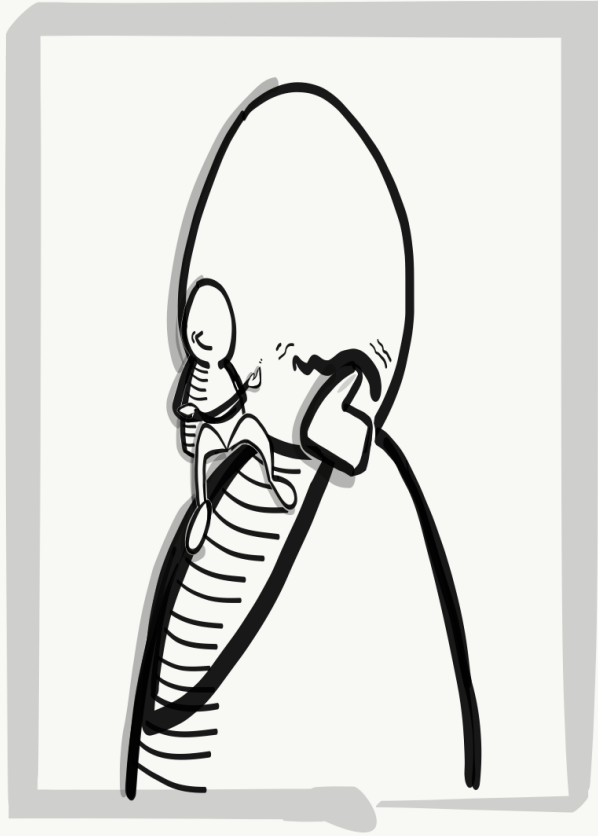


Dicht de 4 concentratielekken en krijg
meer gedaan in een wereld vol afleiding

How many words per minute

- ... speak
- ... read
- ... think

Mark Tigchelaar
Oscar de Bos



HOW
WOMEN AND THE ART OF **TO** BRILLIANT SPEAKING
OWN
THE ^{Vir}Groskop
ROOM

'INSPIRATIONAL' - Mary Portas

- 
1. Do I trust you?
 2. Is this correct? Are you skilled?
 3. Do I care?

Speak to connect,
Not to impress



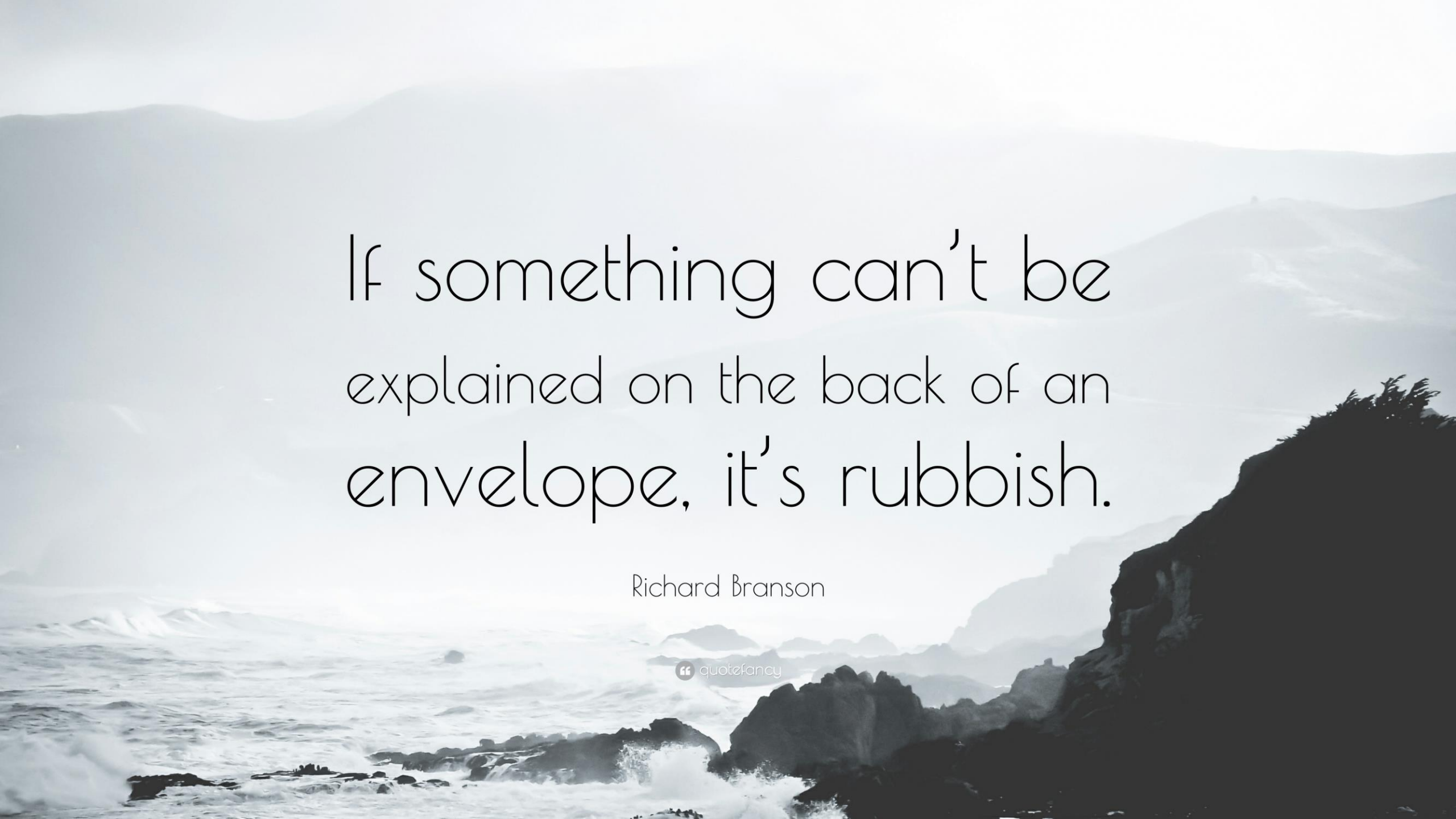
Happy
High
Status

ONE WAY



Intention





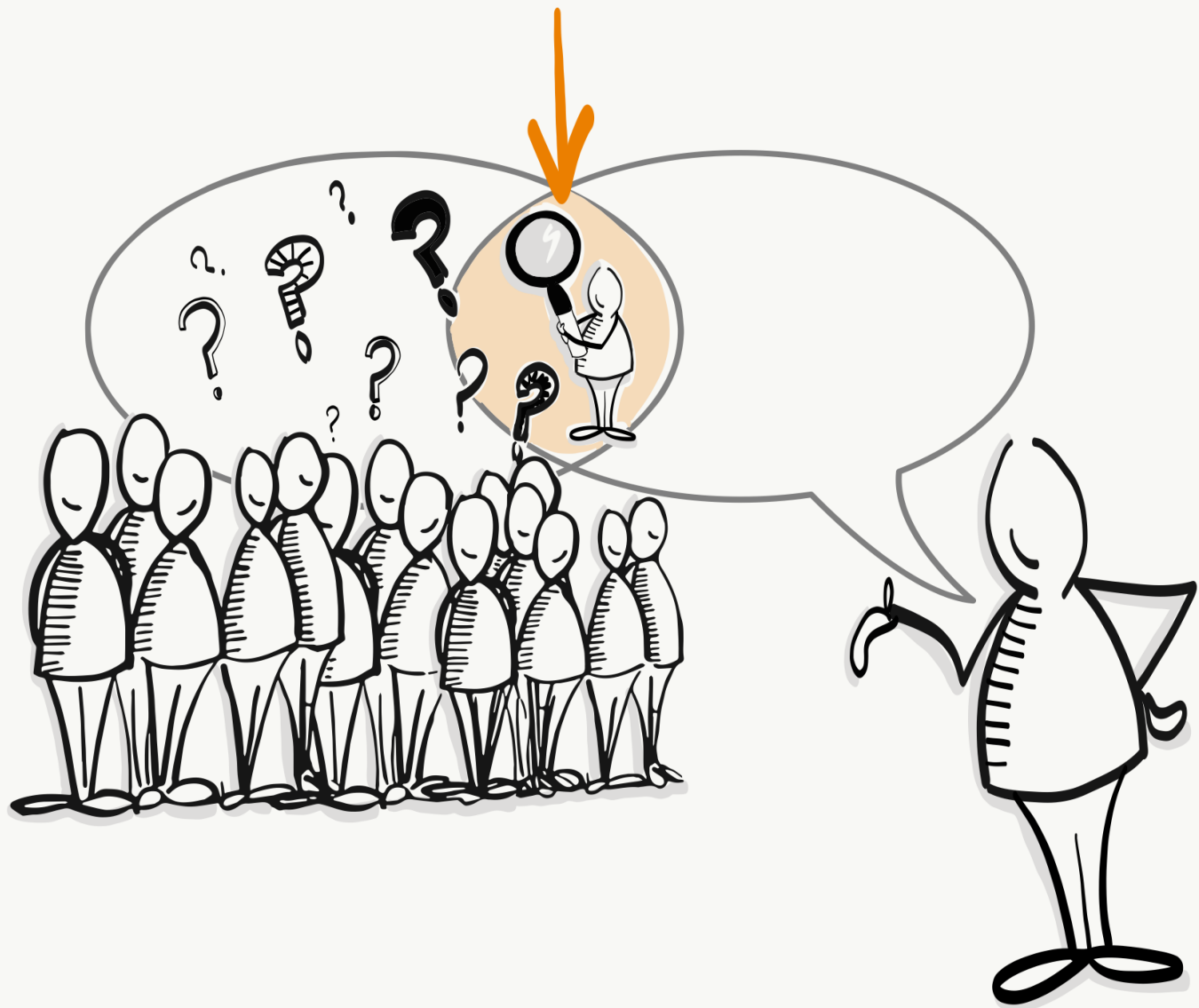
If something can't be explained on the back of an envelope, it's rubbish.

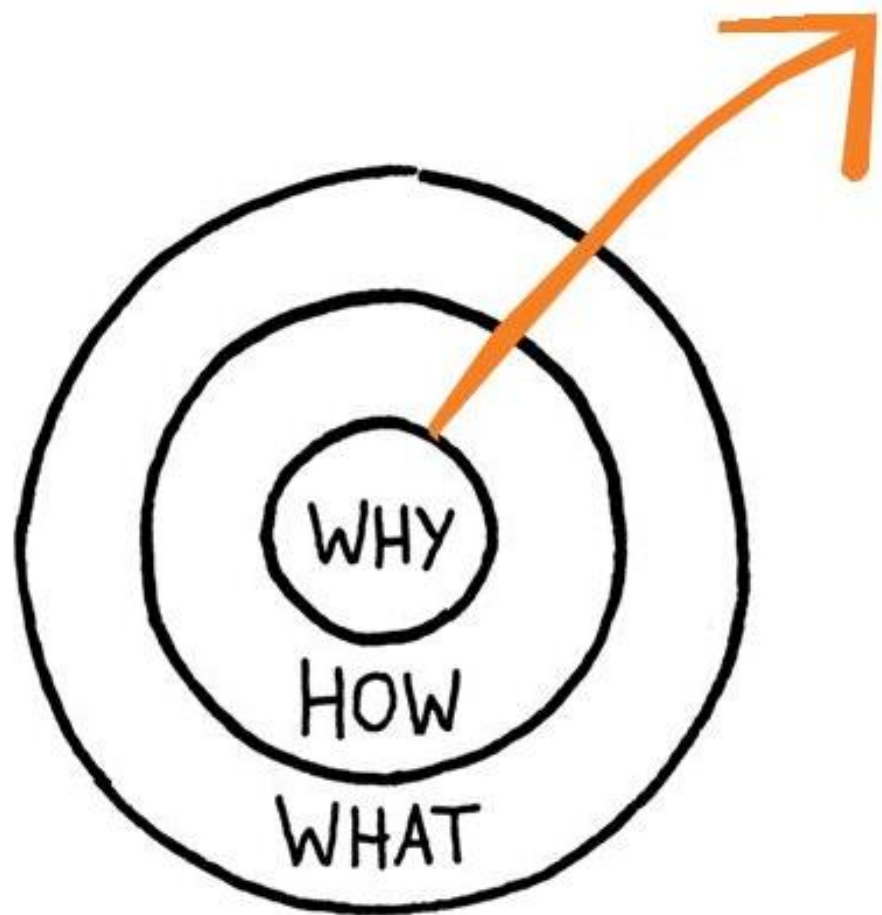
Richard Branson

quote fancy

Focus on your audience







Not what,
Not how...
but **why!**

Why start with why?

Meh.

/mɛ/

Indifference; to be used when one simply does not care.



It's all about
storytelling



*“People will forget what you said,
people will forget what you did,
but people will never forget
how you made them feel.”*

– Maya Angelou.

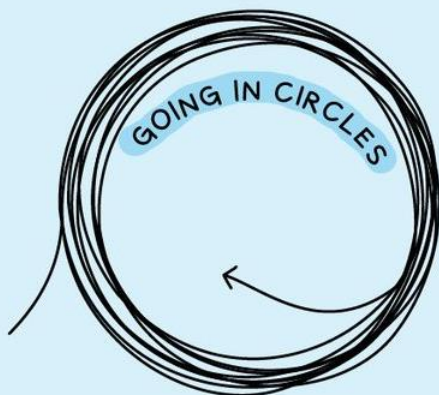


Magical number



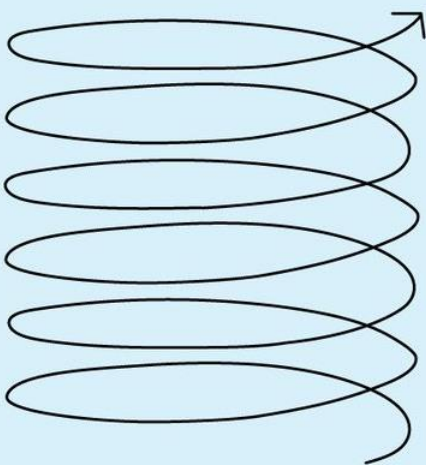


WHAT IT CAN FEEL LIKE



WHAT'S ACTUALLY HAPPENING

MAKING PROGRESS



@LIZ ANDMOLLIE

Ever felt like you're making progress on something only to find yourself right back exactly where you started? Like you're trying to make a decision about something and you talk yourself all the pros and cons and *finally* feel like you can move forward. And then you get home that night and ... there you are again feeling anxious, unsure and back in the loop of indecision?

Or maybe it's something bigger. Like you keep saying you need to find yourself a new job. You're not happy where you are and you know that you could feel more passionate and alive if only you took that jump... And so you feel alive just thinking about the dream, what that new job could look like, how it would feel to hand in your resignation... And then you get home that night, go to bed, wake up the next day and *keep doing exactly what you've been doing*. Nothing changes. You're going around and around in circles. *Even though you know things could be different you somehow just can't make that change.*

Why is it that we keep doing this to ourselves? Some kind of strange reasoning process that kicks in and says "maybe now is not the right time" "What if I just do it one more time". We convince ourselves to *just keep going* regardless of how we are *feeling* throughout that process.

There is so much going on beneath the surface. Sometimes we can be super aware of it, and still make that conscious choice to keep going. And at other times we don't even know when, how, and why we immediately pull back. We stop ourselves before we can even consider making a move.

Here's the deal, our brains are wired to protect us. Which means if we're not paying careful attention, at any chance it gets the wiring and chemistry that is going on inside your brain will automatically *protect you no matter what*. It's not pausing long enough to ask, yes but what if it makes me feel alive? It just knows that you must feel safe, comforted and protected. And sometimes this is so incredibly valuable for us. Like that feeling you get when you just don't want to walk home in the dark by yourself. *Your instincts are keeping you safe*. But what about the thought of resigning from your job? Do you *really* need to be kept comfortable in that moment?

What if for a moment you felt uncomfortable but knew with certainty that once you'd moved through the uncomfortable that feeling of *coming alive again* was on the other side? Would it be worth it?

The reason you're going round and round in circles is because your auto responses right now are keeping you safe. Even though you don't *like* your job, or you don't *want* to say yes to that friend that keeps asking you out when you just want to stay at home on the couch, or you *just want to put yourself first for once* – you get a feeling of familiarity by doing the same thing over and over again. Going out with that friend – you know what you're going to get. It's safe. Comfortable. *Even if you don't like it*. Staying in a job you don't like, that is stressing you out or just not lighting you up – you know what to expect every single day.

You may feel disappointment but at least you *know what that feels like*. ...

Google maps in the brain



Don't dumb it down...

Spice it up



DATA



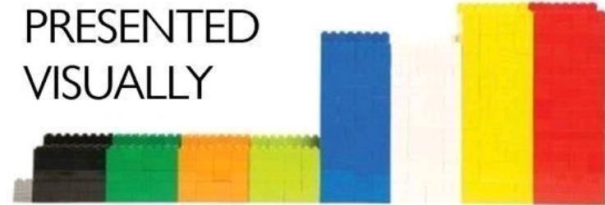
SORTED



ARRANGED



PRESENTED
VISUALLY

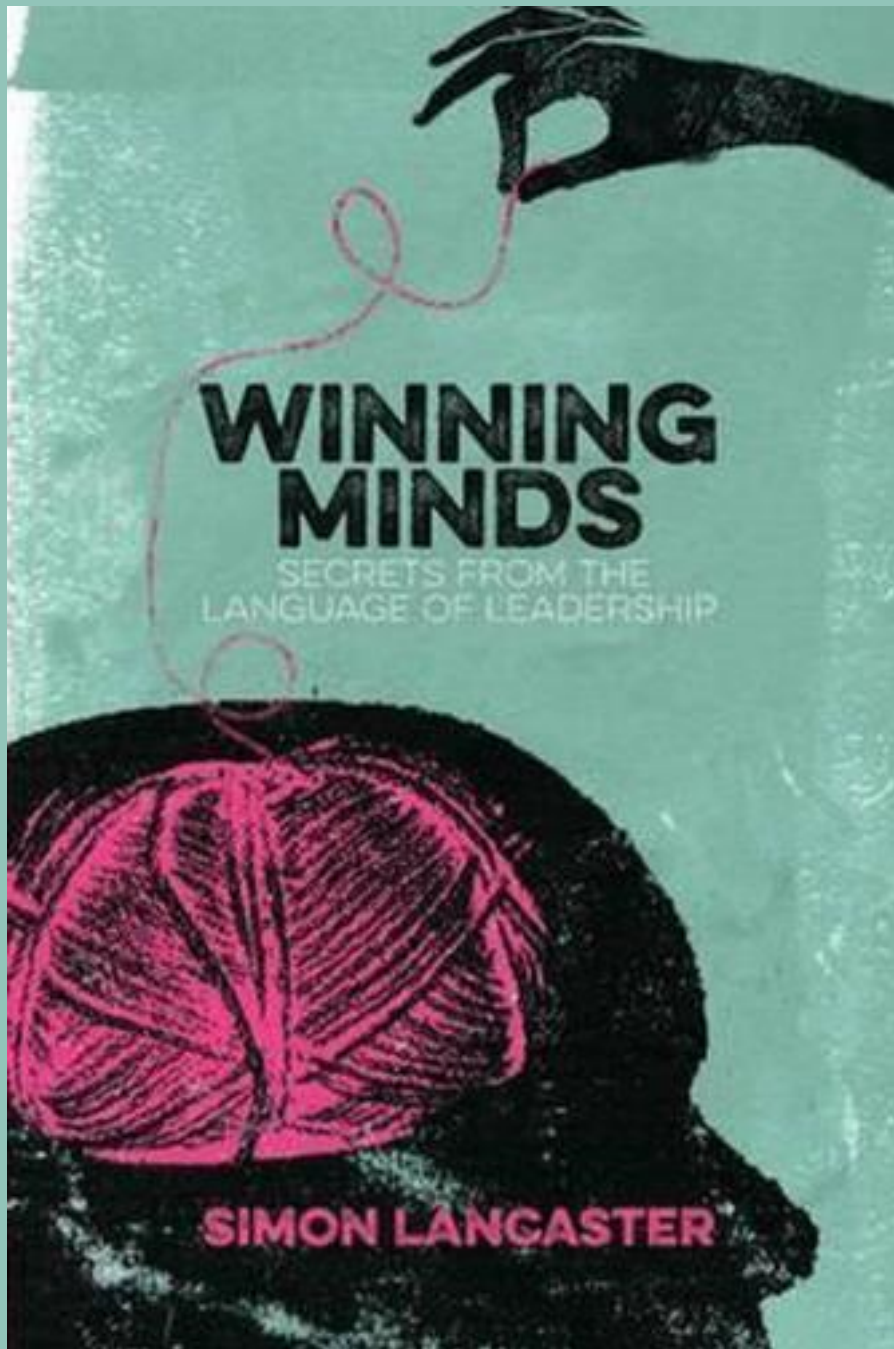


EXPLAINED
WITH A STORY



“No one ever made a decision because of a number. They need a story.”

Kahneman



Got 15 min? Watch this TED talk



Make sure you have finished
speaking before your audience
has finished listening.

Dorothy Sarnoff



This sentence has five words. Here are five more words.
Five-word sentences are fine. But several together become
monotonous. Listen to what is happening. The writing is
getting boring. The sound of it drones. It's like a stuck record.
The ear demands some variety.

Now listen. I vary the sentence length, and I create music.
Music. The writing sings. It has a pleasant rhythm, a lilt, a
harmony. I use short sentences. And I use sentences of
medium length. And sometimes when I am certain the reader
is rested, I will engage him with a sentence of considerable
length, a sentence that burns with energy and builds with all
the impetus of a crescendo, the roll of the drums, the crash of
the cymbals – sounds that say listen to this, it is important.

So write with a combination of short, medium, and long
sentences. Create a sound that pleases the reader's ear. Don't
just write words. Write music.

G. Provost

Vocal variety

Most powerful and confident person
in the room?



“The most powerful person in the room has the most relaxed breathing pattern.”

C. Goyder.

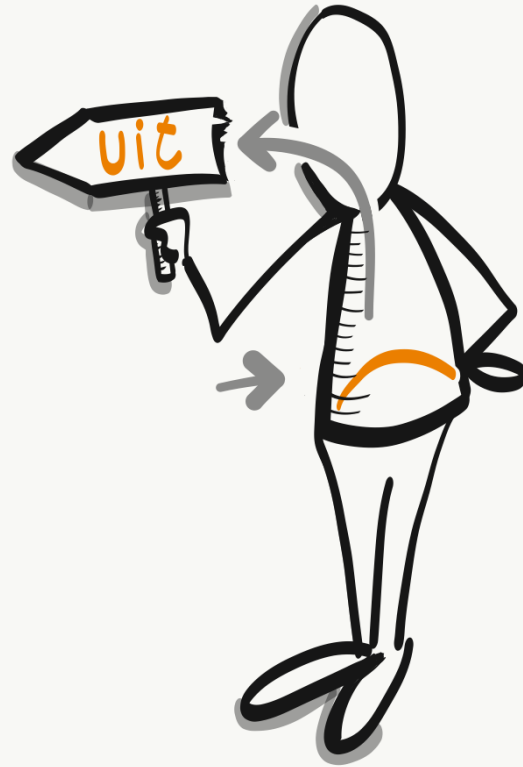
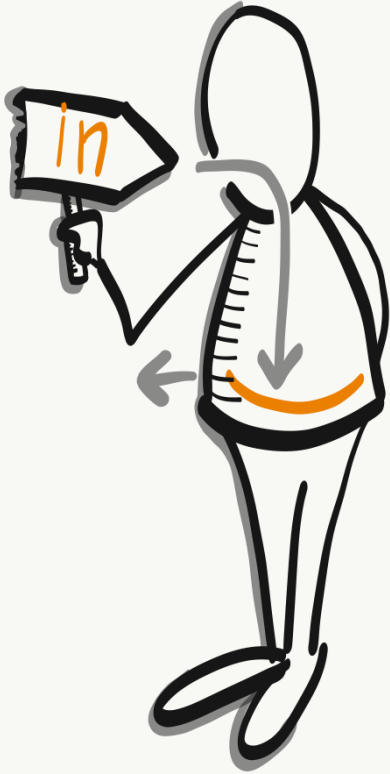
NEVER

IN THE HISTORY OF CALMING DOWN.
HAS ANYONE EVER CALMED DOWN
BY BEING TOLD TO CALM DOWN.



CALM DOWN

Keep breathing



3 tips





Nodding time

Breathing

'ehm...'

The power of pauses

*“The right word may be effective,
but no word
was ever as effective
as a rightly timed pause.”*

– Mark Twain



PROD.

ROLL

SCENE

TAKE

DIRECTOR

CAMERA

Date

Day Nite Int

Filter

Earl Mos

Sync

STEFANIE VAN MOEN

SPREKEN

MET

*Overwin je spreekangst
Hanteer je eigen spreekstijl
Ga in verbinding met je publiek*

IMPACT

ACADEMIA
PRESS

Thank you!

stefanie@voxconsult.be