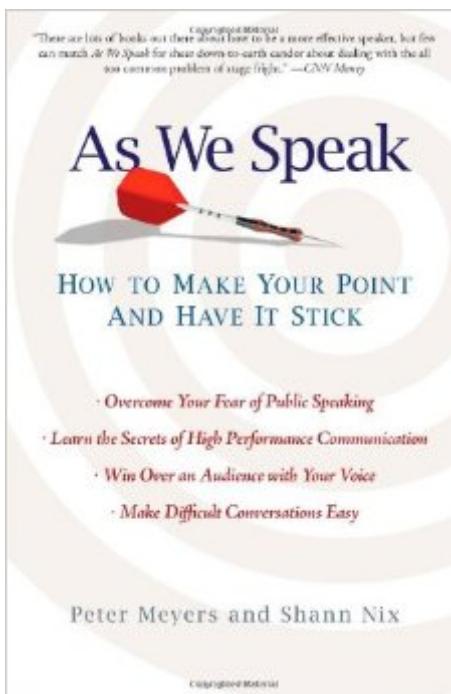


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# As We Speak: How To Make Your Point And Have It Stick



## **Synopsis**

A practical and empowering guide to public speaking and becoming a more effective, persuasive communicator in all areas of life. The world is full of brilliant people whose ideas are never heard. This book is designed to make sure that you're not one of them. Even for the most self-confident among us, public speaking can be a nerve-racking ordeal. Whether you are speaking to a large audience, within a group, or in a one-on-one conversation, the way in which you communicate ideas, as much as the ideas themselves, can determine success or failure. In this invaluable guide from two of today's most sought-after communication experts, you'll learn to master three core principles that you can apply in a wide variety of situations: Content: Construct a clear and lucid architecture of ideas that will lead your listener through a memorable emotional experience. Delivery: Use your voice and body in ways that engage your audience and naturally support your message. State: Bring yourself into peak performance condition. The way you feel when you perform is the most frequently overlooked component of communication. Accessible, inspiring, and laden with useful tips, *As We Speak* will help you discover your authentic voice and learn to convey your ideas in the most powerful and unforgettable way possible.

## **Book Information**

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## **Customer Reviews**

In Chapter 3, Peter Meyers and Shann Nix acknowledge their appreciation of Chip and Dan Heath and especially of what the Heaths share in their masterwork, *Made to Stick*. I share their high regard for this book and its co-authors. That book and *As We Speak* complement each other almost seamlessly. For example, the Heaths provide a brilliant explanation of the "what" and "why" of

stickiness whereas Meyers and Vann provide an equally brilliant explanation of the "how" as well as why what they recommend is so effective. Here in a single volume is just about all you need to know about high-impact communication, especially after checking out the Heaths' book and reviewing the Six Principles that all sticky ideas demonstrate. (Please see Pages 16-18.) They are Simplicity, Unexpectedness, Concreteness, Credibility, Emotions, and Stories. Meyers and Nix have decades of experience helping people whose ability to think exceeds their ability to express themselves. "We develop the language and content, put them on their feet, rehearse them, and give them the tools they need to rise to the occasion." However, and it is impossible for me to exaggerate the importance of one point: this book offers more - FAR MORE - than "how to do it" advice for public speaking. They carefully organize their material within five Parts: Content, Delivery, State (i.e. presence), High-Stakes Situations, and Finding Your [own] Voice and Making It Heard. They are determined to help each reader's thinking get the expression it deserves, "that the quality of the ideas is matched by the vitality of the [reader's] presence. The potential applications of what Meyers and Nix have are almost unlimited because there are so many opportunities to achieve high-impact communication.

Book review by Richard L. Weaver II, Ph.D. This is a good book! The authors have even changed the traditional speech parts from introduction, body, and conclusion to "Ramp," "Road map" (forecasting what is to come), "Three PoDs" (points of discovery), Q&A, and Dessert. Instead of organization and outlining, the authors use the word architecture. I was pleased to see that these were the only major changes in vocabulary. The changes work fine, but, being a traditionalist, I'm not certain they add a great deal to learning how to communicate effectively. The biggest disappointment I have with this book is the lack of an index. For example, I was looking for information on transitions, but could not find it. I thought it might be covered under the topic "architecture," but once having read about "architecture," early in the book, it was nearly impossible to get back to that section without an index to guide me. What is especially outstanding is the large number of examples included throughout the book. The book, Public Speaking Rules: All You Need for a Great Speech, for example, offers a straightforward approach to the same topic, and like the book, The Elements of Style (which is a straightforward approach to the use of grammar and language) the book Public Speaking Rules provides the essential nuts and bolts of effective public speaking without the heavy use of examples. These two books (in this paragraph) get to the point directly and effectively. The question comes down to, how much information you need to get you to where you want to be -- an effective speaker/communicator? Incidentally, there are a large number

of examples that can only come from an author's personal experience. Meyers has a wonderful, broad, and useful background.

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