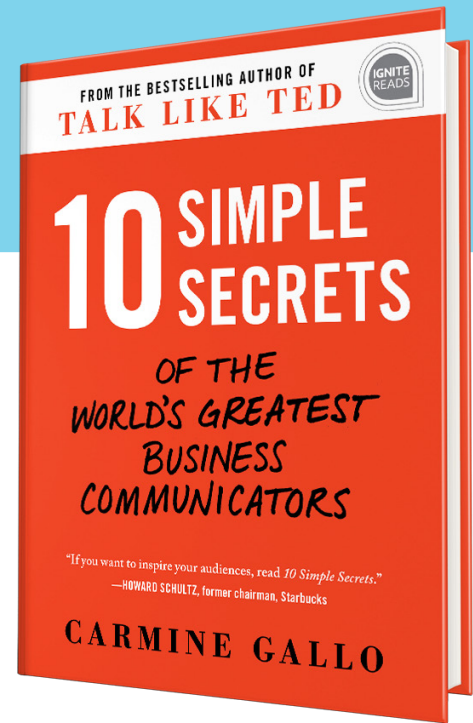


Spark Impact in Just One Hour

Value-Building Experiences
by SimpleTruths.com



A Guide for Winning Over Audiences:

*10 Simple Secrets of the World's Greatest
Business Communicators*

by Carmine Gallo

Includes printable worksheet for meeting participants

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*Win over any audience and achieve your personal
and professional goals in the process!
How?*

Prior to your meeting, provide a copy of *10 Simple Secrets of the World's Greatest Business Communicators* to each meeting participant and request the participants read the book and come prepared for discussion. The book will also serve as a learning tool and a future resource to reinforce training ideas.

Ask these thought-provoking questions prior to discussing the book:

1. How do you prepare for a presentation?
2. What techniques do you use when giving a presentation?

BOOK DISCUSSION QUESTIONS

1. Get 'Em to Care

- How can you convey that you're passionate about a topic you're presenting?
- Why do you believe in your service, product, company or cause? Why should your listeners care?
- What is your connection to your story and how can you share this with your audience?
- Who do you consider to be an inspiring speaker? Why?
- Think about a presentation you will be giving:
 - ▶ What does your audience need to know?
 - ▶ Why should they care?
 - ▶ What action do you want them to take?

2. Grab 'Em and Keep 'Em

- Try crafting a thirty-second lead that you can use when you're pitching. Use these four questions to get started:
 - ▶ What is your service, product, company or cause?
 - ▶ What problem do you solve?
 - ▶ How are you different?
 - ▶ Why should your audience care?
- Think about a presentation you will be giving:
 - ▶ Where is the Wow? (The "Wow" is the one thing that will make your audience sit up and pay attention.)
 - ▶ Is there jargon you can replace with simpler, more relatable words?
 - ▶ Audience attention drops off after 10 to 18 minutes. Can you get your message across in that amount of time?

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- If you had only 25 words to describe your service, product, company or cause, how would you do it?

3. Blow 'Em Away by Talking, Walking, and Looking Like a Leader

- Have you ever watched a video of yourself presenting to check for your tone, pace and enunciation? If so, what did you find? If not, think about ways you can get feedback on these before your next presentation.
- Separate into partners and tell each other a quick story (5 minutes or less). Afterwards comment on each other's:
 - ▶ Posture (is it open or closed?)
 - ▶ Eye contact (are you maintaining eye contact for too short or too long?)
 - ▶ Hand gestures (do you use gestures – how much and when?)

4. Leave 'Em Wanting More

- How often do you practice before giving a presentation?
- What do you say to yourself when you're presenting? Do you build yourself up, or knock yourself down? How does this affect your presentation?
- After a presentation, do you review your performance? If so, what do you do? If not, think about ways you can build this into your presentation process.

Win over ANY audience with these tips and techniques for connecting with audiences who demand passion, inspiration, preparation, clarity, brevity and simplicity.

Master ten simple secrets used by the world's greatest business communicators and transform your career!

Contact us to learn more or tell us about how this Discussion Guide sparked impact for you and your team!

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