

The Steve Jarding Method

))) Four Legs of the Communications Stool

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In this new communication paradigm I use, four components of the human communication paradigm are developed and intertwined. These include:

1

Variations in Your Voice – tone, volume, accentuation, alliteration, repetition, etc.

2

Various Facial Gestures – remembering it is what people see that moves them; Along with Hand gestures and overall body language (including posture) to support the words.

3

The Words you use and HOW you use them.

4

Emotion and Passion as THE CRITICAL umbrella over your communication presentation to give credibility, believability, and likability.



Studies show people believe far more of what they see than the words they hear. (hand and face gestures, passion and emotion, posture).

This new communication paradigm first became evident with a landmark study conducted at the **University of California at Los Angeles** about **20 years ago**. That study found when people speak

UCLA Study...the birth of communication training



55 percent of audiences said a speaker's message best connected with them through the speaker's body language – does the speaker look comfortable, in control, forceful, credible and believable. Researchers found that – normally body language is brought to life with passion and emotion. Did the speaker *sell* the presentation with their hands, face and posture. You will learn here how to have your hands and face work together to make a strong impression on an audience.



38 percent of audiences said a speaker's message best connected with them through the speaker's voice – how you sound when you are saying the words – does the speaker sound comfortable, in control, forceful, credible, and believable. Was the pace comfortable or fast. Was there a rhythm to the voice. What about varying emotions? Again this is normally brought to life with passion and emotion. This is done with a variety of voice techniques which you will learn.

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- ➔ **7 percent** of audiences said s
speaker's message best connected
with them through the speaker's words
used in the message – that is, only 7
percent of audiences worldwide
indicate they are moved by the words
a speaker utters.



The findings of this study stunned the communications world. And they have since been replicated and enhanced with billions of dollars of survey research evidence. In short, words don't mean a lot if we cannot deliver them in a way that connects with voters