

So To Speak ...

News From Robyn Hatcher's SpeakEasy

Spring 2008

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STAND STRONG!

Give Your Voice a Workout

FREE 20 Minute Consultation!!

Would you love to take your presentations to the next level but aren't sure how Speakeasy can help?

During the month of July, Robyn Hatcher's Speakeasy is offering free 20 minute consultations .

If interested email:

Info@RobynhatcherSpeakeasy.com

We'll meet for coffee in Manhattan or chat on the phone and discuss your needs. I will give you feedback on where you are now and how working together will help you "put your passion where your mouth is."

Quick Links...

RobynHatcherSpeakeasy.com

[Vocal Workout CD](#)

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About Us



Robyn Hatcher's Speakeasy is a presentation and communication skills consultation company that

Dear Robyn,

Summer's upon us! Time to think about beaches, barbecues and relaxing vacations. But for those of you thinking more about speeches than the hottest new beaches... read on!

It's Not What You Say But What We See...

Ralph Waldo Emerson said "*What you do speaks so loud that I cannot hear what you say.*" How true! Because we humans still possess remnants of our old reptilian brains - the part of the brain that deals with instinct, our first reaction to people or situations is usually based on visual cues. Given the choice

between visual and verbal information, our brains will believe the visual over the verbal. That is why it is so important to be acutely aware of behavior that will send the wrong message.

I was at a large meeting recently. The meeting was being conducted by high level administrators of a city agency, Agency A. The purpose of the meeting was to introduce information about a program that was being instituted to ease friction between Agency A and another agency, Agency B. Agency A has always been in the position of power and has usually communicated with Agency B in an authoritarian and judgmental manner. On the dais in the front of the room sat five high level administrators from Agency A. Crowded around in a u-shaped table arrangement were about 30 plus staffers from Agency B. Tension was high. Old baggage filled the air. The new initiative was unclear to some, suspect to others. I was in charge of creating a training module to help make communication between these two agencies more effective. What I saw made me realize that my task would be an uphill climb. As one of the administrators proceeded to speak, I observed several things he "did" loudly that made what he

provides one on one coaching, corporate training and keynote presentations for professionals who wish to Express to Impress.

Ms. Hatcher uses her years of experience as a professional actress, writer and teacher to create and shape the content of the presentation and the voice and body language of the presenter.

If you're the least bit passionate about what you do, Robyn will help you "put your passion where your mouth is.™"

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It's Not What You Say But What We See...



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Fix: A more effective position would have been to sit slightly forward with his chest/ "heart center" open and directed toward his listeners showing interest and openness.

Problem 2: His eyes were either on his paper or on one or two spots in the back of the room.

Fix: Since the listeners were spread out in a u-shape all around him, it would have been more effective to scan the room, giving 5-10 seconds of eye contact to each section of the audience.

Problem 3: Most egregious of all - HE WAS CHEWING GUM! As he laid out the new policies for improved relationships between the agencies, he was performing an activity that most teachers and parents drummed into us as being the height of rudeness. I could only imagine how instinctively turned-off some of the staffers from Agency B must have felt.

Fix: If you don't know, ask your mom!

In addition to the visual cues, the vocal cues were not much better.

Problem 4: He spoke in a slow low pitched monotone.

Fix: Vary your vocal pitch, rhythm and volume. There is musicality in the English language. Find it. The sound and tone of your voice is the second most important factor in delivering effective communication.

Problem 5: He used language riddled with jargon.

Fix: Even if you believe 99% of the people in the room understand your acronyms and jargon, spend some time breaking it down for the 1% who may not.

Was this a rude, uncaring, arrogant man? Or was he a man unaware of how loudly his behavior was speaking? I eventually learned that he was the latter- a tech savvy, hard-working individual with good intentions and poor presentation skills.

However, it can take as many as 12 encounters to undo a negative first impression. Not too many people are going to be willing to give anyone 12 chances to change their opinion. In this day and age, with opportunities for face to face communication becoming rarer and rarer, it's time for all of us to become more aware of the things we are doing that drown out the things we are saying.

STAND STRONG!

How you stand can make or break your presentation

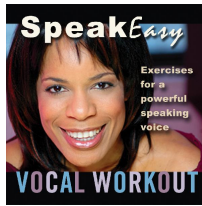
Postures to avoid:

- Standing with your hands behind your back
- Standing on one hip
- Standing with one hip back
- Crossing your arms across your chest
- The "fig leaf" - hands over your pelvic region
- Standing with your feet/legs crossed
- Standing with hands on hips

Using any of these common postures while making an important presentation can make you appear insecure and lacking in authority.

If you want to look confident, stand with your feet hip distance apart, your weight slightly forward and knees slightly bent. This is the "ready" position. In this position you appear stable, secure and ready for anything.

Give Your Voice a Workout!



38% of your message's impact is communicated through your voice. And on the phone, your voice and vocal quality accounts for **84%** of your message?

In order to make your voice as powerful and persuasive as possible - take it to the gym!

Just like physical workouts improve the appearance and strength of your body, vocal workouts improve the sound and strength of your voice. While there are thousands of gyms, spas and health clubs available to shape up your body, there are few to none available to help you shape up your voice. That's why I'm happy to introduce [SPEAKEASY VOCAL WORKOUT CD!](#)

[Speakeasy Vocal Workout CD](#) gives you exercises and tips to develop more effective, powerful, persuasive vocal skills. It introduces you to breathing exercises, pronunciation, articulation and intonation drills designed to develop and strengthen the voice and the vocal instrument and help you discover vocal quality and range you didn't know you had. [\\$19.95](#)

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 Forward to a Friend

Sincerely,

Robyn Hatcher
Speakeasy Communications

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