

PUBLIC SPEAKING IAN HILL'S WAY

It is easy to take communicating for granted because it is a daily activity. Did you know?

- *The average worker spends 50 percent of his or her time communicating?*
- *Business success is 85 percent dependent on effective communication and interpersonal skills?*
- *Forty-five percent of time spent communicating is listening?*
- *Writing represents nine percent of communication time?*
- *A remarkable 75 percent of communication is nonverbal?*

What Aristotle said... A process of communication

Aristotle spoke of three elements within the communication process:

- A sender (speaker)
- A message
- A receiver (listener)

The person at the end of the communication process holds the key to whether or not communication takes place.

What Ian said...Conduit, Understanding and Effect

- A sender (speaker)
- A message
- Conduit-All communication goes through some kind of conduit
- A receiver (listener)
- Understanding- Checking for understanding to complete the “loop”
- Effect- For communication to occur there must have been an effect

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WHY IS IT SO HARD FOR PEOPLE TO LISTEN?

- *Hearing and listening are not the same.*
- *Hearing is the act of perceiving sound.*
- *Listening is a selective activity which involves the reception and the interpretation of sound. It involves transitioning sound into meaning.*

People speak at 100 to 175 words per minute, but they can listen intelligently at 600 to 800 words per minute (WPM). Since only a part of our mind is paying attention, it is easy to go into *mind drift* - thinking about other things while listening to someone.

Ian's and Aristotle's Communication Process Unpacked

The Sender

- Knowing your communication style and the style of others
 - Fact based _____
 - Emotion based _____
 - Values based _____
 - Belief based _____
- Nonverbal Communication
 - Eye contact

 - Facial Expressions

 - Gestures

 - Posture and body orientation

 - Proximity

 - Vocal

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The Message

- Outcome based/Impact focused
 - What is my desired outcome?

- How can I say it?

- When should I say it?

- Where should I say it?

- What could be a potential reaction?

- Visualize the conversation

The Conduit

- Spoken

- Written

- Virtual

- Unspoken

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The Receiver

- Keep in mind how people filter information and communicate
 - Fact based _____
 - Emotion based _____
 - Values based _____
 - Belief Based _____

Barriers to Communication

Anything that prevents understanding is a **barrier** to communication. Many physical and psychological barriers exist:

- Culture, background, and bias

- Noise

- Ourselves

- Perception

- Messaging

- Environmental

- Stress

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The Effect

- The desired outcome was achieved

- Was there any residual effect (good or bad)

- Do you better understand the person or group

Beginnings today, treat everyone you meet as if they were going to be dead by midnight. Extend to them all the care, kindness and understanding you can muster, and do it with no thought of any reward. Your life will never be the same again.

[-Og Mandino](#)

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The four keys to developing and delivering an authentic and powerful speech

1. Know your intended outcome

2. Know your subject matter

3. Know your audience

4. Know your heart

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Creating Your Speech (Use this page for Ian's drawing)