

The Steve Jarding Method

))) Words – The third leg of the
communication stool

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The words – the third leg of the communications stool – we normally & wrongly believe this is the only leg or at least we believe it is the most important leg. It is neither.

Yet, as we have discussed, the words obviously are very important. Hopefully now you see that it is the delivery of them not the use of them that sells the presentation.

Yes, words obviously matter – and there are multiple ways to make words help you get into a rhythm:

➔ **Aspirational** (See Handout)

➔ **Descriptive**

➔ **Stories** – Native American boy; Rio candidate examples

➔ **Words that elicit emotions** – birth, death, milestone dates, etc.

➔ **Words that have the same sound**

➔ **Words that suggest values and character**

➔ **Words that connect to culture and personalize the communication setting**

➔ **Wrapping words in things that make you feel good** – children, family, parents, grandparents, hometown, nation, etc.

➔ **Humor** (But be careful!) (Reagan, Ronald, Joke Telling)

Types of Words NOT to Use to Communicate

Some Tips for Words to Use:



Don't use words people won't understand – you may think the words make you look smart but studies show people think the use of words they might not understand merely show you are arrogant.



Don't assume people will understand phrases that have their own meaning. “I support the Lilly Ledbetter law and believe its passage is long overdue.” Instead, say, “I support equal pay for equal work for women and believe laws like the Lilly Ledbetter proposal which would mandate this – should be passed immediately.



Don't use: Acronyms – “When I was at OMB, we constantly fought with USDA over SNAP funding”



REFERENCE VIDEO

Gore Tries to Intimidate Bush in Debate – Dingell Norwood Bill

Make your words
“conversational” – that is,
make your words more natural
– similar to what you would
use in one-on-one
conversations

Use **“Conversational Transitions”** to
make your words seem more natural and
to introduce a thought rather than just
jumping right into the thought: *“Listen to
this” “That’s a tough one, but let me tell
you where I am at on it...” “I’m glad you
asked that because I want to be real
clear on it...” Oh, this is a good one...”*



REFERENCE VIDEO

Clinton v. Bush 1992 Debate

Use: **Word Techniques** to make your words come to life: iteration, repetition, pauses, alliteration, changes in voice, etc.

Use: **Stories** to better connect
(*Story of Native American boy and Santa Claus*)

Find: **Emotional Triggers** by using words that allow emotions to surface



REFERENCE VIDEO

Obama Cries at Press Conference on Newtown
Clinton, Hillary wells up in New Hampshire
Gay Marriage Speech by Oregon legislator

Practice - becoming familiar with your words will allow you to deliver them much better