

SPEAKING **SUCCESSFULLY** & PRESENTING **PERSUASIVELY**

with Alan Youngson



VOCAL DYNAMICS AND VOCAL VARIATION:

Learn the 7 Ps of Persuasive Presentations

To speak successfully and present persuasively, you must learn and practise vocal expressiveness or “vocal dynamics.” The 7Ps which keep your audience attentive, engaged, thoroughly informed and persuaded include: **Planning, Pressure, Pitch, Power, Pace, Pause & Pizzazz.**

1. **Planning:** if you don't know your topic or done the homework – it shows in the way you present yourself both vocally and physically.
2. **Pressure** is the emphasis or stress you put on important words/ideas. You also need enough **energy** so that your voice “encompasses” your whole audience. Speaking too softly makes audiences work too hard and they will turn-off.
3. **Pitch** is the range of low to high notes within the voice. A pitch **without any variation** is a “mono-tone” = **monotonous** – another turn-off. **Inflecting** your pitch is a combination of note and pressure which add colour,

excitement and helps listeners grasp important points.

4. **Power** is the **volume** put on each word from **soft to loud**. You can have all the volume in the world but unless you **pronounce or almost over pronounce** your final consonants (d, g, k, t, ch) - it will just be a barrage of noise or too quiet. Adapt your Power to the size of audience and environment.
5. **Pace** must vary - not only increase or decrease of speed - but also the mood, emotions or atmosphere. Pace affects comic or dramatic timing and pressure.
6. **Pauses** work wonderfully to create suspense, emphasis (comic or dramatic), to bridge ideas and to transition between points. Silence, by itself, is one of the most powerful tools in your vocal variation.
7. **Pizzazz** is the passion and sincerity you need to add to one or more of the 6Ps.

NEXT MONTH: BODY LANGUAGE

*Alan Youngson, an award winning speaker, holds academic and professional qualifications: B.A.(Hons.) English & Drama; B.Ed. specialist Speech & Drama Teacher of 20 years; Certificate IV TAE (Workplace Trainer-Assessor-Educator); Certified Personal & Business Coach for Leaders, Managers, Speakers, Presenters and Performers. 25 years as a Theatre Manager & Director-Presenter of 97 shows; showcasing many Professional Speakers.



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