

Creating Your Communications Experience

**Top Ten Tips to Create
Your Unique Brand**

with Bert Decker

**for
SpeakerNet News**

***What you do speaks so loud,
I can't hear what you say.***

-Ralph Waldo Emerson

• The Top Ten

Behavior

- 1. The Behavioral Big Six**
- 2. What Athletes Do That We Don't**
- 3. From Information To Influence**

Content

- 4. Laying The Cornerstones**
- 5. Elements of Time**
- 6. Focused Spontaneity**

Engagement

- 7. Multiple Involvement**
- 8. The SHARP Principles**
- 9. Being a Storyteller**
- 10. The Tools of Claptrap**

• What Counts

The Three V's of Communication:

Verbal

The message itself: _____%

Vocal

The sound of your voice: _____%

Visual

What people see of you: _____%

Total: **100 %**

People buy on _____,

and justify with _____.

• Your Brand

Behavior 1. The Behavioral Big Six

Connection

1. Eye Communication

Energy

2. Posture and Movement

3. Gestures and Facial Expression

4. Voice and Vocal Variety

Credibility

5. Language and Pausing

6. Dress and Appearance

Top Tip #1:

Emphasize

Three Types of Feedback

Pros are always in school, constantly acquiring and responding to feedback.

- Feedback provides the insight we need to change habits.
- Feedback decreases the disparity gap between how we think we come across, and how our listeners actually perceive us.

Three Types of Feedback:

1. For People Feedback, use the 3x3 Rule:

- Forced choice gives balanced feedback.
- Provides top-of-mind reaction, highlighting the first impressions of the first brain.
- It's fast, easy, and doesn't cost anything.

2. For Audio Feedback:

- Use voicemail. Send yourself a message, or copy yourself on an outgoing message.
- Record yourself with a digital voice recorder.

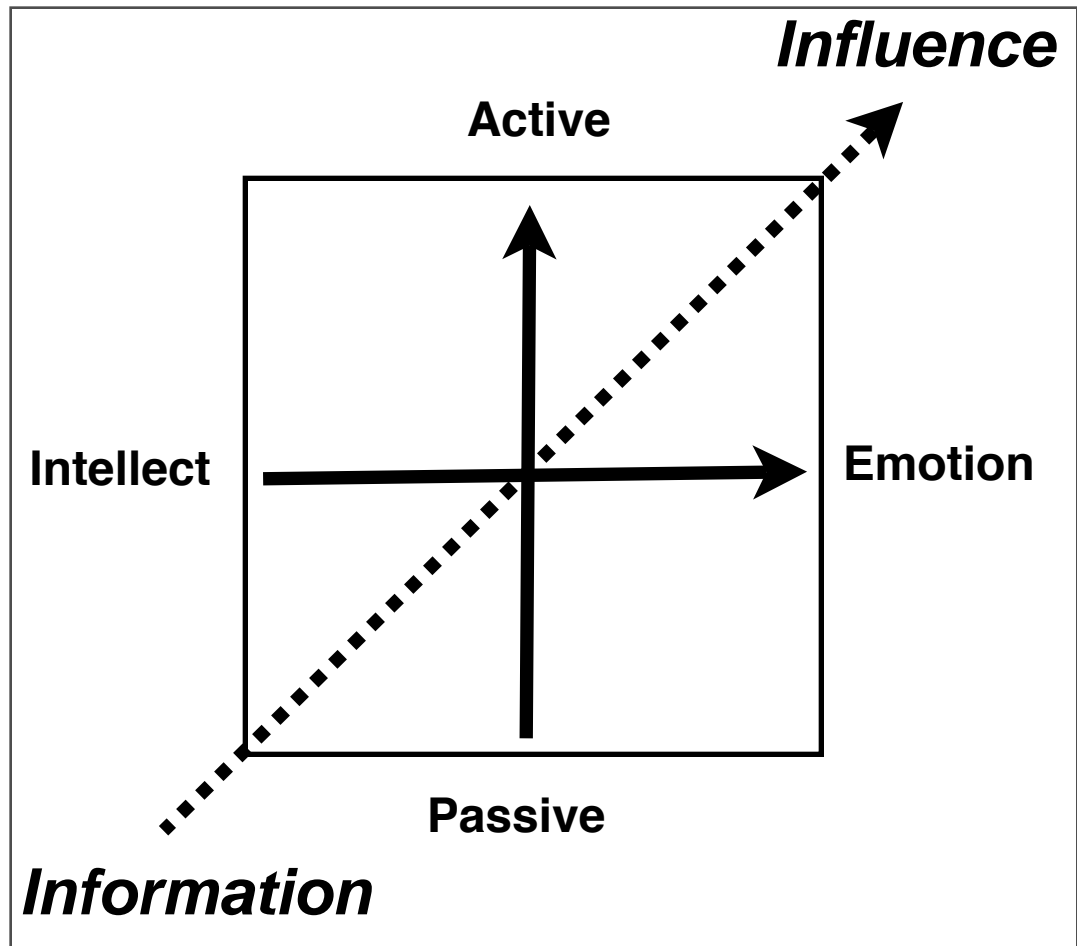
3. The most powerful feedback of all is _____.

Top Tip #2:

Get yourself _____

• Create Experience

Behavior 3. From Information To Influence



Top Tip #3:

Move to _____ .

• Three Mistakes in Presentations

Three biggest mistakes in business presentations:

- _____
- _____
- _____

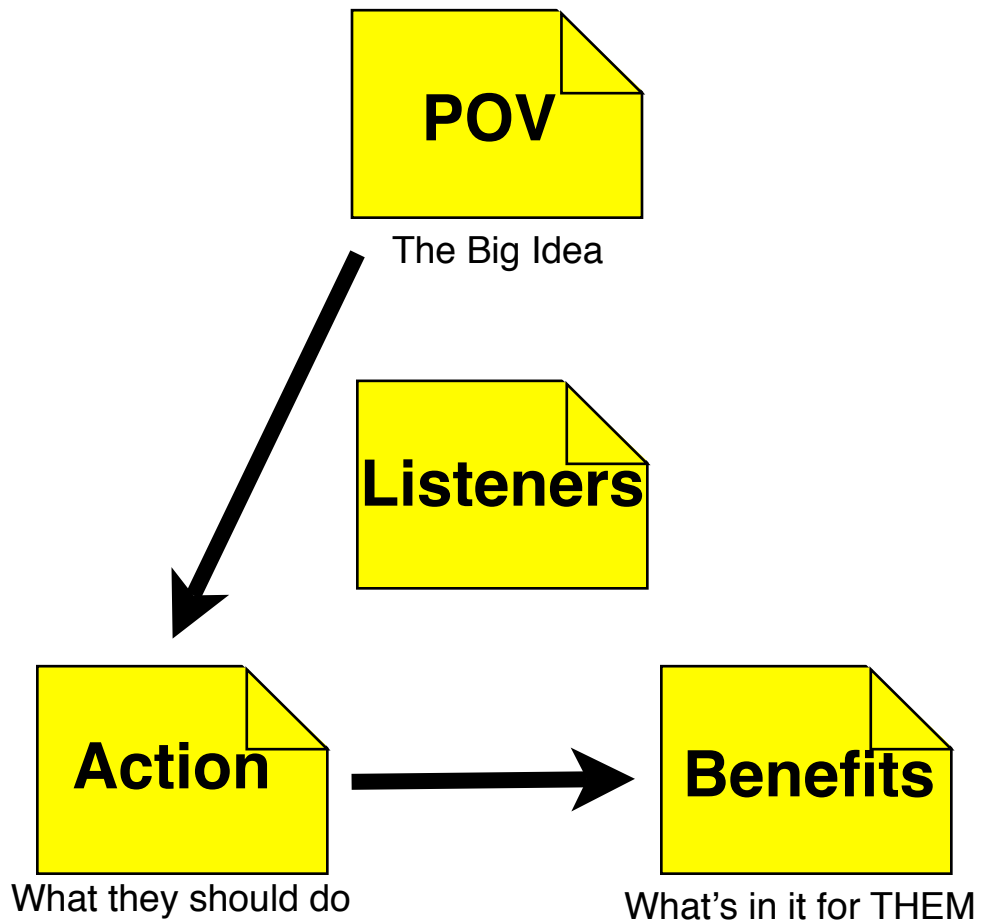
Overview of the Decker Grid System

1. Cornerstones: The Preparation Triangle
2. Create
3. Cluster
4. Compose: The Presentation Grid

Cornerstones:

- The Preparation Triangle

Content 4. Laying The Cornerstones



Top Tip #4:

Always have a _____

• Importance of Time

Content 5. Elements of Time



The audience only gets what you give them!

Top Tip #5:

Be _____

Thinking On Your Feet

Content 6. Focused Spontaneity

Mental Agility

The Law of Requisite Variety:

“That organism which can respond to any stimulation with the greatest number of choices is that organism which has the greatest chance to survive, and thrive.”

Ross Ashby

Linking Thinking™:

“The ability to take any stimulus and skillfully link it to a relevant POV.”

Top Tip #6:
_____ !

Creative Interaction

*I hear and I forget.
I see and I remember.
I do and I understand.*

CONFUCIUS

Top Tip #7:

_____ **at all costs.**

Keys to Involvement

S _____
H _____
A _____
R _____
P _____

Avoid PowerPoint Abuse

Use _____.

Top Tip #8:

Be _____.

The Emotional Connection

“There wasn't much as a kid that inspired me in what I did as an adult, but I was always very interested in what motivates people, and in telling stories.

George Lucas

- Think of stories that are “heart stories”
- Use personal stories
- Create sensory-based language
- Use detail
- Find stories that state a point
- Remember memorable
- If in doubt, drop the facts and tell the story

Top Tip #9:

Tell _____.

The Written in Speaking

Don't read, but....

- Contrast
- Repetition
- Alliteration
- Rule of Three
- Set 'em up and knock 'em down

Top Tip #10:

Use _____ .

About Decker Communications, Inc.

An executive development company, Decker Communications, Inc. specializes in coaching executives and leaders. Over the past 25 years, the firm has continued to evolve and enhance its signature programs to help individuals create for their listeners the most effective communications experience possible.

The New Decker Method focuses on both the behavioral and content aspects of communication and leadership. The company's core programs feature video feedback and private coaching to ensure that each participant receives personal feedback and customized improvement plans.

Decker Communications offers group training programs in both public as well as private corporate settings, either in San Francisco, or at a client site. Group training programs may be customized for specific organizations.

Platinum Coaching offers one-on-one executive coaching with Founder and CEO Bert Decker.

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