

I. PIE: Persuade, Inform, Entertain Also focus on **Intro, Body of Speech, Conclusion**

The speeches you will give to your fellow county employees are informative speeches. Your challenge is not to let them be boring. You also there to persuade them that this process will ensure better adherence to civil rights laws and help your clients.

A) The **two biggest hurdles** that most of you will be forced to overcome are:

- 1) **Poor eye contact** caused by too much verbatim reading or nervousness.
- 2) **Insufficient volume**, gestures and other things that keep the speech “alive” for the audience. Be loud and proud. Don’t be intimidated by your audience, even if they are your peers, co-workers, supervisors or subordinates.

B) Public Speaking **channels your adrenaline and positive nervousness**. No one knows you are nervous. Know the topic, size up your audience, and speak like you are talking to a friend. “We are all in this together.”

C) LISTENING WELL IS ITS OWN REWARD (Nail the answers to each and every question!)

1) You have to control your spare brain time in order to focus. You can speak at up to 150 words a minute, but your brain can process up to 800 words a minute. So there’s lots of room for your mind to wander. You still hear, but you don’t listen.

2) Listening is a skill, hearing is a biological function. Remember you can listen for fun, to assess and be critical, or even to provide support for someone you are teaching. Encourage the question, answer it, and either go back to your lesson or say, “we will cover that more fully in a few minutes,

a) Comprehensive listening is perhaps the most important.

b) Guard against letting your brain relax during a question.

- 1) *Fun/appreciative* listening is when you are doing something else with your brain at same time.
- 2) *Critical listening* (getting ready to respond before the questioner if finished).
- 3) *Emphatic listening*, is also another stepchild. You agree with the questioner, so you don’t listen.
- 4) *Echoed responses*, “I understand that you think this will be more work, but consider this ...”

D) Words can be powerful weapons

In Youngstown and other rust-bowl towns in Northeastern Ohio, certain permutations of the “F” word summarize the speaker’s indignation, surprise, or incredulity. There also are “fighting words” to anyone else. Up there that word is sprinkled around conversation like salt. Don’t fall into any bad patterns.

1) Wasted words such as “you know,” “ummm,” uh-huh. Practice to avoid those “word whiskers.”

2) Use abstract words to convey esoteric concepts (better service to our clients, upholding civil rights)

3) My Youngstown example is something to avoid “loaded words.” In the work environment, union people hate time/work studies which measure performance. Don’t intimate things such as “more paperwork.”

4) ADVOCATE: Use subtle repetition in your introduction, and then again in similar fashion in your conclusion. Don’t use big words if the audience will not understand them. Know your crowd.

E) Take time to explain jargon

- 1) For newer employees
- 2) To introduce standard meanings into the training

F) Personalize the speech, establish rapport and use personal examples or funny stories or jokes.

II. Persuading the audience to get on board

A) **Lawyers call it meeting the burden of proof.**

B) **You have an obligation to persuade people, even if you can not convince them.**

(Persuade means they will listen even if they don't agree; they are giving you the benefit of a doubt. Convincing means to actually change the listener's mind.)

C) **ORGANIZATION WILL BE VITAL**

1) Each main point should steer them to your conclusion that you teased them into at introduction.
2) A persuasive speaker must lend immediacy to why a change is necessary. (Motivated Sequencing)

a) Get their Attention.

b) Show the need.

c) Explain the satisfaction.

d) Engage in visualization to picture the benefits in your mind

e) Call to action, with timeframes, training completion and implementation. "Git 'er done."

D) **Use some other tricks of the trade:**

Comparative advantages order — Persuading with each main point showing why a speaker's solution to a problem is preferable to other proposed solutions.

Mental dialogue with the audience — The mental give-and-take between speaker and listener during a persuasive speech. Be prepared for speed-bump questions, unhappy or disgruntled employees. Request the courtesy of other's attention, don't get rattled or off your game with interruptions.

Motivated sequence — You will need these folks to take immediate action based on their training. The five steps above are used here to get attention, need, satisfaction, visualization, and action.

Need analysis — Why is this training important, how could it impact funding, and noncompliance may bring heat from ODJFS or "the feds." Is civil rights compliance so hit or miss that it requires a change from current policy?

CONCLUSION:

PIE: Persuade, Inform, Entertain

Also focus on **Intro, Body of Speech, Conclusion that restates the introduction.**

The speeches you will give to your fellow county employees are informative speeches. You must also explain why these new rules will help them in their jobs.

Don't be boring. Even a corny joke is better than none. Ensuring better adherence to civil rights laws can be as exciting as watching paint dry. **Look 'em in the eye, walk the floor if need be to keep them honest as you speak and Be Loud and Proud.**

The **two biggest hurdles:** 1) **Poor eye contact** ... no verbatim reading. Relax.caused by too
2) **Insufficient volume**, use gestures, keep it lively.

When in doubt, call me, Jim Crowley, at 614-638-7386. **Best wishes to YOU, the trainers!**