

# BE MEMORABLE AND ENGAGING -

## The 6 Be Commandments of Emotional Persuasiveness

Your job as a speaker or presenter is to “be engaging, memorable and emotionally eloquent because emotion is the fast lane to the brain.” (*Doug Stevenson - Story Theatre*)

**ACQUIRE** the **Be Commandments**. Emotion makes the memorable unforgettable – so stir your audience’s emotions while appealing to their intellect.

**Be CREDIBLE:** Like it or not, every audience member is thinking, “Why should I listen to this person?” We need to give them the answer in the **first 60 seconds**.

**Be CONNECTED:** Put yourself in your audience members’ shoes; understand what they need to hear and how they need to hear it. Look to them in the eye as you speak. Talk to them like they’re your friends.

**Think of your presentation as a way of helping them solve a problem or achieve a goal.** Let them know how much you care and they’ll care about what you say.

**Be AUTHENTIC:** To be influential, you must show your audience your unique true self: your appearance, your beliefs, your experience and your sense of humour wins

people’s attention and respect.

**Be ACTION ORIENTED:** Focus on the action you want your audience to take as a result of your presentation and the content will naturally flow. Start with an attention grabbing opening: headline quote/challenge.

**Be BODY LANGUAGE SAVVY:** What your body, gestures and mannerisms tells the audience is no less critical to your success than what your voice and words are saying.

**Be STORYTELLER EXTRAORDINAIRE:**

- Choose, craft and tell your stories to engage, impact and motivate
- Make one memorable point with each story
- Use vocal variety and acting to make your stories come alive
- Add humour to your stories
- Appeal to people’s higher aspirations and moral convictions
- Close your speech with a message of hope.

**NEXT MONTH: COACHING**