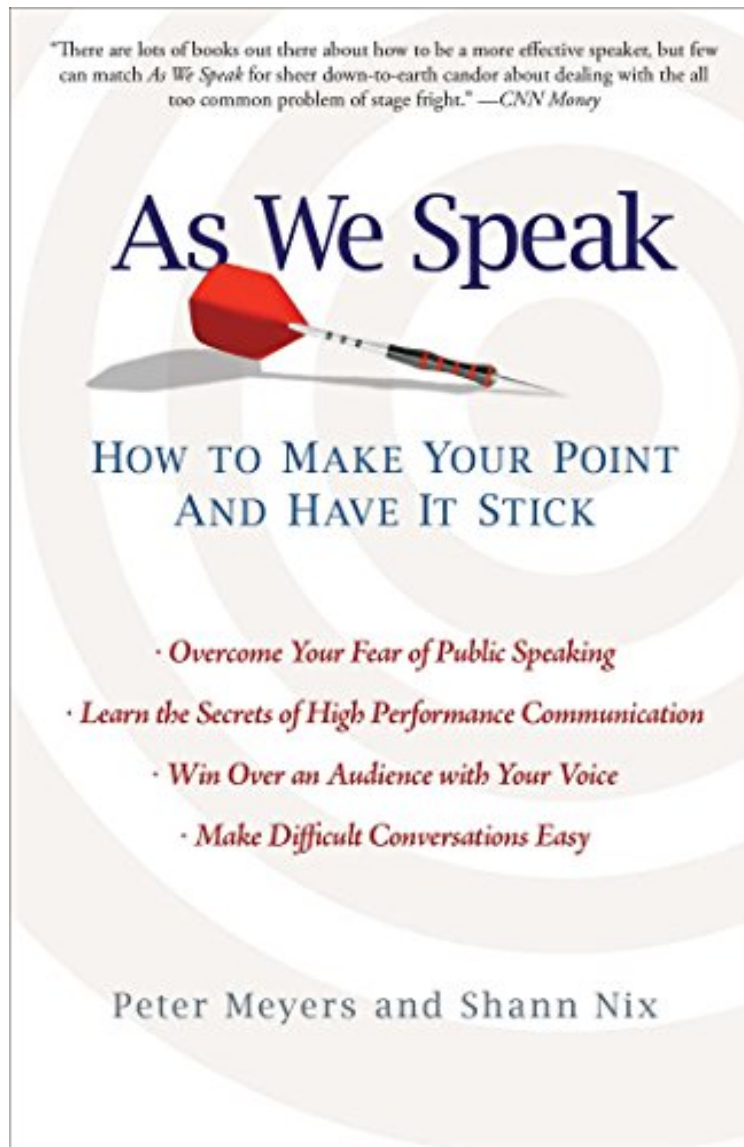


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As We Speak: How to Make Your Point and Have It Stick

Peter Meyers, Shann Nix

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Peter Meyers, Shann Nix : As We Speak: How to Make Your Point and Have It Stick before purchasing it in order to gage whether or not it would be worth my time, and all praised As We Speak: How to Make Your Point and Have It Stick:

7 of 7 people found the following review helpful. Here in a single volume, just about all you need to know about high-impact communicationBy Robert MorrisIn Chapter 3, Peter Meyers and Shann Nix acknowledge their appreciation of Chip and Dan Heath and especially of what the Heaths share in their masterwork, Made to Stick. I share their high regard for this book and its co-authors. That book and As We Speak complement each other almost seamlessly. For

example, the Heaths provide a brilliant explanation of the "what" and "why" of stickiness whereas Meyers and Vann provide an equally brilliant explanation of the "how" as well as why what they recommend is so effective. Here in a single volume is just about all you need to know about high-impact communication, especially after checking out the Heaths' book and reviewing the Six Principles that all sticky ideas demonstrate. (Please see Pages 16-18.) They are Simplicity, Unexpectedness, Concreteness, Credibility, Emotions, and Stories. Meyers and Nix have decades of experience helping people whose ability to think exceeds their ability to express themselves. "We develop the language and content, put them on their feet, rehearse them, and give them the tools they need to rise to the occasion." However, and it is impossible for me to exaggerate the importance of one point: this book offers more - FAR MORE - than "how to do it" advice for public speaking. They carefully organize their material within five Parts: Content, Delivery, State (i.e. presence), High-Stakes Situations, and Finding Your [own] Voice and Making It Heard. They are determined to help each reader's thinking gets the expression it deserves, "that the quality of the ideas is matched by the vitality of the [reader's] presence. The potential applications of what Meyers and Nix have are almost unlimited because there are so many opportunities to achieve high-impact communication. The audience could be a single person or members of a governing board or several thousand people. The same principles apply: outstanding content + compelling delivery = high impact. As Warren Beatty suggests, "They may forget what you said, but they will never forget how you made them feel." After explaining in the first chapter how to ensure that a speech is outcome-focused, relevant, and on point, Meyers and Nix note that when taking the next step, "you can't just start slapping bricks together. First, you need to know where they go. You need a design. So now it's time to put together the architecture of ideas." The architecture consists of three parts: Ramp (the beginning), Discovery (the middle), and Dessert (the end). Meyers and Nix suggest three "Master Tips":

- o Get the I/You ratio right: Use ten "You's" for every "I."
- o You have only seven seconds at the beginning in which the audience decides whether or not they're going to pay attention.
- o Don't bury the lead. If you don't hook them right up front, you've lost them forever. There are no second chances.

Here are the opening strategies they recommend:

1. Open with the word "You"
2. Use a powerful statistic (i.e. a "sexy number")
3. Ask an intriguing question.
4. Shock them.
5. Make a confession.
6. Use the word "imagine" to serve as an invitation.
7. Tell an historical anecdote that is relevant to your key point.
8. Tell a story: setting, characters, conflicts, tension, key developments, resolution, etc.

This book is a "must read" for those who want to develop the mindset and the skills to communicate with high impact, whatever the circumstances may be. That assumes, of course, that the content is of a very high quality and appropriate for the given audience. Hence the importance of rigorous preparation. I agree with Peter Meyers and Shann Nix: Ultimately, "It's not about you. It's all about them."

1 of 1 people found the following review helpful. One great book for preachers and all public speakers
By Jon Burnham
I recommend this book for all public speakers. The book contains suggestions for writing, rehearsal and delivery. It is written not for preachers but for any public speaker and is oriented toward professional business people in the corporate world. It positively changed the way I prepare and deliver sermon. I only wish I had this book 20 years. It would have made my life easier and my ministry more effective.

1 of 1 people found the following review helpful. Communication know-how at its best
By Jeri Goldstein
As We Speak hits all the modalities in which I interact with my client base. It was both validating and instructive. I found many of the techniques were ones I already used in my writing and my speaking. It was great to have some new slants on these techniques that I might incorporate into future presentations to maximize my effectiveness. Then there was new information that I have already begun to use and have found the results to be absolutely in line with the expectations set by the authors. This is down to earth writing, accessible by anyone who needs to communicate with others in business or in your personal life. This is a great addition to my skills and to my library. I highly recommend As We Speak and will place it on my recommend list on my own website. Thanks for well organized information.

The world is full of brilliant people whose ideas are never heard. This book is designed to make sure that yours are not one of them. Even for the most self-confident among us, public speaking can be a nerve-racking ordeal. Whether we are speaking to a large audience, within a group, or in a one-on-one conversation, the way in which we communicate ideas, as much as the ideas themselves, can determine success or failure. In this invaluable guide by two of today's most sought-after communication experts, Peter Meyers and Shann Nix offer a comprehensive approach for tackling the underlying obstacles that almost all of us experience when faced with speaking in public. In *As We Speak*, you'll learn to master the three building blocks at the core of their approach: Content: Organize the information you want to convey and construct a clear and lucid architecture of ideas that will lead your listener through a memorable emotional experience. Delivery: Use your body, voice, eyes, and hands in ways that engage your audience and naturally support your message. State: Bring yourself into peak performance condition. Your state is the way you feel when you perform, and it is both the most powerful and most frequently overlooked component of communication. Meyers and Nix show how to apply these principles in a wide variety of situations. You'll learn how to handle difficult face-to-face conversations with colleagues, friends, and family; how to make the best use of e-mail, phone, video conference, and other technology; and how to communicate in a crisis, when all eyes are on you and emotions are running high. Meyers and Nix also emphasize that effective communication is impossible without

first becoming aware of your own true goals and personal beliefs, and they offer helpful tools and exercises that will lead you to greater clarity and self-knowledge. Accessible, inspiring, and laden with useful tips, *As We Speak* will help you discover your authentic voice and learn to convey your ideas in the most powerful and memorable way possible.

Whether you are a seasoned speaker or a novice, the advice here will carry you to the next level, helping you make authentic audience connections, deliver relevant messages, and become a better communicator overall. This book truly helps one master the moment in all kinds of speaking situations.

—Governor Jack A. Markell

This book is a how-to guide for creating a connection with one person or a thousand. Peter and Shann helped shift my interactions from talking to communicating. Their advice can help you transform your message so it will be received and appreciated.

—Mike Latham, Global Head of iShares

This career-changing book will enable you to overcome your fears and limitations, making you a far more effective speaker and inspiring leader of your team, your company, or your country. Their high-impact strategies have been transformational for me. Simply put, it's the single best guide to public speaking you'll ever read.

—Jon Cowan, president, Third Way, and former chief of staff of the U.S. Department of Housing and Urban Development

The key to being a good coach is good communication. For coaches, leaders, teachers, or parents—this book will help motivate people to be the best they can be.

—Ronnie Lott, NFL Hall of Famer and sports announcer

Effective communication is critical to success in virtually everything we do. *As We Speak* provides a fresh look and unique perspective that will prove valuable to anyone who needs to improve their communications skills, which is to say, basically . . . all of us!

—Thomas Rowe, CEO, California State Fund Insurance

This is a must-read book for every leader who wants to communicate with deep impact. It can be used as a guide for self-coaching in all situations where leaders need to stand and deliver.

—George A. Kohlrieser, professor of Leadership and Organizational Behavior, IMD Business School, and author of *Hostage at the Table: How Leaders Can Overcome Conflict, Influence Others, and Raise Performance*

This book engages the reader not only with the written word, but also with suggested exercises, master tips, feedback forms, and many other tools. Anyone seeking the power to engage need look no further.

—Magnus Bocker, chief executive officer, Singapore Exchange

Drawing from hundreds of years of cumulative knowledge, ranging from great Russian acting teachers to Fortune 500 CEOs and radio show personalities, *As We Speak* is as strikingly modern as it is practical and insightful. There's not a person I know who wouldn't benefit from a close study of Peter and Shann's profound ideas.

—Jack Conte, composer

I wish I had this book twenty years ago when I was first starting out. It is an important work, not just about communication, but about the most effective ways to bring people together. This book has inspired me to become a better leader.

—Doreen Ida, VP, Marketing, Nestlé USA

In the new global world, your success is defined by your ability to work across multiple cultures, time zones, and boundaries. This book gives you one crystal-clear universal strategy to do the most important thing of all—create trust.

—Yvon LeRoux, vice president, Cisco Systems

Whether you are a seasoned speaker or a novice, the advice here will carry you to the next level, helping you make authentic audience connections, deliver relevant messages, and become a better communicator overall. This book truly helps one master the moment in all kinds of speaking situations.

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About the Author Peter Meyers is the founder of Stand Deliver Consulting Group. An acclaimed actor and theater director, he currently teaches performance and leadership skills at Stanford University, Esalen Institute, and IMD-International Institute for Management Development in Lausanne, Switzerland. He is based in San Francisco.
Shann Nix is an award-winning journalist, novelist, playwright, and radio talk show host. She lives in Wales.