

*Thank you for joining
the community!*



7 CRIMES AGAINST COMMUNICATION

1



Exceeding the Speed Limit

In the world of spoken communication, faster is not better. The more formal a speaking occasion, the greater the nerves and the more likely we are to speed through our material in a race to the finish. When we speak really quickly, we burden the listeners who have to struggle to keep up. Presumably, we are saying something the listeners need to hear, so our job is to get it heard.

Economy in messaging is ideal, but economy does not equal speed. Going quickly will not make up for ideas that have been poorly thought out or contain more information than we have time to deliver effectively.

Avoiding speed traps involves learning to pace yourself to get where you want to go with efficiency and effectiveness.



2

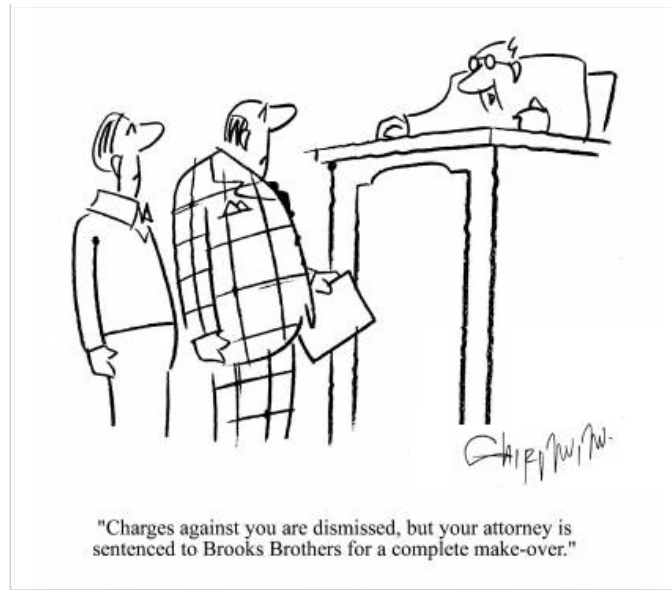
False Invoking the Right to Remain Silent

It is impossible to stress strongly enough the value of practicing a presentation out loud. Practicing a presentation - or even a difficult conversation - in silent imagination, or simply flipping through slides and *thinking* about what you plan to say, will not prepare you for the real deal.

Talking it out is a great way to make mistakes without consequence and solve potential problems prior to the occasion, rather than discovering them when the stakes are high. We often think we know how we will treat information but find we are tongue tied.

Learning how to rehearse effectively helps to give both silence and words their proper place.

3



Indecent Exposure

Shirt, Tie, Nose, Fly. Check the mirror before going into a situation where you want to be heard. We have all been distracted by an undone zipper, an odd particle clinging to the tip of the nose, a flipped-up collar or a twisted tie. Check the shoes while you're at it.

Yes, these superficial things shouldn't matter, but why add anything that might distract or devalue the information we are sharing? Like it or not, appearances matter. In fact, they can strongly influence how trustworthy we seem to an audience and trustworthiness is key in achieving buy-in.

I have seen litigating attorneys representing clients in stained shirts, frayed collars, scuffed shoes, and ill-fitting suits. What does this say to the jury? "I don't care." If the advocate doesn't care, why should the jury?



Operating with an Expired License

Everyone is busy and time is limited. It is very stressful when someone has scheduled a certain amount of time for a meeting, presentation, conference call or conversation and that time is not honored. When we don't plan well and go over time one of several things happens:

1. The audience begins to think only of the time and they stop listening. (Bad.)
2. The audience must cut us off. (Worse.)
3. We appear to be unprepared and disrespectful of the time of others - making the audience late to whatever they have planned after. (Deadly.)

Making the necessary adjustments to yourself and to your material will improve the quality you bring to your audience - and without the surprise that your time has expired.

5

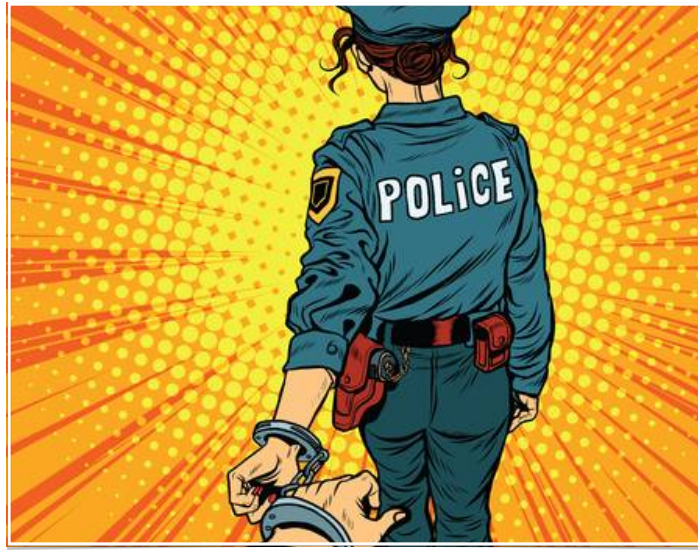


Failure to Appear

This is the crime of being buried in notes, not looking up or connecting with those listening. The top of our head is not a very interesting visual. Talking into the page can also cause the voice to be constricted and difficult to hear. Even worse, looking behind us to engage in a conversation with projected slides is practically an invitation to the audience to start planning what they'll have for dinner.

Can everyone in the room/on the call read? Yes? Well, then, they really don't need you reading to them - from the slides or notes - something they could simply read for themselves, then, do they?

This one is altogether too common. Unless you're teaching preschool, reading aloud is a no-no. (And even preschoolers deserve some engagement!)



6

Impersonating an Officer

It is impossible to stress strongly enough the value of practicing a presentation out loud. Practicing a presentation - or even a difficult conversation - in silent imagination, or simply flipping through slides and thinking about what you plan to say, will not prepare you for the real deal. Talking it out is a great way to make mistakes without consequence and solve potential problem prior to the occasion, rather than discovering it when the stakes are high. We often think we know how we will treat information but find we are tongue tied when we actually go to do it. This practice eliminates that problem.

Practicing out loud has the additional benefit of reducing anxiety. You have already heard your voice speaking on the subject so you will be used to hearing it again when you're in front of others.

There are many approaches to practicing effectively that help you find your own unique voice.

7



Distracted Driving

Even if we're not on our phones or eating a meal, we can be highly distracted while doing things that deserve our full attention. Presenting can be one of those things. People report "losing time," going on auto pilot, or going "out of body" while speaking to a group.

Regardless of what we call it or how it feels, one thing is sure: if we're not focused on what we're saying, we are less effective than we could be.

A common cause of distraction is anxiety: "Will they think this is/I am good?" "Did I prepare enough?" "Did they notice that mistake?" "Why is she looking at me that way?"

There are many techniques worth exploring to help identify and maintain a laser focus on the valuable purpose of your presentation.



There's More!

Keep an eye out for updates, articles, news, and suggestions.

Ready to take the next step? Reach out for more information about individual communication and presentation coaching and custom workshops and seminars.

Silverman Executive Consulting

info@SilvermanExecutive.Coach

718-701-5858