Your Spoken Image
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Image...
- A popular conception of
- To call up a mental picture of

Studies show that...
- Over half of our messages are carried through nonverbal elements - appearance, body language, tone / pace of voice
- For verbal messages we need to consider our sincerity and enthusiasm, our pronunciation / enunciation, and delivery

Closing the "Image Gap"
- The difference between how you actually look and sound and how you would like to look and sound is your "Image Gap."

- Why is "how we communicate" so important?
Ralph Waldo Emerson...

“A man cannot speak— but he judges and reveals himself. With his will, or against his will, he draws his portrait to the eye of others by every word.”

Enhancing your Spoken Image...

- Everyday communication
  - Work
  - Class
  - Socializing
  - Working with others
- Transferable to any situation
  - Interviewing
  - Public Speaking
  - Class presentations
  - Meetings

Our Goal...

- To have the content of our nonverbal and verbal messages compliment and reinforce each other. If we can accomplish this, we will have delivered a powerful message. If the two messages don’t match, they may cancel each other out resulting in no message delivered.

Tips of the Trade:

- Assess
- Analyze
- Research
- Organize
- Deliver
Assess your situation...
- Find a topic or clarify your goal / outcome
- To what / whom are you communicating?
- Be a virtual audience member
- How well do you probe, listen, read body language, give and receive feedback, communicate effectively?

Analyze your audience...
- **Demographics** - how do you relate in terms of age, sex, religion, family status, sexual orientation, educational level...
- **Psychographics** - how do you relate in terms of ideology, values, beliefs, attitudes
- **Credibility** - how will your competence, character, confidence, or goodwill be perceived?

Research your topic / goal...
- What is your intended outcome?
- Books, magazines, and the WWW are great resources
- Advocacy groups
- Do you need government or legal resources?

Organize your thoughts...
- Develop a plan
- Have an introduction and a conclusion
- “Beef-up” the body of what you have to say
- Say it with style
Is it better to remain quiet and be thought a fool than to speak and remove all doubt?

Barriers to effective verbal communication...
- Fillers (um, uh, oh,)
- Nervousness
- Voice inflection
- Dialect - do you have an accent?

Deliver...
- Select a mode of delivery
- What are your delivery dynamics? - small room, large auditorium, small group, one-on-one, etc.
- Multimedia tools
- Learn to overcome anxieties
- Practice, Practice, Practice...

Putting it all together...
- Make a commitment to yourself
- Challenge yourself to keep learning
- Acquire competency through practice
- Identify areas that need work
- Determination and persistence in applying new skills