

The Steve Jarding Method

))) Communication or Media Training

www.imaginepublicspeaking.com

Communication or Media Training

What is communication training?

The communication training techniques I developed over 16 years at Harvard and that I use to train thousands of people in the US and around the world involves changing the old paradigm that said words are the most important tool in our communications paradigm

Simply put, they are not. What my research found is that for a person to best connect to an audience they must extensively integrate voice, body language – consisting of hand and face gestures along with posture, as well as emotion and passion along with the words they use.



In fact, what we say – that is the words we utter – are only a small piece of how human beings connect and communicate.



Those who combine the best of voice, body language, emotion and passion to selected words are almost always the most credible, believed and liked, communicators in any walk of life.

Interpersonal Communications vs. Public Speaking



How do most people
communicate on a
daily basis?



What is the hardest
form of communication
for most people?
Why?



The next most difficult
forms of communication
for most people are
interviews, debates, and
business presentations.
Why?

Most People Fear Public Speaking...

In studies as to why people, who otherwise believe in public service, don't get into public service, three of the main reasons given worldwide are:

- ➡ People fear Public Speaking
- ➡ People fear they don't know the issues and will look stupid when asked about policy with which they are not familiar
- ➡ People fear some embarrassing aspect of their past will be exposed and they don't know how to address these issues.

➕ Study also suggests that individuals who otherwise would rise to corporate hierarchy are too often held back by a lack of communication skills.

Communication training will show you how to overcome all of these issues.

And it is fairly easy to do.



REFERENCE VIDEO

Davidson Phil - Speech