



THE **5** COMMUNICATION SECRETS

THAT SWEEP OBAMA
TO THE PRESIDENCY

Revealed by leading
communication expert
Richard Greene

Step-by-step lessons you
can use to build charisma
and power in your personal
and professional life!

Table of Contents

Introduction	3
About the Author.....	4
Why Barack Obama?	5
Concepts and Themes Presented in the Video	7
Secret #1.....	8
Words Exercises	9
Exercise 1: Abstract Sentences.....	9
Exercise 2: Jargon	10
Secret #1, continued	11
Voice Tone Exercises	12
Exercise 1: Tone Variations.....	12
Exercise 2: Punctuations.....	14
Exercise 3: Pausing.....	14
Exercise 4: Resonance	15
Secret #1, continued	17
Body Language Exercises	18
Exercise 1: Body Language Homework.....	18
Secret #2.....	20
Lasered Compelling Exercises	21
Exercise 1: Lasered Compelling Message.....	21
Secret #3.....	22
Capture your notes regarding Chapter 6 below.Engage Listeners Exercises	22
Engage Listeners Exercises	23
Exercise 1: Communication Effectiveness Continuum.....	23
Secret #4.....	24
The Four Languages	25
Exercise 1: The Four Languages Assessment.....	26
Secret #5.....	31
Authentic Passion Exercises	32
Exercise 1: SFC.....	32
Exercise 2: The Authentic Passion	33
Exercise 3: Practicing Authentic Passion.....	33
Action Plan Exercise	34
Appendix – Sample Speeches (from commentaries by Jack Welch, former Chairman and CEO of General Electric)	35

Introduction

The video, **The 5 Secrets of Effective Communication**, is presented by Richard Greene, the creator of the 5 Secrets. It is designed to quickly advance the public speaking and presentation skills of participants through five sets of lessons illustrated by video examples from the public speeches of Barack Obama.

Even as President Obama has entered the crosshairs of public evaluation every president must face, the public and professionals alike remain impressed with his powerful presence and skill in communicating his vision. This consistent ability to inspire and unite, to convey a vision of accomplishment and stimulate action in pursuit of a goal is why the course is designed using video examples from Barack Obama's speeches.

The video and Participant Workbook address five key areas in communicating with individuals or to large groups, in private or in public venues:

Secret #1: Words, Voice Tone and Body Language

Secret #2: A Lasered, Compelling Message

Secret #3: The Communication Effectiveness Continuum

Secret #4: 4 Languages of Human Communication

Secret #5: Authentic Passion

Mr. Greene explains the effectiveness of each of the techniques and their sub-categories; he then shows a clip illustrating how Barack Obama applies them in some of his most powerful speeches.

Each section of the video is supported by facilitated discussion that recaps the key concepts of the lesson and then provides practical advice and exercises to help develop these skills.

About the Author

Richard Greene is considered one of the leading communication coaches in the world. His success in coaching Princess Diana toward more impactful public appearances led The Sunday Times of London to dub him "The Master of Charisma".

An attorney by trade from USC Law School, Mr. Greene left the practice of law to share his communication breakthroughs with presidents, prime ministers, political candidates, CEOs and CFOs of Fortune 500 companies, attorneys, judges, actors, and marketing professionals in 26 countries. The skills he develops and strengthens include message development, media training, speech writing, and speech coaching, as well as helping clients overcome the fear of public speaking, a service he provided to Princess Diana in 1996.



Mr. Greene's ability to read body language and analyze all aspects of human communication drew the attention of national news organizations, many of which approached him to assist in their coverage of key news events. This expertise and experience, plus his analysis of the great speeches of the 20th century for a best-selling book, led him to distill the essential elements of effective communication into five categories.

Why Barack Obama?

Whether you voted for Barack Obama or not, it's hard to ignore the skill and passion with which he delivered his message. This instructional DVD is strictly non-partisan with regard to policy or politics, but decidedly pro-Obama (and pro- Ronald Reagan, Franklin Delano Roosevelt and John F. Kennedy) when it comes to the ability to communicate powerfully and effectively.



While no political persuasion has a corner on powerful speaking, it is clear that great leaders have tended to be great communicators. John F. Kennedy moved a nation with the force and conviction of his inaugural address;

some of the phrases he used still inspire our thinking and speaking. Ronald Reagan earned his nickname, The Great



Communicator, by making listeners feel as though he were speaking directly to them alone, bringing them into the inner circle of his thoughts. Franklin D. Roosevelt held a country together through the Depression at least partly through the reassuring communications of his famous Fireside Chats.



There are great speakers in every walk of life. Oprah Winfrey rose to fame at least partly on her willingness to reveal her feelings and voice her opinions frankly and unashamedly. Billy Graham was a force in the public consciousness for over half-a-century based on the power of his oratory as much as his religious conviction. Singers from pop to country to rap credit their success to the power of their emotional connection to their audience and their fans' perception that these performers speak a truth relevant to their own lives.



Legendary communicators in every field owe their success, whether they are aware of it or not, to their application of **The 5 Secrets of Effective Communication**. I have chosen President Barack Obama and his speeches as the example to illustrate these secrets for several reasons:

- He has had **tremendous public exposure** over the past months and years and is firmly in the public consciousness. You will be able to find many examples of his speaking power beyond the video excerpts on this DVD.
- While many politicians have been great communicators, **President Obama's meteoric rise** from relative unknown to the most powerful government figure on the planet is unprecedented. I demonstrate how his bringing together all of the 5 Secrets contributed to this.
- He is the **personification of a mythic dream** embedded in the American consciousness: that anyone, no matter how humble their origins, can become President of the United States. In keeping with this spirit, I show you how anyone can become a more effective speaker in their business or personal life by mastering the 5 Secrets.
- He has demonstrated **an ability to bring people of widely diverging opinions together** in pursuit of a common goal, a quality as essential in the business world as it is in government.



Concepts and Themes Presented in the Video

The **Five Secrets of Effective Communication** video is presented in 10 lesson chapters. These represent the 5 Secrets and some sub-themes that warrant their own chapter. The 5 Secrets, and the core concept of each, are:

Secret #1: Words, Voice Tone, Body Language – Using your voice tone and your body language to make every word you speak have power, feeling and impact.

Secret #2: The Lasered, Compelling Message – Turning all the data and information you want to share into a "Lasered, Compelling Message" that becomes a memorable mantra for the audience.

Secret #3: The Communication Effectiveness Continuum – Helping you relax and connect with the audience by turning your speech or your presentation into a personal *conversation* – one of the most powerful secrets of all great speakers.

Secret #4: The 4 Languages of Human Communication – Different people listen in different ways. This secret focuses on analyzing which of the 4 Languages of Human Communication you speak fluently and which you are deficient in. Then the video illustrates how to access "languages" you have not yet mastered, so you can communicate to anyone, no matter which languages they "listen" in.

Secret #5: Authentic Passion – Helping you tap into your honest, authentic passion for your subject or idea. All of the other secrets are amplified by your own fascination with and commitment to your subject. No matter how dense, obscure or ordinary what you are talking about seems, there is a way to the heart of it that can make it come alive for your listeners.



Secret #1

Captivate listeners with Words, *Voice Tone and Body Language*

The Secret

*The world's greatest communicators know that people are **persuaded**, people are **moved** and people **act** based on more than words alone. They know that it is the effective use of all three avenues of human communication that drives great communication.*

Capture your notes regarding Chapters 1 & 2 below.

PREVIEW ONLY

Words Exercises

Exercise 1: Abstract Sentences

(Refer to the speeches in the Appendix on Page 35)

Instructions: Review the speech. Then, ask yourself the following questions:

1. Is it tangible? _____ YES _____ NO
2. Can I see, hear, taste, smell, or touch feel what is being described?
_____ YES _____ NO

Wherever your answer is “yes”, you are using **SENSORY SPECIFIC** sentences.

3. How many of these sentences are sensory specific? _____

Now, count the sentences where the meaning relies on understanding or interpreting or translating **ABSTRACT** words or phrases, i.e., words or phrases that have to be translated into something you can see or hear or taste or smell or touch?

4. How many of these sentences are abstract? _____
5. Which is more? _____

Exercise 2: Jargon

Instructions: Review the speech again. Answer the questions below.

1. Check your entire presentation for jargon words. How many do you have? _____
2. List the Jargon words below. For each jargon word, come up with a **user-friendly** word or phrase to convey the same meaning. Where absolutely necessary, explain the jargon in the same sentence or paragraph so that your audience is never left trying to figure it out on their own!

Jargon Word	User-Friendly Word



Secret #1, continued

Captivate listeners with Words, Voice Tone and Body Language

The Secret

*The world's greatest communicators know that people are **persuaded**, people are **moved** and people **act** based on more than words alone. They know that it is the effective use of all three avenues of human communication that drives great communication.*

Capture your notes regarding Chapter 3- Voice Tone below.

PREVIEW ONLY

Voice Tone Exercises

Exercise 1: Tone Variations

Instructions: For the following exercises, find a page in a speech that you have given, a page in a book, or an article in a newspaper or magazine. You are going to read these selections aloud in different ways. If possible, **record your voice** so you can play it back and note the difference in the effectiveness of each approach.

1. Vary the Speed

- a. Read your selection out loud at a **normal pace**.
- b. Read your selection out loud **as fast as you can**.
- c. Read your selection out loud **as slow as you can**.
- d. Now, read your selection out loud going gradually from **as fast as you can** to **as slow as you can** and **back again**.
- e. Here's the real test . . . read your selection out loud, **fast, normal** or **slow**, *depending on the content*:
 - If it is of **normal importance** – read at a **normal pace**.
 - If it is of **low importance**, read **quickly**.
 - If the phrases or sentences are **building to some conclusion or climax**, also read **quickly**.
 - If it is of **very high importance**, shift gears and read **very slowly**.

Varying the speed lets you act like a guide on a tour. The pace tells your listener what to look at and how important it is.

2. Vary the Volume

- a. Read your selection out loud at a **normal volume**.
- b. Read your selection out loud **as loud as you can**.
- c. Read your selection out loud **as softly as you can**.
- d. Now, read your selection out loud going gradually from **as loud as you can** to **as softly as you can** and **back again**.
- e. Here's the real test . . . read your selection out loud **as loud as you can** or **as softly as you can**, *depending on the content*:
 - If it is of **normal importance** – read at a **normal volume**.
 - If it is of **low importance**, read at a **normal volume**.

- If the phrases or sentences are **building to some conclusion or climax**, read with **increasing volume**
- If it is of **very high importance**, read **very loudly** or **very softly**.

Varying the volume lets you direct the listeners' attention and emphasize what is important. If they hear your volume **go up** or **go down**, they know something of **particular importance** is being said.

3. Vary the Pitch (high or deep)

- Read your selection out loud at a **normal pitch**.
- Read your selection out loud at a **very high pitch**.
- Read your selection out loud at a **very low pitch**.
- Now, read your selection out loud going gradually from **as high as you can** to **as low as you can** and **back again**.
- Now's the real test . . . read your selection out loud in a **high, normal** or **low pitch**, *depending on the content*:
 - If it is of **low or normal importance** – read with **little variation in pitch**.
 - If the phrases or sentences are **building to some conclusion or climax** or if it is of **very high importance**, read with a **significant variation in pitch**.

Varied pitch is a **wake-up call** to your audience. If you vary your pitch, you are tuning them into **focus carefully** on what is being said.

Exercise 2: Punctuations

Punc-tu-ation by Word

Instructions: Read your selection to yourself and pick a word in each of 3 sentences that you feel **deserves to be highlighted**. Then read those 3 sentences **punctuating that entire word**.

Punc-tu-ation by Syllable

Instructions: Read your selection to yourself and pick a word in each of 3 sentences that you feel **deserves to be highlighted**. Then read those 3 sentences **punctuating, separately, each of the syllables** in those words. If the most important words in that sentence only have one syllable, try to literally turn it into a multi-syllable word. For example, the word FIRST has only one syllable but by punctuation the “F” sound a little bit differently that the “IRST” (F ...IRST) you might be able to give even more impact to it. (This is one of the charms of the Southern accent in The United States.)

Exercise 3: Pausing

Instructions: Take turns with your partner saying these two sentences normally.

“Pausing will profoundly increase your impact on any audience”

“We must make this happen”

Now, **PUNC-TU-ATE** the key words in those sentences.

And now, **PAUSE** after each word that you punctuate.

Try it again, and again, until you **FEEL** that the punctuation and the pause are no longer a technique but rather a **perfect expression of your depth of feeling connected** to each sentence.

Exercise 4: Resonance

Instructions: Try each of the following exercises.

- First, focus on **relaxing your tongue** – let it **rest in the back of your teeth**.
- Say the following aloud 10 times, consciously exaggerating your facial movements: *Ooo-aaahh-eee, ooo-aaahh-eee*. Notice that the shape of your lips and your mouth’s interior changes greatly as you move from one sound to the other. This exercise is flexing a great number of facial and oral muscles, building strength and stretching them just like an athlete stretches his or her body muscles before an event.
- Now repeat the following 10 times: *Me-ooo-me, me-ooo-mee*. Don’t worry if you think you’re sounding like the Wicked Witch’s guard marching in The Wizard of Oz! What you are actually doing is **ranging from compressing your lips to stretching them**, again increasing your relaxation.
- Now begin **humming in a series of notes** ranging from low to high and back again. This helps you focus on the experience of **creating resonance inside your body structure**.
- Finally, spend a **few moments in silence**, breathing **slowly and steadily**, perhaps with your eyes closed. The object is to relax and center yourself. If you have a **favorite meditation technique**, practice it. Perhaps you can visualize yourself on a quiet tropical beach, watching the waves lap peacefully, rhythmically on the sand, or noticing the breeze move the fronds of a palm tree slowly back and forth.

Additional Exercises

Professional speakers and vocal artists all have their favorite methods of exercising and relaxing their vocal mechanisms. Below are some others for you to try out and choose from.

- **Make a bird sound** by “trilling” the letter R. You do this by placing your tongue against the hard palate just behind your upper teeth while making an extended “r” sound. When done correctly, the tip of your tongue will flutter rapidly, making a sound like a jungle bird (or like a small child making power boat noises!)
- **Flutter your lips** by relaxing them while holding you jaw together, pressing your tongue flatly against the roof of your mouth and forcing air out past your lips. Done correctly, your lips will flap rapidly, again making a “power boat” sound. (Think of the noises you make entertaining a baby!)

- **Flutter your tongue** in the back of your mouth by repeatedly flattening and widening it so the edges of your tongue press against the inside of your back teeth.
- Using a variety of sounds (*aaah, eee, ooo, ohh*), **“siren” your pitch up and down** to the extremes of your vocal range.
- **Yawn widely**, so you can feel your soft palate stretching.
- Press the front of your cheeks together with your hands, squishing your lips together to **make a 'fish mouth' and speak aloud**.

PREVIEW ONLY



Secret #1, continued

Captivate listeners with Words, Voice Tone and Body Language

The Secret

*The world's greatest communicators know that people are **persuaded**, people are **moved** and people **act** based on more than words alone. They know that it is the effective use of all three avenues of human communication that drives great communication.*

Capture your notes regarding Chapter 4: Body Language below.

PREVIEW ONLY

Body Language Exercises

Exercise 1: Body Language Homework

Instructions: Over the next 7 days, by watching people interacting at work, viewing speeches on C-Span, interviews on television talk shows, or simply by observing people walking down the street.

1. Find **at least one person who exemplifies each of the following body language ideals**. Write their name or description down.

a) Posture: Stand Up Tall _____

b) Posture: Shoulders Up and Square _____

c) Posture: Always Be Centered, Whether Still or Moving

d) Gestures: Use “The Chop” or Other Downward Motions

e) Gestures: Gesture Within “The Power Zone” Between the Shoulders

f) Eye Contact: Send Your Message Through Your Eyes Into Theirs!

g) Listening: Receive, Digest, Respond

h) Staying Centered – Remain in a Place of Calm, Recover from Attacks and Missteps

2. Using the concept of “modeling”, **mimic or copy** what these people did, how they stood or walked or moved or gestured or looked. Try to practice this in a number of situations. Does it feel good? Does it feel comfortable? Is it something that you feel you can integrate into your own communication style?

3. Now, let’s **integrate it**. Practice, in front of a mirror, each of the body language aspects above while you are rehearsing a talk, either one you have given before,

one you have to give or just making something up on the spot. **Note your posture.** Try making gestures within the **Power Zone.** Maintain **eye contact.** Practice this until you feel comfortable with each aspect. Remember that you are a listener, too, so if what you see in the mirror has an impact on you, it will have an impact on others!

4. **Practice listening.** In conversations with others, truly **pay attention** to what they are saying rather than what you are going to say next. Remember – if you receive and digest what they are saying, you will be able to respond more appropriately and persuasively when you speak. You can also notice other people who listen in an **RTP – Ready to Pounce** – fashion, and recognize how unappealing and disengaging that kind of listening is.
5. Watch for examples of how powerful speakers **recover from attacks and missteps** and return to a **calm, centered place.** This is particularly apparent in political debates and heated discussions on political talk shows. President Obama is a master at this, as was shown in the 2008 Presidential Debates. The trick is to use the techniques of Listening and then go *one step further*:
 - **Receive what the other person is saying.** This lets you react to the communication rather than to your feelings about the other person’s attitude.
 - **Digest what you have heard.** This gives you some space to prepare your response and distance yourself from the heat of the encounter.
 - **Transmute the emotion of the attack.** This is the extra step. In debates, Obama would take a moment to digest the attack, **then he would smile**, as though he understood the attack but was being patient with how the attacker misunderstood his position. This strips the negative energy out of the attack and lets you...
 - **Respond from a centered place.** With the attack energy gone, you can move on to making your important points, rather than staying in a defensive mode that gives the other person an advantage.

Allowing space for others to respond lets you understand their concerns and address their objections, using the approach described above.



Secret #2

Grip Listeners with Your Lasered Compelling Message

The Secret

The world's greatest communicators know that it is not the brilliance of the words, nor the overwhelming detail that creates results. They know that it is the art of concentrating those words into a simple, identifiable message, as vivid and focused as a laser, which drives great communication.

Capture your notes regarding Chapter 5 below.

PREVIEW ONLY

Lasered Compelling Exercises

Exercise 1: Lasered Compelling Message

Instructions: Using the skeletal outline below, write an entire “Lasered, Compelling Message” speech about anything you feel passionate about.

Theme: _____

Sub-Theme One: _____

Fact: _____

Story: _____

Anecdote: _____

Photo or Video: _____

Graph/Statistic: _____

Sub-Theme Two: _____

Fact: _____

Story: _____

Anecdote: _____

Photo or Video: _____

Graph/Statistic: _____

Sub-Theme Three: _____

Fact: _____

Story: _____

Anecdote: _____

Photo or Video: _____

Graph/Statistic: _____

Conclusion: _____



Secret #3

Engage Listeners by Applying the Communication Effectiveness Continuum

The Secret

*The world's greatest communicators know that delivering a performance or a presentation is **not** what seduces audiences to pay attention and be engaged with speaker and message. They know that it is only by the sending and receiving of energy through a conversational style of communication that listeners suspend resistance and pay attention. And the greatest speakers understand that their own willingness and vulnerability can create a sort of spiritual conversation that takes audiences beyond listening to a place that they will never forget.*

Capture your notes regarding Chapter 6 below.

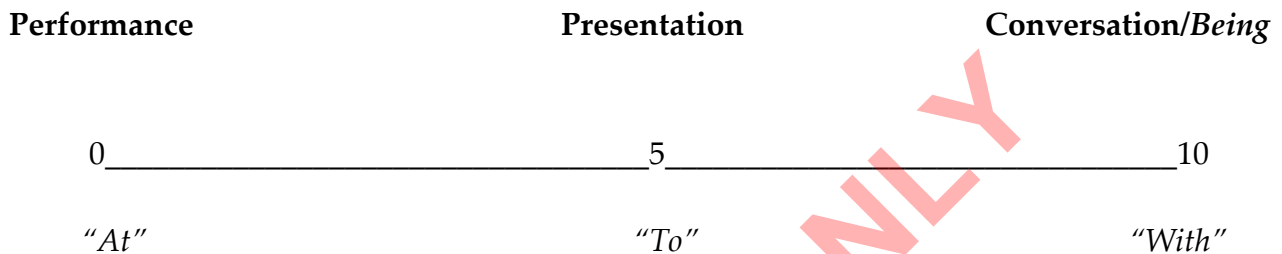
PREVIEW ONLY

Engage Listeners Exercises

Exercise 1: Communication Effectiveness Continuum

Instructions: Look at the continuum below. Place an “X” where you think you currently land on the continuum and a “O” where you would like to be.

The Communication Effectiveness Continuum



A Glass of Beer (or Wine)

Wherever you were, you can move yourself pretty quickly to the right on the continuum if you do a really simple thing.

Take a portion of the presentation you made, or one that you will make, (or just some theme you would like to speak about) and go grab a glass of beer or wine (or the social beverage of your choice). Hold the glass in your hand and give the presentation. Imagine, as you do, that you are with friends, at a bar or a restaurant on a Friday night.

Notice how your tone becomes less formal, less stilted and, yes, more “conversational”.

The Einstein Test

There’s a story that Albert Einstein once said “Unless you can explain it to a 12 year old, you don’t fully understand it yourself!”



Secret #4

Reach Out to Your Listeners by Speaking All "Four Languages of Human Communication"

The Secret

The world's greatest communicators know, instinctively, that there are four "frequencies" that human beings operate on, communicate with and live in, and that it is never good enough to "broadcast" or "receive" on only one or two. By developing their own ability to broadcast and receive all four languages, the greatest communicators can be on the same wavelength with anyone and everyone and take their audiences anywhere and everywhere!

Capture your notes regarding Chapters 7-10 below.

PREVIEW ONLY

The Four Languages

	Visual	Auditory	Auditory Digital	Kinesthetic
Words:	"Look" "See" "Picture"	"Listen" "Hear" "Understand"	"Analyze" "Detail" "Specific"	"Feel" "Grasp" "Smell"
Voice Tone	Fast	Conversational	Analytical	Slow
	Loud	Medium volume	Soft or Loud	Soft
	High pitch	Medium pitch	Lowish	Low
Body Language	Fast	Conversational	Anal	Slow
	Animated	Average	Contracted	Sensuous
	Spontaneous	"Normal"	Controlled	Fluid
	Free	"Normal"	Up-tight	Solid
Examples:	Robin Williams	Ronald Reagan	Albert Einstein	Jamie Foxx
Attributes	Creative	Thoughtful	Analytical	Warm
	High Energy	Articulate	Thorough	Connects
	Inspiring	Informative	Fascinating	Soulful
Potential Liabilities	Frenetic	Uninspiring	Anal	Too Slow
	Superficial	"Average"	Impersonal	Too Sensitive
How to Develop Skills	Ask Yourself . . .			
	"What's Exciting"?	"What's Fascinating?"	"What Data Makes It Fascinating?"	"What Do I Feel?"

Exercise 1: The Four Languages Assessment

Instructions: Below is a Questionnaire, take the time now, fill it out and find out how many languages you speak!

The VISUAL Language

- 5 – Always, Very Much True
- 4 – Often, Often True
- 3 – Occasionally, Occasionally True
- 2 – Rarely, Rarely True
- 1 – Never, Never True

Thinking

I think in pictures _____

I think quickly _____

Speaking

I speak quickly _____

Decision Making

I have to “see” the details or the big picture before I decide _____

How people or things “look” is very important to me _____

Moving

I move quickly _____

Excitement Level

I have the ability to get very excited _____

I have the ability to get excited very easily _____

I have lots of energy _____

Creativity

I am creative _____

Total: _____

divided by 10 = _____

Your Score _____

Not Fluent

Moderately Fluent

Very Fluent

1-----2-----3-----4-----5

- 5 – Always, Very Much True
- 4 – Often, Often True
- 3 – Occasionally, Occasionally True
- 2 – Rarely, Rarely True
- 1 – Never, Never True

Thinking

I think in words, concepts or ideas _____

Speaking

I speak at an average, conversational pace _____

Decision Making

I have to understand the concepts involved before I decide _____
How people or things “sound” is very important to me _____

Moving

I move at an average pace _____

Languaging Skills

I am very articulate _____
I can translate what I see, think or feel into words easily and effectively _____

Total: _____

divided by 7 = _____

Your Score _____

Not Fluent

Moderately Fluent

Very Fluent

1-----2-----3-----4-----5

- 5 – Always, Very Much True
- 4 – Often, Often True
- 3 – Occasionally, Occasionally True
- 2 – Rarely, Rarely True
- 1 – Never, Never True

Thinking

I have a tremendous ability to think in details _____
I love facts, figures, analysis _____

Speaking

I get wrapped up in what I am saying and can forget to pay attention to my audience _____

Decision Making

I have to have all of the facts, details and before I decide _____
How smart or how detailed they are people are is very important to me. (I hate it when
people jump to conclusions without a solid factual basis). _____

Love of Knowledge

I am driven to learn everything I can about things _____

Total: _____

divided by 6 = _____

Your Score _____

Not Fluent

Moderately Fluent

Very Fluent

1-----2-----3-----4-----5

The KINESTHETIC Language

- 5 – Always, Very Much True
- 4 – Often, Often True
- 3 – Occasionally, Occasionally True
- 2 – Rarely, Rarely True
- 1 – Never, Never True

Thinking

I “think” in feelings _____

Speaking

I speak slowly _____

Decision Making

I have to sense the right course of action before I decide _____

How people or things “feel” to me is very important to me _____

Moving

I move slowly _____

Connection Level

I love to hug or touch people _____

I tune in and can feel what other people feel _____

Passion and Emotion

I am a passionate person _____

I have a deep capacity for experiencing emotions _____

I have a deep capacity for expressing emotion _____

Total: _____

divided by 10 =

Your Score _____

Not Fluent

Moderately Fluent

Very Fluent

1-----2-----3-----4-----5

How Many “Languages” Do You Speak?

You may consider that you “speak” a neurological language if you are at a “3.5” or higher.

How many languages do you speak? _____

Your success in “Shaking the World” with your words is directly proportional to your fluency in these four languages. Unless you score a 3 or 4 in language fluency you are holding back significant amounts of what you are here to share with the world. You can develop your Four Languages skills as you would by going to the gym to develop your muscles, by listening and observing and practicing. As with your body, the capacity is there to develop as much as you wish. Everyone was born with the innate neurology to speak and inspire with all four languages and, in doing so, to be a profoundly charismatic human being!

PREVIEW ONLY



Secret #5

Move and Motivate People with Your Authentic Passion

The Secret

Like Barack Obama, the world's greatest communicators know that it is impossible to truly persuade or move people through the head alone and that human beings are primarily driven to act by feelings in their gut and, even more so, feelings in their heart. And they also know, these great communicators, that all human beings have instinctual biological mechanisms to alert them to anything that looks or sounds or feels "unsafe" . . . and that manipulation and disingenuousness are the ultimate violations of trust between a speaker and an audience. These great communicators understand that to persuade and move audiences they must give the ultimate gift every time they speak . . . the gift of reaching into their own heart to find and share, whatever the subject, the authentic passion that resides within.

Capture your notes regarding Chapters 11-12 below.

"The secret in writing or giving a speech is to generate emotion. It is through emotion that human beings are moved in their gut and in their heart. And only when human beings are moved in this way do they change how they think and change what they do."

From the Introduction to "Words That Shook The World"

Authentic Passion Exercises

Exercise 1: SFC

Instructions: Complete the following sentence.

What is **SFC about** (my idea, project, product, service, cause, etc.) is that...

Now, do that with every page of any presentation you do and ask that question **BEFORE** you begin any talk or presentation of any kind. That question is the foundation of everything you do as a communicator!

PREVIEW ONLY

Exercise 2: The Authentic Passion

Instructions: With your partners **have a conversation** about a **subject you are passionate about**. Notice how easily the words come.

Did you feel your listener getting caught up in your enthusiasm?

Do you notice how speaking in the Four Languages comes more easily for you?

Exercise 3: Practicing Authentic Passion

Instructions: Take a few moments on your own and create a short speech below. Take a subject about which **you have no particular feelings** one way or another. Notice how at first, you feel lost in coming up with an approach to **communicate** the subject to others. Now take something **you feel passionate about** *and use it as a doorway into your subject!* For instance, maybe you're an avid fly fisherman. Perhaps that becomes a metaphor for your subject, letting you illustrate the benefits of focus and patience, of attempting over and over, each time correcting from what you learned before and getting closer to the target. Or maybe you have a hobby of knitting; this can convey the value of perceiving the larger pattern as a way of motivating you in the small steps toward a goal. What if you want to have a conversation with your teenage child about applying him or herself more in school? You may be **more** effective if you talk about an impactful memory from your teen years which **still** affects you, letting your teen know you've experienced the same distractions and uncertainties they face. Remember – **Authentic Passion can come from negative experiences as well as positive enthusiasms**. The trick is to show how you have turned those negatives around and benefited from them.

Action Plan Exercise

Instructions: Complete the action plan below.

1. Identify one thing you didn't know prior to the training session.
2. Identify two things you will do differently as a result of this training session
3. Identify three things you will put into practice in your next speech.

* * * * *

If you took nothing more away from this instructional DVD than to speak from your Authentic Passion, you'd be ahead of the game. What do leaders in business look for in members of their teams? A real passion for what they do, for the pursuit of success. The truth is, using Authentic Passion as a source will keep you engaged and committed, to apply all of the **5 Secrets** to your essential communications – making you more charismatic and powerful in every situation – and far more likely to get what you want out of your life, throughout your life!

- Richard Greene



Copyright, Futura Pictures, Inc./Richard Greene, 2009

Appendix – Sample Speeches (from commentaries by Jack Welch, former Chairman and CEO of General Electric)

Resolutions for the Recession

By Jack Welch

Every year around this time people swear off donuts, take a vow of treadmill (or some other type of personal reform), and promise themselves that—this time—their New Year's resolutions are really, truly going to stick.

And every year, right around February or March, those same resolutions come a little unglued. That's O.K.; we're only human. But this year—since it promises to be unlike any other in memory—calls for another routine. As 2009 looms with steep challenges and deep uncertainty, we suggest that you add four work resolutions to your list, especially if you're leading a company, division, or even a team. They won't solve every problem, but ardently abiding by them might help you make the best of a (very) bad situation.

First and foremost, we suggest you resolve to make 2009 a year during which you stay outward-facing and on the offensive. Yes, defensive actions are necessary right now. Many companies have conducted a round of layoffs or reduced compensation, and more of the same may follow, along with cutbacks in other guises. But watch out. In such an environment people typically start obsessing on the internal, in particular on who and what will be next to go. Even more counterproductive, they start forgetting what keeps the whole enterprise alive in the first place—customers.

As a leader, your job over the daunting quarters ahead is to block that tendency. With your positive energy and example, keep your people riveted on delivering innovative products and services. And remember: Your customers are hurting, too. Offer them better-than-ever value, and you will sell more today and raise your chances of keeping their loyalty after these dark days pass.

Second, resolve to make 2009 the year you become excruciatingly clear with your people about the meaning of the term integrity. Of course you've been there, done that. You've told your team that integrity is a given; you've insisted you have zero tolerance for people who act unethically. But violations aren't always on a grand scale, à la Bernard Madoff. Far more often, they're committed by "regular" employees who have found a way to maneuver on the edges of your business.

So this year, pledge to take time and lots of it—to explicitly spell out what's right and wrong. Make integrity black and white; try to eliminate the gray. And let your people know that when it comes to protecting customers and the company's reputation, ignoring an ethical violation is as bad as committing one.

Third, resolve to educate your whole team, wherever they sit in the hierarchy, about the dangerous consequences of the Employee Free Choice Act.

On this one, you'd better act fast. Most Democrats campaigned in support of this legislation, and many D.C.-watchers believe the new Congress will push it to a vote before summer. If it becomes law, Americans can say goodbye to the secret ballot in labor elections and expect a widespread increase in unionization efforts. No industry or company will be immune, from national banks to local machine shops.

Now, as the Big Three automakers struggle for survival, it's possible some of your employees are watching the president of the United Auto Workers on TV and thinking: "I wish I had someone like that to protect my job." But as you talk about this legislation with your people, you might point out that union work rules are a big reason Detroit is so close to bankruptcy. In 2009, Americans will not be in a secure enough position to withstand a resurgent unionization movement.

Finally, resist the impulse to make 2009 a year devoid of celebration. When times get tough, leaders often assume it's unseemly to stop now and again and, well, have some fun. But this year—because of its severe challenges—is sure to be filled with remarkable small victories and heroic efforts. What a lost opportunity to build morale it would be, then, not to recognize and reward the people who are over-delivering. More than ever, they need and deserve it.

Look, the forecast for 2009 is awful. You have your operating plan in place. But there's no time like New Year's to add an amplifying set of "rules" for getting through the year in decent shape. Four resolutions—and a heavy-duty dose of resolve—should help.

What is Leadership?

By Jack Welch

What is Leadership? A timeless question—which has perhaps never been more timely. People all around the world today are confused, frightened, and angry; many feel deeply betrayed by the institutions and individuals they trusted to protect and guide their lives and livelihoods. They're wondering what kind of leadership will get us out of the mess we're in, both in government and business.

Leaders, too, are feeling the burden of these unprecedented times. Like the rest of us, the vast majority did not see the collapse coming or anticipate its scale, and few know when it will end. Indeed, all that most leaders know for sure right now is that confidence in authority is at a generational low and that the margin for managerial error has evaporated. So, to the question: What is leadership under these circumstances?

The first answer is that it's the same as always, only in overdrive. Leaders need to exude positive energy. Define vision. Build great teams. Care. Reward. Teach. Decide. Innovate. Execute.

Some things never change. But if you're running a team, division, or company right now, there's one defining aspect of leadership that you cannot, must not, neglect in the craziness and morass. Inventing the future.

In normal times, the central challenge of leadership is balancing your organization's short- and long-term needs. Everyone knows that. You manage people, sales, and costs to hit immediate financial commitments, and you simultaneously invest in future projects to capture market trends and ensure a going concern. As we've characterized it before, this essential paradox of leadership is the ability to do and dream at the same time.

Today, however, most managers are only doing. They're fixated on the short term. We understand; they have to be, for sheer survival. They're reducing staff, slashing costs, and squeezing productivity. They're sweating the details like never before and pushing people to find the innovative killer app that could save the organization. Moreover, leaders are turning to their people—most of whom are already feeling frantic about job security—and asking for redoubled intensity. "Work faster, harder, and smarter," they're saying, "or it could be that none of us will be here tomorrow."

But that takes "tomorrow" for granted; too many leaders are neglecting to define and create it.

Why? Partly, it's human nature. When you're drowning, you're not thinking about what to put in the picnic basket for your next trip to the beach. You're thinking, "Kick, kick, kick." But another part of the problem is pure conflict avoidance. Leaders right now can feel in their bones how their people will react to talk of long-term planning. "How can you be spending on blue-sky B.S. when you're laying off Joe and Mary, and cutting back our benefits?" they'll demand to know.

Look, in a time of drastic cutbacks, spending money on anything can set off a deafening sound and fury. But don't let the noise overwhelm you. In fact, try to break through it to get your people to listen as you talk about down-the-road ideas.

The future you describe will need to be exciting and promising to overcome organizational fear and cynicism. You just have to help people understand that someday the company will be different—and better—with everyone's determination and buy-in.

We're definitely not suggesting that leaders today should try to balance short- and long-term needs 50-50. In this environment, that's overkill. But if you're a leader putting 100% of yourself into the present, you could certainly shift that to something like 75% or 80% and throw some time and energy into figuring out what your company's future could and should look like, and galvanizing your people to create it with you.

When the upturn arrives—in a year or two or three—the business landscape will be brand new. There will be fewer competitors and perhaps more opportunity for those companies that are primed and ready to seize it. So remember, inventing the future is one crucial definition of leadership. The true leaders of 2009 ultimately will be known when that future arrives.

For more information...

...about Performance Resources' award-winning videos and other training products, or for pricing information on this product, please call **1-800-263-3399** or visit us at **www.owenstewart.com**.



OWEN-STEWART PERFORMANCE RESOURCES INC.

163 North Port Road, Port Perry, ON L9L 1B2

Toll Free: 1-800-263-3399 • Fax: (905) 985-6100

E-mail: sales@owenstewart.com • Website: www.owenstewart.com
