

speaking with Clarity

Genevieve Fraser – Warrego Communications

What has changed?

Technology

Attention spans

Etiquette

Why are you interested in clarity?

- Discuss
- Clarity – we need it everywhere
- Boring speeches

- How people get it wrong
- https://www.youtube.com/watch?v=f1LEqeaa_nh8

Purpose of today

Clarity = being heard and understood

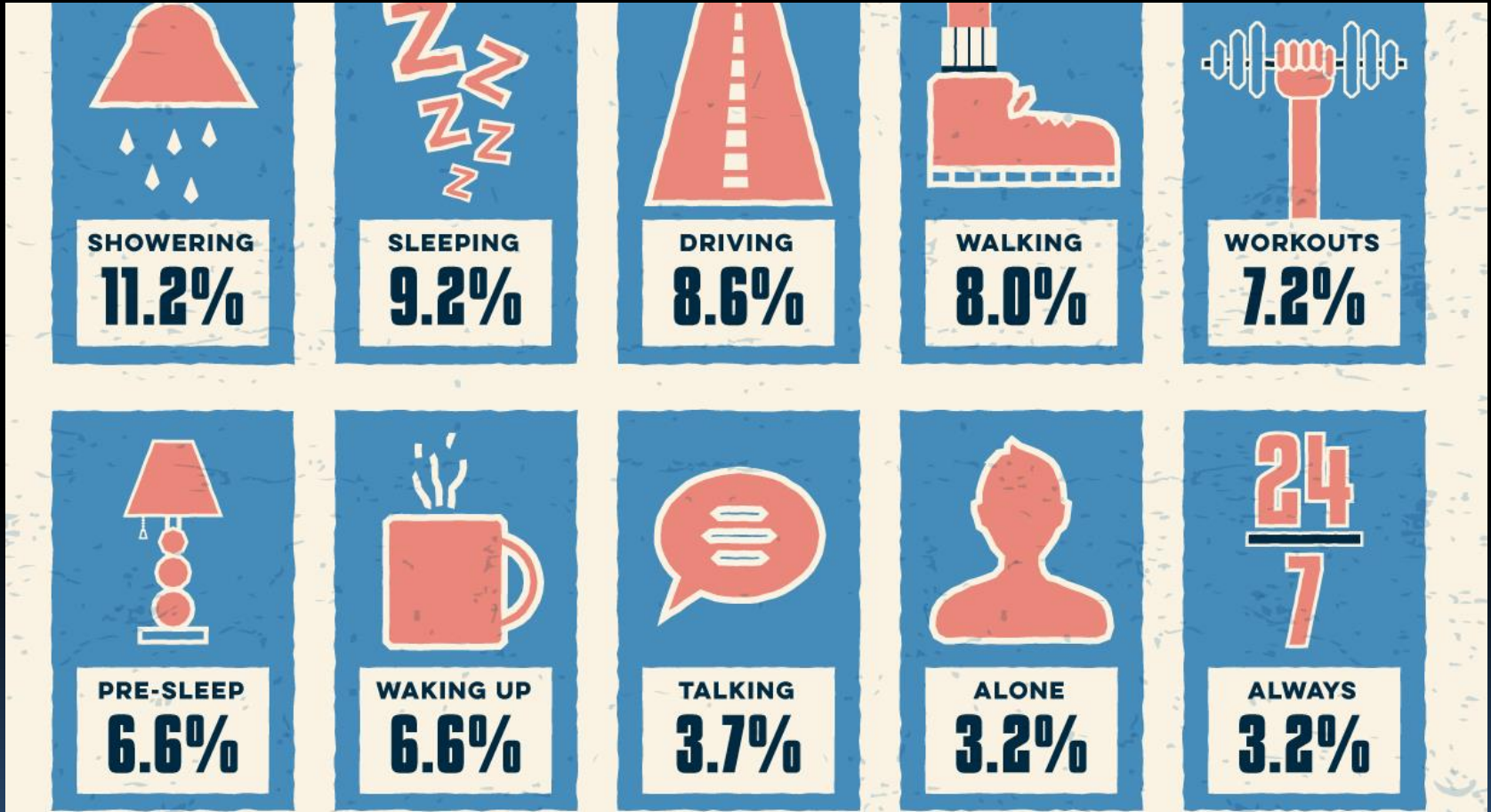
What does success look like?

Two simple steps to clarity

What should I say?

How should I say it?

Clear your head



What does success look like

What do I want to achieve with this speech?

Influence people

Raise money

Raise my profile

https://www.ted.com/talks/stacey_kramer_the_best_gift_i_ever_survived?language=en#t-179243

What should I say?

Who is listening (here and beyond)?

What are they interested in?

What do I want them to do?

How to say it?

Find a friend and record your conversation

What points/stories were people interested?

Which points give traction to your argument?

What are the 2-3 main messages that get you where you need to go?

Find your voice

Why your words are the best ones

They are real

You own them

They are easy to remember

Reading: Discuss

Make it yours

People like stories – history tells us that

Make it unique

(Eman Mohammed)

Easy to remember

Hold people's attention with emotion (that you can control)

http://www.ted.com/talks/eman_mohammed_the_courage_to_tell_a_hidden_story?language=en

Don't alienate people

Humour – works for some and not for others

Monica Lewinsky

[https://www.ted.com/talks/monica lewinsky the price of s hame](https://www.ted.com/talks/monica_lewinsky_the_price_of_s_hame)

Don't polarise your audience

<https://www.youtube.com/watch?v=esqwP4wN7gc>

Don't speak in jargon

Veteran

[http://www.ted.com/talks/jake wood a new mission for v eterans disaster relief](http://www.ted.com/talks/jake_wood_a_new_mission_for_v_eterans_disaster_relief)

Case Study: Matthew McConaughey From Dazed and Confused to Best Actor

Event: Oscars 2015 Best Actor nomination

<https://www.youtube.com/watch?v=XLi1iChHjKI>

What does success look like?

Pre McConnaissance:

- Shirt off pot smoker
- Romcom
lightweight
- Caricature Texan

Post McConnaissance

- Serious actor
- Family man
- Charity champion
- Business owner

The McConnaissance

What do I want to achieve with this speech?

I want to be hired for serious roles and build my brand

Who is listening (here and beyond)?

The best people who hire and fire and my fans/customers

What are they interested in?

What I can do for them (My talent and my brand)

What do I want them to do?

Pick me. Remember by brand. Know who I am and take me seriously.

<https://www.youtube.com/watch?v=wD2cVhC-63I>

So what does success look like?

Listen for his 3 messages

I am focused (god)

I am serious (family)

I am Matthew McConaughey (and I just keep getting better)

Purpose of today

Clarity = being heard and understood

What does success look like?

Know why you are there

What should I say?

Know what people are interested in

How should I say it?

Know which words to use

Post it notes are your best friend...

Be brave

Clarity – Bobby McFerrin

<http://www.makeuseof.com/tag/ted-talks-videos-under-5-minutes/>

People would rather you were imperfect and interesting

Questions?

Genevieve Fraser