

# Marilyn Manning and The Consulting Team's Leadership Tips



## NOTE FROM THE CONSULTING TEAM

Public speaking is an essential tool for leaders. Whether you give a live presentation or use technology to broadcast your messages to a distant audience, your ability to speak with confidence and power is key to your success.

Perhaps you seek to motivate your staff, promote a concept or product, provide vital information, or sell yourself. In each case, practicing and perfecting your presentation skills is recommended. And yet, practicing this important skill is often avoided or inadequately cultivated.

In this Leadership Tips, we focus on public speaking. Though best learned through practice and feedback, we believe providing useful information and easy to apply tools can support organization leaders, managers, and employees. In December we will share an exercise to improve your presentation skills.

Our warm regards,  
Marilyn Manning, Ph.D.  
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## Speaking Out Loud Competence and Confidence

*“According to... studies, people’s number one fear is public speaking. Number two is death... This means... if you go to a funeral, you’re better off in the casket than doing the eulogy.” ~ Jerry Seinfeld*

Every era has its challenges that call forth great speakers. Today is no different. Whether you are on the political stump, in a boardroom, or speaking to your staff, delivering your message is one of the most important activities you, as a leader, can do.

Many factors make up good speeches: the right messages, the right media, and speakers who are competent and confident in their abilities to get their points across. In September Leadership Tips we shared how to write effective documents. This information can help you write effective speeches: know your audience and subject; outline your message; and use strong words and punchy sentences. Instead of editing, however, perfect your speech with plenty of practice.

***Dr. Manning provided us with a dynamic, insightful speech on stress reduction. Her humor and energy made her talk enjoyable. Her suggestions will be easy to practice. We left feeling positive and empowered ~Jean Hardin, City of Livermore Library***

You can still fall short of making your point. When talking to a group, both your presence and how you speak must align with your message. Think back to the recent presidential debates. Most people had a good idea what each man would say, what his platform was. However, they determined who won or lost the debate on what they thought looked and sounded most “presidential.”



Tony Robbins  
Motivational Speaker

*Continued on next page*

Martin Luther King said, "I have a dream," in a speech delivered on August 28, 1963. He sparked a movement for racial equality and an end to discrimination, not just because of those words, but also because of the passion in his voice, the confidence in his convictions, and his connection to the crowd - in other words, everything about the delivery of his message.

This ability to activate and motivate your audience is fundamental to becoming an effective presenter. In his book, *Drive: the Surprising Truth About What Motivates Us*, Daniel H. Pink lists three keys to motivation:

1. Brevity: focus your remarks to a few main points
2. Levity: develop a light, buoyant style
3. Repetition: remind listeners of your message

How can I present myself to be a motivating, effective speaker? Much of this is answered through knowing and caring about your subject and your audience. Improvement can also be attained by practicing effective techniques.

*"Ken, I want to say again how much I learned at your presentation. Accurate, funny, clear even to a non-techie. You're a real pro. Thanks for sharing your knowledge."*  
~ Gordon Burgett, *Communications Unlimited*

As in-demand presenters, here are some practices used by members of The Consulting Team.

**Maintain eye contact:** Hold three to six seconds per contact. Use random patterns including "eye orphans," people to the side who don't typically get eye contact from a speaker.

**Project:** Take full breaths. Stand up for better projection. Vary your pitch and volume to avoid a monotonous or singsong quality. Record your speech in practice to check for tonal issues.

**Use pauses:** Pauses help listeners catch up with the information you provide. Record your speech in practice to check your pacing and use of effective pauses.

*Howard, just wanted to say "thanks" one more time...by far THE BEST presentation I've ever heard!* ~ Crystal Pritchard, *Okanogan Behavioral HealthCare*

**Avoid non-words:** Watch out for distracting sounds like "um," "uh," "OK," "you know," "and," "I mean," "so." Avoid acronyms like "DOI," "ECF," "WCIR," "SFO." Again, listening to your recorded speech will help you overcome this habit.

*"Lee, you managed to enlighten us in such short time. The knowledge we gained has widened our scope. I'm sure it will prove to be valuable. I personally appreciate all your hard work."* ~ Corporate Manager, *Cairo, Egypt*

**Posture/Stance:** Stand in a neutral position, i.e., knees relaxed, face forward, and breathe from your abdomen. This neutral position is the power position. Practice this when you wait in line.

**Movement/Gestures:** Use purposeful movements, yet allow natural gestures to surface. Rest your arms at your sides when not gesturing as part of your neutral position. If you have a podium, don't lean on it while speaking. Maintain the neutral position to keep the power of your presence.

**Facial Expressions:** Align your facial expressions with your message. Smile appropriately. Nervous laughter undercuts your authority. And be careful not to frown as you concentrate or think. This may cause your audience to interpret your expression as anger, possibly at them.

**Dress:** Dress as formally as your audience. Eliminate distractions like gaudy jewelry, playing with pocket contents, or wearing extreme styles.

Any of these techniques can be planned or practiced. If you master them, you will gain in confidence. Most importantly, you will be more successful in influencing your audience - your staff, peers, or customers - in what you want to communicate to them.

*Elaine, thank you for joining us at the CUNA 2012 Conference. We heard very positive things about your presentation and will refer you to our other groups on your speaking topics.* ~ Cheryl Sorenson, *Credit Union National Association*

# The Consulting Team's Communications Resources

## *Presentations and Keynotes*

*"I am sure the new attendees were not prepared for your content and delivery. They were 'blown away.'"*

~ Mike Rounds, former President, NSA,  
Los Angeles Chapter

**The Consulting Team** presents on many topics. Here is a partial list of our communications offerings:

- Power Communications
- Leading Positive Change
- Communicating Strategic Change

## *Communications Workshops*

*The Consulting Team also had the talent for helping our planning team creatively develop strategic priorities and their communications.* ~Steve Sweeney, Chief, Livermore PD

**Speaking Out Loud:** Do you want more confidence and clout when you speak to an audience? Do you seek feedback and tips from a seasoned professional public speaker to improve your presentations? This workshop provides training and practice for becoming a more able, confident, and dynamic speaker. This course can be customized for one or two day sessions, with video feedback available.

**Communicating Strategic Change:** Are you and your organization implementing a major change? Do you need a clear roadmap and message to ensure success? This one-day workshop provides instruction on how to plan for change, create and present clear messages, and deal with resistance. We combine learning and support for you to develop a basic change implementation plan.

**Business Writing Basics:** Do people read your letters, reports, and emails? Do your words influence decisions? Learn to write to your readers' needs and create effective messages with ease. Understanding different writing styles and the basics of business composition will increase confidence in your written communications.

## *Communication Services*

*I appreciate your guidance, expertise and overall support. The feedback has been great! I would love to do some more projects together. The need is clearly evident. We will certainly keep in touch.*

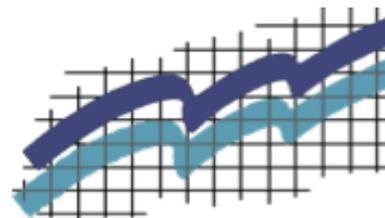
~ Jim Hill, ABAG/PLAN, Risk Management Officer

**Communicating Your Strategic Plan:** We provide consulting sessions with your planning team to document your strategic plan and determine the most effective ways to communicate it.

**Crafting Critical Communications:** Our team can help you format and frame information for your critical communications.

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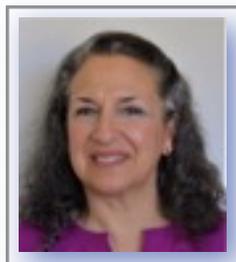


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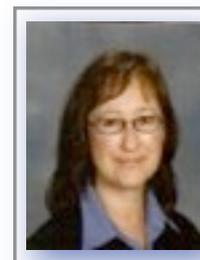
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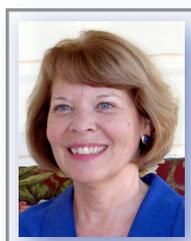
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*For over 20 years The Consulting Team consultants have helped their clients solve difficult organizational and people problems. The Consulting Team, LLC, was founded by international author, speaker, and certified management consultant Dr. Marilyn Manning. The Consulting Team members are recognized experts in many areas, including communications, training, facilitation, coaching, leadership development, change, conflict mediation, strategic planning, and team building. Our success is reflected in the fact that 94% of is repeat or referral business.*

### ***References for More about Public Speaking***

***Drive: The Surprising Truth about WHAT Motivates Us.*** Daniel H. Pink, 2009, Riverhead Books, NY.

***The Seven Strategies of Master Presenters.*** B. McRae and D Brooks, 2004, Career Press, Franklin Lakes, NJ.

***The Quick and Easy Way to Effective Speaking.*** Dale Carnegie, 1962, Pocket Books, NY.

***Present Like a Pro: The Field Guide to Mastering the Art of Business, Professional, and Public Speaking.*** C. Maxey and K. O'Connor, 2006, St. Martin's Press, NY.

***National Speakers Association.*** Gain access to powerful educational resources, connect and network with other speakers, in the NSA community, where the pursuit of knowledge and sharing of ideas is a way of life. Members receive *Speaker* magazine and Voices of Experience audio magazine; <http://www.nsaspeaker.org/>

***Toastmasters International.*** Develop public speaking and leadership skills through practice and feedback in local clubs. Members receive *Toastmaster* magazine; <http://www.toastmasters.org>

***Leadership Tips, January 2009.*** <http://www.theconsultingteam.com/documents/NL-0902-Communication.pdf>