



**WORKBOOK:**  
**Review and Exercises**

# THE **5** COMMUNICATION SECRETS

**THAT SWEPT OBAMA  
TO THE PRESIDENCY**

Revealed by leading  
communication expert  
**Richard Greene**

Step-by-step lessons you  
can use to build charisma  
and power in your personal  
and professional life!

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# Why Barack Obama?

Whether you voted for Barack Obama or not, it's hard to ignore the skill and passion with which he delivered his message. This instructional DVD is strictly non-partisan with regard to policy or politics, but decidedly pro-Obama (and pro- Ronald Reagan, Franklin Delano Roosevelt and John F. Kennedy) when it comes to the



ability to communicate powerfully and effectively. No political persuasion has a corner on powerful speaking. John F. Kennedy moved a nation with the force and conviction of his inaugural address; some of the phrases he used still inspire our thinking and

speaking. Ronald Reagan earned his nickname, The Great Communicator, by making listeners feel as though he were speaking directly to them alone, bringing them into the inner



circle of his thoughts. Franklin D. Roosevelt held a country together through the Depression at least partly through the reassuring communications of his famous Fireside Chats.



There are great speakers in every walk of life. Oprah Winfrey rose to fame at least partly on her willingness to reveal her feelings and voice her opinions frankly and unashamedly. Billy Graham was a force in the public consciousness for over half-a-century based on the power of his oratory as much as his religious conviction. Singers from pop to country to rap credit their success to the power of their emotional connection to their audience and their fans' perception that these performers speak a truth relevant to their own lives.



Legendary communicators in every field owe their success, whether they are aware of it or not, to their application of the **5 Secrets of Effective Communication**. I have chosen President Barack Obama and his speeches as the example to illustrate these secrets for several reasons:

- He has had **tremendous public exposure** over the past months and years and is firmly in the public consciousness. You will be able to find many examples of his speaking power beyond the video excerpts on this DVD.
- While many politicians have been great communicators, **President Obama's meteoric rise** from relative unknown to the most powerful government figure on the planet is unprecedented. I demonstrate how his bringing together all of the 5 Secrets contributed to this.
- He is the **personification of a mythic dream** embedded in the American consciousness: that anyone, no matter how humble their origins, can become President of the United States. In keeping with this spirit, I show you how anyone can become a more effective speaker in their business or personal life by mastering the 5 Secrets.



# How to use the DVD and Workbook

Welcome to *The 5 Communication Secrets That Swept Obama to the Presidency*, an instructional course designed to increase the power and effectiveness of your personal and public speaking. While you are free to discover your own path through learning the 5 Secrets, here are some suggestions on how to increase the speed and effectiveness with which you develop your skills.



5 Secrets creator  
Richard Greene

- **Watch the video all the way through** in a relaxed setting, without worrying about retaining the information or techniques. This allows you to absorb the sense of the 5 Secrets and experience the power of President Barack Obama's speeches free of any pressure to "perform" in a learning mode. You might even watch it with someone else and talk about which of Obama's speeches affected you the most, and why.
- Now roll up your sleeves and get down to work. **Work through the instructional course one lesson at a time.** Take whatever time you need, pausing and re-reading the screen text, rewinding and noticing the text reinforcements under the speech videos. This is your course and you should move through it at a pace that works for you.
- At the end of each section is a reminder to go to this workbook. Here you will find a review of the Secret you just saw in the video course. After reading that, **try the exercises** designed to help you practice, experience and master these skills. Then move on to the next lesson in the video.
- **Move at your own pace** and feel free to **repeat any lessons you like.**
- Once you've completed the course, go back through the video and **re-experience President Obama's speeches.** Look for the ways he uses all the 5 Secrets each time he speaks.
- **Watch for other examples** of successes and failings in communication in public speakers, TV interviews, talk shows and in your business and personal life. As you become familiar with the 5 Secrets, you'll find that your awareness of these examples all around you will reinforce the skills you are developing.
- As you begin applying your new skills in your life, **notice the effects they have on your career and personal relationships.** This positive reinforcement is one of the most powerful incentives to continuing the practice and improvement of the communication techniques you have learned.

PLEASE NOTE: this is an extensive workbook designed to meet your every need in mastering all the *5 Secrets* techniques. But you will become a more effective communicator if you learn even **one** of these skills. So advance at your own speed and, if you want encouragement to move forward, just give your new speaking abilities a trial run in your life.



## Secret #1

### Captivate listeners with Words, Voice Tone and Body Language

#### *The Secret*

*The world's greatest communicators know that people are **persuaded**, people are **moved** and people **act** based on more than words alone. They know that it is the effective use of all three avenues of human communication that drives great communication.*

1. In your communications, individually and to groups, the non-verbal aspects are much **more impactful than the actual words** that you say.
2. Clients, customers, associates, family members and friends and everyone you ever interact with are **highly affected by the tone of your voice and your body language**. These non-verbal aspects communicate the crucial qualities of sincerity and conviction as well as many other attributes that allow the listener to trust you, like you and even be open to you.
3. The three ways that human beings communicate . . . the only three ways . . . are by **WORDS, VOICE TONE and BODY LANGUAGE**
4. Studies have put the impact of **voice tone** as high as **38%**, the impact of **body language** as high as **55%** and the impact of one's **words** . . . as low as **7%**!
5. In order to be **optimally effective** in sending, and selling one's message, in any context, you must master the following components of **Voice Tone**:
  - a. **Vary the Speed** – fast and slow, slow for emphasis
  - b. **Vary the Volume** – loud and soft, soft for emphasis
  - c. **Vary the Pitch** – high and low, low for emphasis and impact
  - d. **Punc-Tu-Ation by Word**
  - e. **Punc-Tu-Ation by Syllable**
  - f. **Pause . . . Pause . . . Pause**
  - g. **Develop the Resonance** of your voice

h. In order to be **optimally effective** in sending, and selling one's message, a speaker must master the following components of **Body Language**:

- **Posture**: stand up tall
- **Posture**: shoulders up and square
- **Posture**: always be **centered**, whether still or moving
- **Gestures**: Use **downward motions** to plant your ideas firmly
- **Gestures**: Gesture within **The Power Zone** – between the shoulders – to convey strength and authority
- **Eye Contact**: send your message through your eyes into theirs!
- **Connect** with by **listening** to!
- **Stay in a centered space** of calm and stability in order to recover quickly

### **Exercises - Words**

**Words**, while generating only 7% of the impact of your presentation, are very important. We will talk about words in more depth in Secret #2 (Lasered, Compelling Messages). Here, though, I want to help you focus on eliminating the two biggest mistakes that my clients make with their choice of words:

**Mistake #1**: Using *abstract language* as opposed to **concrete, sensory specific** words and phrases. If you speak in the abstract, listeners will be using their time and energy filling in the blanks instead of absorbing the sense of your message.

**Mistake #2**: Using *jargon*, or specialized words unavailable to the average listener, instead of **plain speak** and **easily accessible terms**. If you use jargon, listeners will be trying to decipher the meaning of your language instead of responding to the power of your communication

#### **1. Abstract vs. Sensory Specific Exercise**

**Pick two pages of a speech** or something else that you are writing or have written. With each sentence ask the following questions: "Is it tangible? Can I see, hear, taste, smell or touch/feel what is being described?" Wherever your answer is "yes", you are using SENSORY SPECIFIC sentences.

How many of these sentences are sensory specific? \_\_\_\_\_

**Now, count the sentences** where the meaning relies on understanding or interpreting or translating ABSTRACT words or phrases, i.e., words or phrases that have to be translated into something you can see or hear or taste or smell or touch?

How many of these sentences are abstract? \_\_\_\_\_

Which is more? \_\_\_\_\_

Ideally you want to have **ZERO abstract sentences**. This removes the burden of your audiences having to translate abstract into sensory specific – one of the biggest reasons why audiences get tired and tune out during a talk. If they are working to figure out what your words mean, they are missing the power of what you are working to communicate. At the very most, you should have **10% abstract** and the rest **clear, vivid sentences**. If you have more than that, make changing this balance a priority.

## 2. Jargon

Unless you are speaking exclusively to an audience that fully understands the jargon that you speak as well as or even better than you, you should NEVER use it. So, any words that are specific to your work or profession or area of expertise – that are not normally understood by the general public – should be eliminated completely. The key is to find ways of expressing those words in plain, everyday language anyone can understand. Even if your audience understands the jargon you are tempted to use, **re-expressing in new language** that they are familiar with may awaken them to new possibilities.

Check your entire presentation for jargon words. How many do you have?

\_\_\_\_\_

For each jargon word, come up with a **user-friendly** word or phrase to convey the same meaning. Where absolutely necessary, explain the jargon in the same sentence or paragraph so that your audience is never left trying to figure it out on their own!

## **Exercises – Voice Tone**

Mastering your ability to use your voice is one of the quickest, easiest and most effective ways to improve your power to sway and motivate listeners. Just a little bit of practice with these **7 aspects of voice** tone will yield tangible and profound results.

For the following exercises, find a page in a speech that you have given, a page in a book, or an article in a newspaper or magazine. You are going to read these selections aloud in different ways. If possible, record your voice so you can play it back and note the difference in the effectiveness of each approach.

### **1. Vary the Speed**

- a. Read your selection out loud at a **normal pace**.
- b. Read your selection out loud **as fast as you can**.
- c. Read your selection out loud **as slow as you can**.
- d. Now, read your selection out loud going gradually from **as fast as you can** to **as slow as you can** and **back again**.
- e. Here's the real test . . . read your selection out loud, **fast, normal** or **slow**, *depending on the content*:
  - If it is of **normal importance** – read at a **normal pace**.
  - If it is of **low importance**, read **quickly**.
  - If the phrases or sentences are **building to some conclusion or climax**, also read **quickly**.
  - If it is of **very high importance**, shift gears and read **very slowly**.

**Varying the speed** lets you act like a guide on a tour. The pace tells your listener what to look at and how important it is.

### **2. Vary the Volume**

- a. Read your selection out loud at a **normal volume**.
- b. Read your selection out loud **as loud as you can**.
- c. Read your selection out loud **as softly as you can**.
- d. Now, read your selection out loud going gradually from **as loud as you can** to **as softly as you can** and **back again**.
- e. Here's the real test . . . read your selection out loud **as loud as you can** or **as softly as you can**, *depending on the content*:

- If it is of **normal importance** – read at a **normal volume**.
- If it is of **low importance**, read at a **normal volume**.
- If the phrases or sentences are **building to some conclusion or climax**, read with **increasing volume**
- If it is of **very high importance**, read **very loudly** or **very softly**.

**Varying the volume** lets you direct the listeners' attention and emphasize what is important. If they hear your volume **go up** or **go down**, they know something of **particular importance** is being said.

### 3. Vary the Pitch (high or deep)

- a. Read your selection out loud at a **normal pitch**.
- b. Read your selection out loud at a **very high pitch**.
- c. Read your selection out loud at a **very low pitch**.
- d. Now, read your selection out loud going gradually from **as high as you can** to **as low as you can** and **back again**.
- e. Now's the real test . . . read your selection out loud in a **high, normal** or **low pitch**, *depending on the content*:
  - If it is of **low or normal importance** – read with **little variation in pitch**.
  - If the phrases or sentences are **building to some conclusion or climax** or if it is of **very high importance**, read with a **significant variation in pitch**.

**Varied pitch** is a **wake-up call** to your audience. If you vary your pitch, you are tuning them into **focus carefully** on what is being said.

### 4. Punc-tu-ation by Word

Read your selection to yourself and pick a word in each of 3 sentences that you feel **deserves to be highlighted**. Then read those 3 sentences **punctuating that entire word**.

### 5. Punc-tu-ation by Syllable

Read your selection to yourself and pick a word in each of 3 sentences that you feel **deserves to be highlighted**. Then read those 3 sentences **punctuating, separately, each of the syllables** in those words. If the most important words in that sentence only have one syllable, try to literally turn it into a multi-syllable word. For example, the word FIRST has only one syllable but by punctuation the "F" sound a little bit differently that the "IRST" (F ...IRST) you might be able to give even more

impact to it. (This is one of the charms of the Southern accent in The United States.)

## 6. Pause . . . Pause . . . Pause

This is the skill that turns excellent communicators into truly great communicators. A well-timed pause can, more than just about anything else a speaker might do, instantly shift the energy in a room, create a sense of drama, increase the engagement of the entire audience and position you as someone who is in complete command.

It is, however, the one skill that my clients generally find to be the most difficult. That is mainly because people don't understand what a pause really is.

A pause is NOT simply the act of stopping talking. It is NOT like pulling back on the reins of a galloping horse. It is NOT standing still, alone in front of a room soaking in the anxious stares of the audience.

A pause IS the opportunity for a communicator to **go more deeply inside of his or herself**. And it is the **process of deepening** that creates the drama and transforms the audience. *It is creating a suspenseful tension that builds anticipation for what follows the pause.*

The ONLY way to do this, though, is to immerse yourself fully in what you are talking about. But you should be doing this anyway. For example, by saying the sentence, "Pausing will profoundly increase your impact on any audience" like this . . .

"Pausing . . . will pro-FOUND-ly . . . increase your impact . . . on ANY audience" you take a routine sentence and turn it into something that will captivate.

Notice the interrelationship between pausing and punc-tu-a-ting. **This is one of the great secrets of mastering the pause.** Saying the word "profoundly" without punctuation makes it almost awkward to use the pause. Saying the word "profoundly" with punctuation, however, creates a fantastic momentum that sets up the pause perfectly.

Here's another, even simpler sentence. "We must make this happen", spoken as...

"WE . . . MUST . . . MAKE . . . THIS . . . HAPPEN!"

If you are already at a place where you feel these words deeply, you can make this work. If not, it WILL feel awkward. So, instead of fighting the idea of pausing, use it to force you even deeper into your own speech.

### **Exercise – Pause**

- a. Say these two sentences normally.  
“Pausing will profoundly increase your impact on any audience”  
“We must make this happen”
- b. Now, **PUNC-TU-ATE** the key words in those sentences.
- c. And now, **PAUSE** after each word that you punctuate.
- d. Try it again, and again, until you **FEEL** that the punctuation and the pause are no longer a technique but rather a **perfect expression of your depth of feeling connected** to each sentence.

### **Increase Your Resonance**

I’ve saved Resonance for a separate discussion because of all the elements of speaking effectively, Resonance may seem like the one least responsive to improvement or practice. After all, your voice is your voice, right? How do you change a quality that is inherent to who you are?

The truth is, the Resonance of your voice can be **both improved and protected** so you will be more impressive in your communication. A little exploration of what creates resonance is helpful.

Resonance is produced when a **sound’s vibrations are enhanced by the space through which it travels**. To demonstrate this, step into a crowded closet and close the door. Then speak aloud and notice how small your voice seems and how its power drops off immediately.

Now go into a large bathroom and speak aloud. Notice how your voice seems fuller and the sound lasts longer. There’s a reason why people like to sing in the shower!

While the initial depth and timbre of your voice is a good starting place for Resonance, the **spaces through which it travels enhance its power**. People think

of a booming, powerful voice as coming from the chest, but the chest has little to do with resonance, because is it below your vocal chords. Sound travels up and out, so the upper passages are more important. These include the **pharynx** (the back of your throat), your **oral cavity** (mouth) and your **nasal cavity** (nose).

### **The Vocal Cords**

How does knowing this help you increase your resonance? Let's begin where the sound begins. Your vocal cords are **muscular folds in your larynx** that produce vibrations when air is forced over them. If the cords are lengthened and tightened, they produce faster vibrations and higher sounds. If they are more relaxed, they produce deeper, richer sounds.

The key here is *relaxed*. Stress and tension act on the vocal cords like they do on muscles around the body: they cause them to tighten, so it is more difficult to produce deep, rich sound. Relaxing, through vocal exercises and calming exercises, allows you to create **greater resonance**. It's interesting to note that following the 5 Secrets guidelines for **Body Language** helps enhance your **Resonance!** If you **stand straight, square your shoulders and stay centered and calm**, you help your vocal cords stay more relaxed.

You can also do specific exercises to deepen your voice. The simplest is to **practice speaking in a deeper tone** to develop a sense of how your body feels when you are speaking resonantly. Doing so in front of a mirror lets you see the posture that produces more resonance. And **staying relaxed** allows you to retain what practice has produced, rather than lapsing back into a less resonant voice.

**Practicing speaking aloud** helps in another way. If you've been to a sports event where you screamed and rooted for a team for over two hours, you may remember that your voice sounded raspy and weak afterward. (You might even "lose your voice" for a time!) **Overuse** of your voice can negatively affect it. So how do public speakers and singers keep on producing sound for hours on end? How do heavy metal singers scream at the top of their lungs through a two hour concert? (Did you know that some have screaming coaches?!) They practice, practice, practice. Like any muscle in the body, those in your vocal apparatus can be strengthened and toned. Do more speaking from a **calm, relaxed place**, and your vocal tone and ability will improve.

## The Resonant Chambers

So once you created a sound with your vocal cords, what can you do about it as it travels through the resonant chambers – throat, mouth and nose – to increase your resonance? The most effective way to ensure good resonance is to keep these chambers – and your vocal cords – in good health. There are several ways to do this:

- **Stay Hydrated, Part 1** – the tissues in your larynx and the resonating chambers are very moist. Becoming dehydrated can seriously impair their ability to produce and support a resonant voice. So be sure to **get plenty of water** into your system – at least 64 ounces a day.
- **Stay Hydrated, Part 2** – antihistamines are drying agents and can negatively affect your voice. Also, caffeine and alcohol are diuretics which can deplete your body of water. If you have an occasion where you plan to speak, try to avoid all of these. If that isn't possible, **drink an extra glass of water** for each glass of alcoholic or caffeinated beverage you consume.
- **Stay Calm** – **practice relaxation exercises** (even meditation) before speaking. (See examples below.) Practice and review what you are going to say so you are confident, rather than tense, as you begin your communication.
- **Stay Protected** – **avoid excessive throat clearing, coughing, yelling, screaming or prolonged loud talking.** They can damage your vocal apparatus. (Remember the sports event above?)
- **Stay Fit** – **warm up your voice** before a speaking occasion. (See exercise below.) Get enough sleep and exercise your entire body, since that can affect all the mechanisms involved in speaking, as well as your ability to relax and stay calm.
- **Stay Natural** – while I spoke above about practicing speaking in a deeper voice, you should avoid forcing yourself into a deeper register than natural when you are communicating outside of your speaking exercises. That kind of unnatural speech can impair your vocal cords and make you sound forced and awkward. Always speak in a pitch natural to your voice. Let your exercises and practice sessions naturally increase your vocal range over time.

While many of the tips above appear focused on more formal speaking occasions, they can contribute to your complete ability to communicate in any situation, from the most public to the most intimate. The object of them all is **to increase the power of your voice to convey what you feel and what you want.**

## **Resonance Exercises**

If you are preparing to speak in public, at a business meeting, or know you have a significant personal conversation coming up, you can do specific exercises to relax and limber up your vocal apparatus.

- First, focus on **relaxing your tongue** – let it **rest in the back of your teeth**.
- Say the following aloud 10 times, consciously exaggerating your facial movements: *Ooo-aaahh-eee, ooo-aaahh-eee*. Notice that the shape of your lips and your mouth's interior changes greatly as you move from one sound to the other. This exercise is flexing a great number of facial and oral muscles, building strength and stretching them just like an athlete stretches his or her body muscles before an event.
- Now repeat the following 10 times: *Me-ooo-me, me-ooo-mee*. Don't worry if you think you're sounding like the Wicked Witch's guard marching in The Wizard of Oz! What you are actually doing is **ranging from compressing your lips to stretching them**, again increasing your relaxation.
- Now begin **humming in a series of notes** ranging from low to high and back again. This helps you focus on the experience of **creating resonance inside your body structure**.
- Finally, spend a **few moments in silence**, breathing **slowly and steadily**, perhaps with your eyes closed. The object is to relax and center yourself. If you have a **favorite meditation technique**, practice it. Perhaps you can visualize yourself on a quiet tropical beach, watching the waves lap peacefully, rhythmically on the sand, or noticing the breeze move the fronds of a palm tree slowly back and forth.

### **Additional Exercises**

Professional speakers and vocal artists all have their favorite methods of exercising and relaxing their vocal mechanisms. Below are some others for you to try and choose from.

- **Make a bird sound** by “trilling” the letter R. You do this by placing your tongue against the hard palate just behind your upper teeth while making an extended “r” sound. When done correctly, the tip of your tongue will flutter rapidly, making a sound like a jungle bird (or like a small child making power boat noises!)
- **Flutter your lips** by relaxing them while holding your jaw together, pressing your tongue flatly against the roof of your mouth and forcing air out past

your lips. Done correctly, your lips will flap rapidly, again making a “power boat” sound. (Think of the noises you make entertaining a baby!)

- **Flutter your tongue** in the back of your mouth by repeatedly flattening and widening it so the edges of your tongue press against the inside of your back teeth.
- Using a variety of sounds (*aaah, eee, ooo, ohh*), “**siren**” **your pitch up and down** to the extremes of your vocal range.
- **Yawn widely**, so you can feel your soft palate stretching.
- Press the front of your cheeks together with your hands, squishing your lips together to **make a 'fish mouth' and speak aloud**.

### **Exercises – Body Language**

One of the great things about body language is that it is there to be observed virtually anywhere you turn. Let’s take advantage of that.

1. Over the next 7 days, by watching people interacting at work, viewing speeches on C-Span, interviews on television talk shows, or simply by observing people walking down the street, find **at least one person who exemplifies each of the following body language ideals**. Write their name or description down.

a) Posture: Stand Up Tall \_\_\_\_\_

b) Posture: Shoulders Up and Square \_\_\_\_\_

c) Posture: Always Be Centered, Whether Still or Moving

\_\_\_\_\_

d) Gestures: Use “The Chop” or Other Downward Motions

\_\_\_\_\_

e) Gestures: Gesture Within “The Power Zone” Between the Shoulders

\_\_\_\_\_

f) Eye Contact: Send Your Message Through Your Eyes Into Theirs!

\_\_\_\_\_

g) Listening: Receive, Digest, Respond

\_\_\_\_\_

h) Staying Centered – Remain in a Place of Calm, Recover from Attacks and Missteps

\_\_\_\_\_

2. Using the concept of “modeling”, **mimic or copy** what these people did, how they stood or walked or moved or gestured or looked. Try to practice this in a number of situations. Does it feel good? Does it feel comfortable? Is it something that you feel you can integrate into your own communication style?

3. Now, let’s **integrate it**. Practice, in front of a mirror, each of the body language aspects above while you are rehearsing a talk, either one you have given before, one you have to give or just making something up on the spot. **Note your posture**. Try making gestures within the **Power Zone**. Maintain **eye contact**. Practice this until you feel comfortable with each aspect. Remember that you are a listener, too, so if what you see in the mirror has an impact on you, it will have an impact on others!

4. **Practice listening**. In conversations with others, truly **pay attention** to what they are saying rather than what you are going to say next. Remember – if you receive and digest what they are saying, you will be able to respond more appropriately and persuasively when you speak. You can also notice other people who listen in an **RTP – Ready to Pounce** – fashion, and recognize how unappealing and disengaging that kind of listening is.

5. Watch for examples of how powerful speakers **recover from attacks and missteps** and return to a **calm, centered place**. This is particularly apparent in political debates and heated discussions on political talk shows. President Obama is a master at this, as was shown in the 2008 Presidential Debates. The trick is to use the techniques of Listening and then go *one step further*:

- **Receive what the other person is saying**. This lets you react to the communication rather than to your feelings about the other person’s attitude.
- **Digest what you have heard**. This gives you some space to prepare your response and distance yourself from the heat of the encounter.
- **Transmute the emotion of the attack**. This is the extra step. In debates, Obama would take a moment to digest the attack, **then he would smile**, as though he understood the attack but was being patient with how the attacker misunderstood his position. This strips the negative energy out of the attack and lets you...
- **...Respond from a centered place**. With the attack energy gone, you can move on to making your important points, rather than staying in a defensive mode that gives the other person an advantage.



## Secret #2

### Grip Listeners with Your Lasered Compelling Message

#### *The Secret*

*The world's greatest communicators know that it is not the brilliance of the words, nor the overwhelming detail that creates results. They know that it is the art of concentrating those words into a simple, identifiable message, as vivid and focused as a laser, which drives great communication.*

1. One of the greatest challenges for really smart people, in any profession, is to realize that it is not intelligence or massive amounts of data that drive results... it is the **communication of intelligent ideas or themes**, in a “user-friendly” package, that creates the desired impact.
2. Human beings will only consider a communication “user-friendly” if they can **understand and fully grasp it**. To the extent that a message is unclear, at any and all points of the communication, a speaker will lose part or all of his audience.
3. Human beings are forced to expend energy and attention if they have to process abstract ideas or themes. Unless the ideas or themes are sensory specific we are **forced to translate** what we hear into an expression of **one of our five senses**, as that is the only way we can understand and store input.
4. **Sensory specific communication** encompasses words and ideas and themes that an audience member can either **see, hear, smell, taste or touch/feel** inside of his or her **mind's eye or body**. Anything other than that is abstract.
5. A speech or any communication should have a *theme* that is a **provocative point of view** rather than the simple, neutral statement of a *topic*.
6. Following the statement of the **lasered, compelling theme**, each sub-theme should also be a **provocative point of view** and **support the master theme**. To support and bring to life each sub-theme, use the **best facts, visual aids, anecdotes, stories and personal perspectives** that you have and for which you have time.

## **Exercise – Lasered, Compelling Message**

Using the skeletal outline below, write an entire “Lasered, Compelling Message” speech about anything you feel passionate about.

**Theme:** \_\_\_\_\_

**Sub-Theme One:** \_\_\_\_\_

**Fact:** \_\_\_\_\_

**Story:** \_\_\_\_\_

**Anecdote:** \_\_\_\_\_

**Photo or Video:** \_\_\_\_\_

**Graph/Statistic:** \_\_\_\_\_

**Sub-Theme Two:** \_\_\_\_\_

**Fact:** \_\_\_\_\_

**Story:** \_\_\_\_\_

**Anecdote:** \_\_\_\_\_

**Photo or Video:** \_\_\_\_\_

**Graph/Statistic:** \_\_\_\_\_

**Sub-Theme Three:** \_\_\_\_\_

**Fact:** \_\_\_\_\_

**Story:** \_\_\_\_\_

**Anecdote:** \_\_\_\_\_

**Photo or Video:** \_\_\_\_\_

**Graph/Statistic:** \_\_\_\_\_

**Conclusion:** \_\_\_\_\_



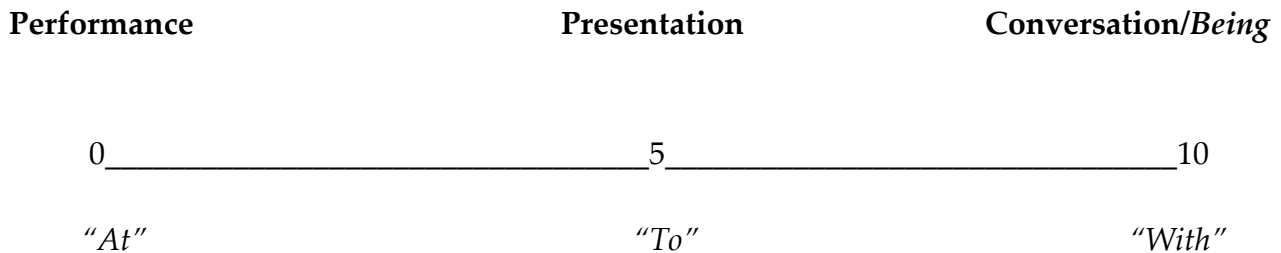
## Secret #3

# Engage Listeners by Applying the Communication Effectiveness Continuum

### *The Secret*

*The world's greatest communicators know that delivering a performance or a presentation is **not** what seduces audiences to pay attention and be engaged with speaker and message. They know that it is only by the sending and receiving of energy through a conversational style of communication that listeners suspend resistance and pay attention. And the greatest speakers understand that their own willingness and vulnerability can create a sort of spiritual conversation that takes audiences beyond listening to a place that they will never forget.*

### The Communication Effectiveness Continuum



1. There are 3 styles of communication:
  - A **Performance** style where the speaker is highly rehearsed and the speech is memorized, does not connect with the audience and speaks “AT” them – not terribly effective unless it is authentic and very, very well done.
  - A **Presentation** style where the speaker is highly focused on delivering the data and presents the material in a step by step, linear, textbook fashion “TO” the audience. This is the standard style in almost all presentations and can rarely be more than moderately compelling or effective.
  - A **Conversation** style where the speaker realizes that there is, indeed, a **conversation raging between them and each member of the audience**, where the speaker is communicating with words and voice tone and body language and energy, and the audience, at every moment, is communicating

back with their body language and energy. This speaking style is, by far, the most effective as well as being the most relaxed, the least scary and the easiest. You will feel that there is less at stake or at risk when you are participating “WITH” your listeners, rather than performing or presenting something for them to judge. In the **Conversation** style, speaker and listener are on the same team!

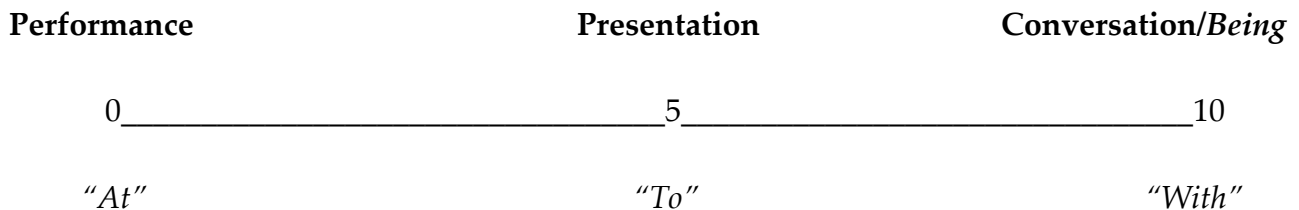
2. There is a **rare style that transcends the effectiveness of even a masterful conversation** . . . and that is when the speaker is able to go to a place inside of him or herself that can be described as “magical”, “transcendent”, “mesmerizing”, “spiritual”. Few can reach this exalted place because few are willing to do what is required: to be completely open and vulnerable on a human, as well as a professional level, when one speaks.
3. To move to the right on the continuum can be as easy as simply reminding oneself to **just have a conversation** with the audience or to **speak WITH** rather than AT or TO. To move beyond that one must connect to **one’s authentic passion** (See Secret #5) but also be willing to speak that passion and one’s true thoughts and feelings without censorship and without regard for the reaction – as I have said, a very difficult feat.

## **Exercises – Communication Effectiveness Continuum**

### **1. Where Are You on The Continuum?**

Think, honestly, about how you showed up in your last few communications. Where were you on the continuum?

Put an X where you feel you are.



### **2. A Glass of Beer (or Wine)**

Wherever you were, you can move yourself pretty quickly to the right on the continuum if you do a really simple thing.

Take a portion of the presentation you made, or one that you will make, (or just some theme you would like to speak about) and go grab a glass of beer or wine (or the social beverage of your choice). Hold the glass in your hand and give the presentation. Imagine, as you do, that you are with friends, at a bar or a restaurant on a Friday night.

Notice how your tone becomes less formal, less stilted and, yes, more “conversational”.

### 3. The Einstein Test

There’s a story that Albert Einstein once said “Unless you can explain it to a 12 year old, you don’t fully understand it yourself!”

Exceptional communicators apply the genius of “simplicity on the other side of complexity”, that is, the ability to distill and yet contain high levels of detail and sophistication into a simple expression. In many ways that is what Abraham Lincoln accomplished in his “Gettysburg Address” and what the great and inspiring teachers at universities and graduate schools can do.

So, use “The Einstein Test” whenever you give a talk or explain anything. Ask yourself whether a 12 year old can understand it. If not, work on **making it simpler, but still just as accurate.**



## Secret #4

# Reach Out to Your Listeners by Speaking All “Four Languages of Human Communication”

### *The Secret*

*The world’s greatest communicators know, instinctively, that there are four “frequencies” that human beings operate on, communicate with and live in, and that it is never good enough to “broadcast” or “receive” on only one or two. By developing their own ability to broadcast and receive all four languages, the greatest communicators can be on the same wavelength with anyone and everyone and take their audiences anywhere and everywhere!*

### The Four Languages:

	<b>Visual</b>	<b>Auditory</b>	<b>Auditory Digital</b>	<b>Kinesthetic</b>
<b>Words:</b>	“Look” “See” “Picture”	“Listen” “Hear” “Understand”	“Analyze” “Detail” “Specific”	“Feel” “Grasp” “Smell”
<b>Voice Tone</b>	Fast	Conversational	Analytical	Slow
	Loud	Medium volume	Soft or Loud	Soft
	High pitch	Medium pitch	Lowish	Low
<b>Body Language</b>	Fast	Conversational	Anal	Slow
	Animated	Average	Contracted	Sensuous
	Spontaneous	“Normal”	Controlled	Fluid
	Free	“Normal”	Up-tight	Solid
<b>Examples:</b>	Robin Williams	Ronald Reagan	Albert Einstein	Jamie Foxx
<b>Attributes</b>	Creative	Thoughtful	Analytical	Warm
	High Energy	Articulate	Thorough	Connects
	Inspiring	Informative	Fascinating	Soulful
<b>Potential Liabilities</b>	Frenetic	Uninspiring	Anal	Too Slow
	Superficial	“Average”	Impersonal	Too Sensitive
<b>How to Develop Skills</b>	<b>Ask Yourself . . .</b>			
	“What’s Exciting”?	“What’s Fascinating?”	“What Data Makes It Fascinating?”	“What Do I Feel?”

1. Human beings communicate with the world through five distinct senses: **Visual (sight), Auditory (sound), Olfactory (smell), Gustatory (taste) and Kinesthetic (feeling or touch).**
2. Each of these five senses carries information to and from the world at different frequencies. **Visual** is the fastest (186,200 miles per second and trillions of Hertz, or cycles per second), is quite a bit slower (hundreds of miles per hour and hundred or thousands of Hertz) and the **Olfactory, Gustatory** and **Kinesthetic** senses operate much slower still (in the tens of Hertz).
3. EVERY human being is born with all 5 senses. The **Visual** and **Olfactory, Gustatory** and **Kinesthetic** develop first while the language aspect of the **Auditory** sense takes several additional years to develop.
4. These five senses are grouped into FOUR “LANGUAGES” of human communication: The **Auditory** sense is broken into two languages because they are very different and the **Olfactory, Gustatory** and **Kinesthetic** senses are grouped as one, because they are very similar in how they communicate with the world.
5. The great communicators communicate in – are “fluent in” – ALL FOUR languages. Examples are: **Franklin Roosevelt, John F. Kennedy, Martin Luther King, Bill Clinton, Oprah Winfrey,** and of course, **Barack Obama.** They can speak everyone’s neurological “language”, around the world.
6. The goal of all communicators is to become a **Four Language Communicator.** This, however, is very rare. Approximately 0.5% of all human beings have all four of their “languages” developed enough to be called a “Four Language” or “Complete” Communicator.
7. Some people are only well developed in one language, and are called **One Language Communicators.** This, thankfully, is rare. Pee Wee Herman is a dramatic example of one. In his character he communicates only via the “Visual” language.
8. The vast majority of speakers are **Two Language Communicators.** The most common variation of this, at least in America and especially American business is the Auditory-Auditory Digital combination. Bill Gates and Al Gore are good examples of this kind of **Two Language Communicator.** Ross Perot, on the

other hand, is an example of a Visual-Auditory Digital combination while Dan Quayle is an example of the Visual-Auditory combination.

9. About 10% of communicators reach the **Three Language** ranks. John McCain is a great example of a **Three Language Communicator** as he shows great abilities in Auditory, Auditory Digital and Kinesthetic.
10. ALL speakers can become **Four Language Communicators**, and thereby liberate all of their natural “frequencies” and be seen as, and *be*, charismatic.

## **Exercises – The Four Languages**

Below is a Questionnaire that I give to my corporate and private clients. Take the time now, fill it out and find out how many languages you speak!

### **THE FOUR LANGUAGES QUESTIONNAIRE**

Your ability, literally, to live the values you chose, or any values, depends on the depth, breadth and width or your capacity to exploit your own human capacities.

All human capacity derives from one of the 5 human senses:

1. The ability to see, create, visualize, dream, animate, process the “big picture”,
2. The ability to hear, think, discuss, communicate through words and the ability to take in quantities of information and analyze that information with great precision
- 3 – 5. The ability to taste, smell, touch and be touched, connect with one’s self and others and to feel.

Notice how the Four Languages fit neatly into this pattern:

1. **Visual** - The ability to see, create, visualize, dream, animate, process the “big picture”.
2. **Auditory** - The ability to hear, think, discuss, communicate through words.
3. **Auditory Digital** -The ability to take in quantities of information and analyze that information with great precision.
4. **Kinesthetic** - The ability to taste, smell, touch and be touched, connect with one’s self and others, and to feel.

It is impossible to operate at one's fullest potential as a human being without utilizing all of one's senses, or communicating with one's self and the world through all 4 languages.

Excellence requires a constant and never-ending search for personal development and improvement.

Within your circle of family, friends and associates there are many individuals who are proficient in **Two Languages**, fewer who are proficient in **Three Languages** and a handful that are proficient in all **Four Languages**. Those who are HIGHLY proficient in any one of the languages that you do not have proficiency in must be your models, your teachers, your guides . . . to the development of that language, that capacity, in your own life experience.

There are two ways to generate EXCELLENCE in the four languages:

- Modeling the behavior of those who have excellence.
- Developing the values that are consistent with that language.

First, let's find out where you are:

### The VISUAL Language

- 5 – Always, Very Much True
- 4 – Often, Often True
- 3 – Occasionally, Occasionally True
- 2 – Rarely, Rarely True
- 1 – Never, Never True

#### Thinking

I think in pictures \_\_\_\_\_  
I think quickly \_\_\_\_\_

#### Speaking

I speak quickly \_\_\_\_\_

#### Decision Making

I have to "see" the details or the big picture before I decide \_\_\_\_\_  
How people or things "look" is very important to me \_\_\_\_\_

**Moving**

I move quickly \_\_\_\_\_

**Excitement Level**

I have the ability to get very excited \_\_\_\_\_

I have the ability to get excited very easily \_\_\_\_\_

I have lots of energy \_\_\_\_\_

**Creativity**

I am creative \_\_\_\_\_

Total: \_\_\_\_\_

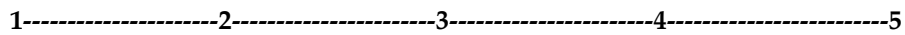
divided by 10 = \_\_\_\_\_

Your Score \_\_\_\_\_

Not Fluent

Moderately Fluent

Very Fluent



**The AUDITORY Language**

5 – Always, Very Much True

4 – Often, Often True

3 – Occasionally, Occasionally True

2 – Rarely, Rarely True

1 – Never, Never True

**Thinking**

I think in words, concepts or ideas \_\_\_\_\_

**Speaking**

I speak at an average, conversational pace \_\_\_\_\_

**Decision Making**

I have to understand the concepts involved before I decide \_\_\_\_\_

How people or things “sound” is very important to me \_\_\_\_\_

**Moving**

I move at an average pace \_\_\_\_\_

**Languging Skills**

I am very articulate \_\_\_\_\_

I can translate what I see, think or feel into words easily and effectively \_\_\_\_\_

Total: \_\_\_\_\_

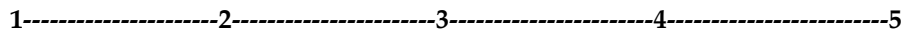
divided by 7 =

Your Score \_\_\_\_\_

Not Fluent

Moderately Fluent

Very Fluent



**The AUDITORY DIGITAL Language**

5 – Always, Very Much True

4 – Often, Often True

3 – Occasionally, Occasionally True

2 – Rarely, Rarely True

1 – Never, Never True

**Thinking**

I have a tremendous ability to think in details \_\_\_\_\_

I love facts, figures, analysis \_\_\_\_\_

**Speaking**

I get wrapped up in what I am saying and can forget to pay attention to my audience \_\_\_\_\_

**Decision Making**

I have to have all of the facts, details and before I decide  
How smart or how detailed they are people are is very important to me. (I hate it when  
people jump to conclusions without a solid factual basis). \_\_\_\_\_  
\_\_\_\_\_

**Love of Knowledge**

I am driven to learn everything I can about things \_\_\_\_\_

Total: \_\_\_\_\_

divided by 6 =

Your Score \_\_\_\_\_

Not Fluent

Moderately Fluent

Very Fluent

1-----2-----3-----4-----5

**The KINESTHETIC Language**

- 5 – Always, Very Much True
- 4 – Often, Often True
- 3 – Occasionally, Occasionally True
- 2 – Rarely, Rarely True
- 1 – Never, Never True

**Thinking**

I “think” in feelings \_\_\_\_\_

**Speaking**

I speak slowly \_\_\_\_\_

**Decision Making**

I have to sense the right course of action before I decide \_\_\_\_\_  
How people or things "feel" to me is very important to me \_\_\_\_\_

**Moving**

I move slowly \_\_\_\_\_

**Connection Level**

I love to hug or touch people \_\_\_\_\_  
I tune in and can feel what other people feel \_\_\_\_\_

**Passion and Emotion**

I am a passionate person \_\_\_\_\_  
I have a deep capacity for experiencing emotions \_\_\_\_\_  
I have a deep capacity for expressing emotion \_\_\_\_\_

Total: \_\_\_\_\_

divided by 10 =

Your Score \_\_\_\_\_

Not Fluent

Moderately Fluent

Very Fluent

1-----2-----3-----4-----5

**How Many "Languages" Do You Speak?**

You may consider that you "speak" a neurological language if you are at a "3.5" or higher.

How many languages do you speak? \_\_\_\_\_

Your success in "Shaking The World" with your words is directly proportional to your fluency in these four languages. Unless you score a 3 or 4 in language fluency you are holding back significant amounts of what you are here to share with the world. You can develop your Four Languages skills as you would by going to the gym to develop your muscles, by listening and observing and practicing. As with your body, the capacity is there to develop as much as you wish. Everyone was born with the innate neurology to speak and inspire with all four languages and, in doing so, to be a profoundly charismatic human being!



## Secret #5

### Move and Motivate People with Your Authentic Passion

#### *The Secret*

*Like Barack Obama, the world's greatest communicators know that it is impossible to truly persuade or move people through the head alone and that human beings are primarily driven to act by feelings in their gut and, even more so, feelings in their heart. And they also know, these great communicators, that all human beings have instinctual biological mechanisms to alert them to anything that looks or sounds or feels "unsafe" . . . and that manipulation and dis-ingenuousness are the ultimate violations of trust between a speaker and an audience. These great communicators understand that to persuade and move audiences they must give the ultimate gift every time they speak . . . the gift of reaching into their own heart to find and share, whatever the subject, the authentic passion that resides within.*

1. Words devoid of connection to the gut or the heart are incapable of moving an audience.
2. One must, only, ever speak about things that they are passionate about. Authentically Passionate about.
3. Regardless of the topic, it is YOUR job to find that **personal, passionate connection** . . . or simply don't speak!
4. Approach the topic with a **visceral**, NOT a purely academic or purely intellectual question, in order to elicit the **Authentic Passion**. A general question that will direct the initial focus in the right direction is: "What is "so f'ing cool" (you choose the variation of that term that works best for you although using swear words – to yourself - works best as they unleash a level of raw, visceral energy that cannot usually be duplicated otherwise). I call this "**The SFC Question**" or, simply, **SFC**. If you prefer you may use a variation on this theme "What is so darn cool about this (topic, idea, argument, project, product, etc.)? More specific questions are: "What is exciting about this"? What is fascinating about this"? What, specifically, is fascinating about this"? What do I feel passionate about (regarding this)"? What moves me (about this)"? "What angers me"? "What touches me"?"
5. **Be real. Be fully yourself. Be honest. Always be authentic.** The great thing about planning your communication around something you're truly passionate

about is that you are rarely at a loss for what to say. Think about something that really runs you on: a favorite sports team, a TV series, a hobby, an exciting project at work, your kids. Do people have to coax you to talk about it? Or, more likely, is it the other way around – is it a struggle to get you to stop talking about it?

6. I may be going out on a limb here, but I'm going to make a bold statement: *every decision a person makes is an emotional decision*. Think about this: if a decision were based solely on the facts, crunching the numbers, sorting through the variables, a computer could make it. Human beings always operate in an emotional realm. Once they have gathered all the facts and done their calculations, **the decision is made based on how they feel about that data and their conclusions**. If you communicate your Authentic Passion, you are giving people a reason to choose in your favor. Everyone will want a piece of whatever it is that's lighting you on fire!

*“The secret in writing or giving a speech is to generate emotion. It is through emotion that human beings are moved in their gut and in their heart. And only when human beings are moved in this way do they change how they think and change what they do.”*

*From the Introduction to “Words That Shook The World”*

## **Exercises – Authentic Passion**

1. This is very simple, and, for many, so very hard. Just complete the following sentence:

What is **SFC about** (my idea, project, product, service, cause, etc.) is that...

---

---

Now, do that with every page of any presentation you do and ask that question **BEFORE** you begin any talk or presentation of any kind. That question is the foundation of everything you do as a communicator!

2. Go out and **have a conversation** with someone about a **subject you are passionate about**. Notice how easily the words come. Did you feel your listener getting caught up in your enthusiasm? Do you notice how speaking in the Four Languages comes more easily for you? With **Authentic Passion** as the engine that powers your

communication, you will find that **all of the skills you are developing through the 5 Secrets come more easily**. Suddenly presentations, meetings, and conversations that may have been intimidating are more natural and relaxed. Instead of trying to perform as someone you are NOT, you are speaking from the place of who you truly ARE. Notice in the video samples on the DVD how engaged people are by Barack Obama when he is totally on his Authentic Passion game: they are nodding in agreement, aglow with optimism, overcome with emotion. All of these possibilities are available to you when you tap into your passion!

3. Take a subject about which **you have no particular feelings** one way or another. Notice how at first, you feel lost in coming up with an approach to communicate the subject to others. Now take something **you feel passionate about** *and use it as a doorway into your subject!* For instance, maybe you're an avid fly fisherman. Perhaps that becomes a metaphor for your subject, letting you illustrate the benefits of focus and patience, of attempting over and over, each time correcting from what you learned before and getting closer to the target. Or maybe you have a hobby of knitting; this can convey the value of perceiving the larger pattern as a way of motivating you in the small steps toward a goal. What if you want to have a conversation with your teenage child about applying him or herself more in school? You may be more effective if you talk about an impactful memory from your teen years which still affects you, letting your teen know you've experienced the same distractions and uncertainties they face. Remember – **Authentic Passion can come from negative experiences as well as positive enthusiasms**. The trick is to show how you have turned those negatives around and benefited from them.

\* \* \* \* \*

If you took nothing more away from this instructional DVD than to speak from your Authentic Passion, you'd be ahead of the game. But the truth is, using Authentic Passion as a source will keep you engaged and committed to apply all of the **5 Secrets** to your essential communications – making you more charismatic and powerful in every situation – and far more likely to get what you want out of your life, throughout your life!

- Richard Greene



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