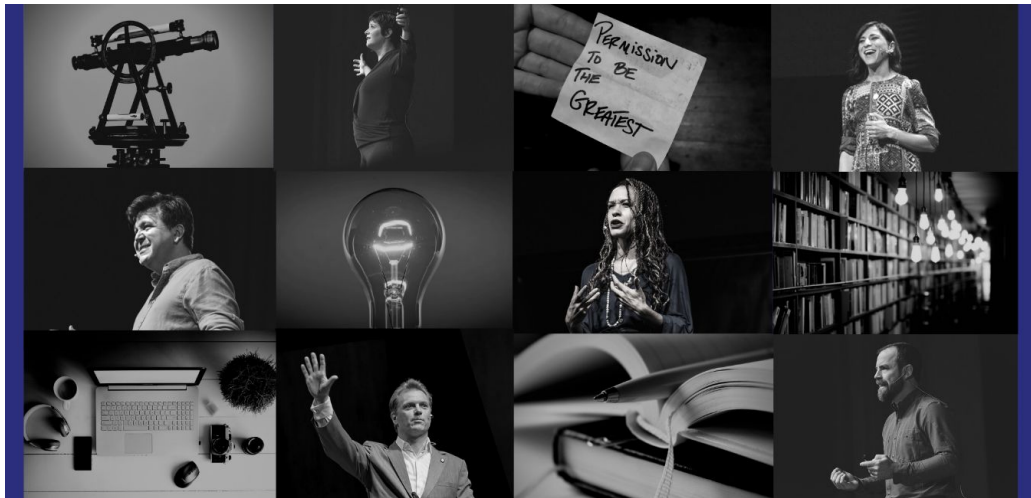




COURSE WORKBOOK

How Great Speakers Embrace Their Unique Style and Master Technique

Ryan Foley





About this Workbook

Congratulations on taking the time to learn how you can become a great speaker! I created this program to help you to do precisely that, deepen your mastery in public speaking.

You're probably a lot like me in that you want to consistently exceed audience expectations and inspire them to take your message to heart. Whether from the platform, on video, or in small groups, you want to genuinely connect, powerfully influence, and build undeniable credibility with your audience.

The first step in doing this is to embrace your unique speaking style. If you take the time to study the examples and complete the exercises outlined in this workbook, you will have succeeded where many experienced speakers fail. Much like a melody played on a perfectly in-tune instrument, your talks, presentations, and stories will sound infinitely more interesting, relatable, and persuasive when delivered in your well-tuned speaking style.

The second step is to consciously and purposefully refine your technique, incorporating more advanced behaviors, skills, and strategies, and incrementally increasing your power to influence.

Nothing has the power to influence people on such a deep level as a masterfully delivered talk. Getting your talk to that point – strategizing, the creativity, and the thrill in seeing “a plan” come together – is an exhilarating experience. And experiencing the reaction of a grateful, inspired, charged-up audience...well, you can't put a price on that.

My mission is for you, by the end of our time together, to be firmly on the road to becoming the most dynamic, finely tuned, authentic version of your speaker self.

I'm thrilled to be a part of your journey!

– Ryan





Table of Contents

SECTION 1 Your Biggest Move as a Speaker: Embracing Your Unique Style

Lecture 1: Welcome!

Lecture 2: How brilliant speakers command attention

Lecture 3: How to get into your optimal state for influence

Lecture 4: It's your turn: Getting into your optimal state for influence

SECTION 2 Separating Technique from Style

Lecture 1: How are technique and style different?

Lecture 2: Taking a look at your technique

Lecture 3: Know thyself

SECTION 3 Discovering Your Authentic Speaking Style

Lecture 1: Liberating your inner speaker

Lecture 2: How you communicate across six channels of communication

Lecture 3: Revealing your style's core qualities

Lecture 4: Capturing your conversational style





SECTION 4 Tapping into Your Strengths

Lecture 1: It's time to step into your style!

Lecture 2: Leading an audience with your energy

Lecture 3: Using your strengths to tell stories

Lecture 4: Adding polish to authenticity

SECTION 5: Adding Technique to Style

Lecture 1: Working on technique

Lecture 2: Becoming a master through technique

Lecture 3: Final thoughts

BONUS MATERIAL: The Rhetorical Toolkit





Section 1

Your Biggest Move as a Speaker: Embracing Your Unique Style

In this section you will

- ❑ Receive an overview of this course
- ❑ Learn how to engage your audience within seven seconds
- ❑ Learn how to identify your Optimal State for Influence
- ❑ Record yourself in natural conversational flow

Lecture 1: Welcome!

This course is divided into four main sections and includes a fifth bonus section.

In Section 2, you'll learn how to separate style from technique, a process that can almost immediately improve your performance and audience appeal.

In Sections 3 and 4, you'll use the strengths of your style to captivate your audience across six channels of communication. I'll share with you some advanced body language and storytelling tools that only the most accomplished speakers use.

In our bonus section, Section 5, you'll learn how to easily incorporate advanced techniques into your speaking repertoire and eliminate bad habits.

And by the end of Section 1, you'll learn how to have a positive impact on your audience in your first seven seconds on stage and how to tap into your optimal state for influence.





Lecture 2: How brilliant speakers command attention

Brilliant speakers are hyper-aware of the need to...

Connect with their audience from the moment they step on stage

Captivate and hold audience attention throughout, and

Inspire a shift in audience perspective.

Connecting and Captivating

In her work on nonverbal communication, Stanford professor Nalini Ambady discovered that we have about seven seconds to make a long-lasting impression.

If the core idea of your talk is the gift you give to your audience, then your first seven seconds on stage is the gift wrapping that creates excitement. From the moment you step onto the stage, walk into position, and utter your first words, your body language, facial expressions, and voice set the tone for what is to follow.

We're going to explore advanced nonverbal techniques in sections three and four, but here are three things you can do right now to nail your first seven seconds on stage and rapidly captivate and connect with your audience.

1. **Smile and open your body up to the audience.** Come as the bearer of good news by demonstrating warmth and openness. The work of Vanessa Van Edwards has shown that the highest rated TED speakers smile much more than less successful speakers.
2. **Plant your feet shoulder-width apart.** This stance telegraphs confidence. When people see genuine confidence, they equate it with competence.

When you show confidence, openness, and warmth, you signal that you are trustworthy. For most of your audience, your credibility as a speaker is tied to how qualified you are to speak on a particular subject and to how relatable and trustworthy you appear.





3. **Make sure your opening comments spike audience curiosity.** Here's where the design of your talk matters. You've only got seconds, so don't tell us what you're about to tell us. Get right to the hook!
- **If you're going to tell a story, get right to it.** Your audience will recognize the story structure and pay extra attention.
 - **If you're sharing an intriguing quote, do it immediately and preferably without a setup.** Setups for stories and quotes typically do not describe any action; they give us needed context and details to understand what is about to come. Setups are boring by nature and so must be short and sweet or dropped altogether when they are not necessary.
 - **Only use a startling statistic if it is immediately paired with humor or embedded in a story,** otherwise, you run the risk of coming across as a novice. A statistic can build audience curiosity and establish your credibility, but it does little to connect you to your audience emotionally. Pairing a statistic with humor or embedding it in a story allows you to establish that emotional connection.

Check out the bonus Rhetorical Toolkit at the end of this workbook to see which tools you can use to build connection, curiosity, and credibility with your audience.

Vanessa Van Edwards and her group Science of People found that the audience opinion of a speaker after seven seconds tended not to change by the end of the talk. **This highlights the importance of smiling, demonstrating open and confident body language, and triggering audience curiosity with your opening comments.**





Lecture 3: How to get into your optimal state for influence

Your optimal state for influence is how you feel when you're talking with your best friend about something that you're excited and knowledgeable about. In that moment, you're not focusing on *how* you're saying things; instead, you're animated, your thoughts are flowing, and your body language, facial expressions, and tone are in sync with your words. Your friend is fascinated, smiling along with you, and attentive.

Why is your friend rapt with attention, and why would speaking like this captivate an audience in the same way?

1. **In that state, you're expressing your ideas fluidly because they're exciting, engaging, and valuable to you.** And you love it! Seeing someone in this state is a thing to behold.

The first impression you have on your audience, one-on-one or from the stage, is emotional. And emotions are contagious.

Be interested (in your topic and audience), and **you will be interesting.**
Be passionate, and **you will elicit passion.**
Be excited, and **you will be exciting to watch.**

To see this from the stage, check out Assistant Professor **Julie Comerford's** TEDx talk, *Song of the Universe*. I challenge you to try not to smile as she gets almost giddy sharing her material.

2. **You are unconsciously showing your friend how you feel about your relationship with them through your behavior.** You are demonstrating friendship and your presupposing and modeling a relationship of trust.

You don't usually talk like this with just anyone; you do it with people who you know and with who you feel a connection.

How do you want your audience to feel? Do you want them to see that you value them and that you're thrilled to share your important idea with them? Show it! To have a deep impact, to powerfully influence your audience on an almost intimate level, model this relationship from the stage.





Before you practice your talk, and certainly before you step on stage, remember how it feels to have this kind of conversation with your friend.

1. Step into a memory of one of these conversations and imagine that you're there with your friend for the moment.
2. Feel now what it felt like – the energy, the warmth, the fascination, the fun.
3. Imagine your audience reacting as your best friend might, and speak to them in that voice you would use with your friend.

This state is your optimal state for connecting with, captivating and influencing an audience.

If you enter your optimal state for influence before you begin your talk, your audience will feel a strong connection with you and will freely overlook most of your stumbles and mistakes along the way.

The practice of visualizing yourself in this state can help you more easily get back into it when you need to. It is also the first step in recognizing how your authentic style feels.





Lecture 4: It's your turn! Getting into your optimal state for influence

To get into your optimal state for connecting with and influencing an audience, it's essential to have a clear picture of how you look, sound, move, and most importantly, how you FEEL when you're having a great, free-flowing conversation with your friend.

Capturing yourself "in the wild" is the most important exercise you can do to appreciate your optimal state for influence and your conversational style.

I've worked with many top-level speakers, and, at first, few are thrilled about watching themselves on video; however, they quickly learn what an excellent tool a recording can be. For this important exercise, you'll be the only one reviewing your videos, so there is no need to fret about appearances.

Exercise:

Here is your first mission. Capture yourself in the act of being authentically engaged in great conversation over the next few days.

1. **Using your smartphone, film yourself in two or three friendly conversations with people who you enjoy being around.** Focus the camera on you. Set it up to capture your whole body if possible, and keep the other person out of the shot. Hit the record button and forget about it. Aim for a 20 to 30-minute conversation.

For less than 15 dollars, you can buy a smartphone stand that will clip on to a table or chair and hold your phone in place while you enjoy your conversation.

2. **Ignore the first and last five minutes of each recording.** It will take you a while to get into a conversational flow and will later drop out of it as the conversation ends.
3. **Skim through the conversation and find a beginning point where you felt yourself in a state of conversational flow.** You'll need a segment of about one





to two minutes in which you're telling a story, relating an experience, or explaining or describing something interesting.

Record the time stamp where each segment begins. (For example, enter 5m30s for 5 minutes and 30 seconds into the recorded video.)

Conversation 1. Title: _____ Time stamp: ____m____s

Conversation 2. Title: _____ Time stamp: ____m____s

Conversation 3. Title: _____ Time stamp: ____m____s

4. **Review each conversation and pay attention to your facial expressions, body language, vocal tone, and movement.** Think back to how you felt when you were in this state of flow. Relive the moment in your mind's eye so that you can connect what you are seeing with how you were feeling.
5. **Before starting the next lecture, practice stepping back into this state before you have your next conversation with a colleague or acquaintance who is not a close friend.** Visualize yourself in your optimal state, take a moment to feel as you felt, and then have a chat with someone. The process may take a minute or two at first, but with practice, you'll soon learn to enter this state within a few seconds. Pay attention to how the other person responds to you when you do this. Are they friendlier, more receptive, or more engaged than usual?

If this is the first time you have channeled your optimum state for influence, you should notice an immediate impact on the response you get from others in conversations, during meetings, and when delivering presentations or talks.

Important Note: Make sure that you save the videos you that you record because we'll be mining them for additional important information in the next section of our course. In Section 2, you'll learn how to avoid the biggest mistake that keeps good speakers from becoming great speakers: Confusing technique and style.

