



# The Clear Speaker

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# The Clear Speaker

- Prerequisites
- Clear Speaker
- Benefits
- Developing the skill
- Body Language
- Assertive Communication
- The Speech Adjuster

- **People are more inclined to listen to and accept ideas of people that seem trust worthy, passionate and involved**
- **Personal example hold more value for people than theoretical examples. Salesman usually try to tell a story.**
- **Don't speak about topics you don't know or for which you only have hearsay knowledge**
- **Speak clearly, using correct words and correct grammar**
- **Keep calm, don't dance around and don't wave your hands around**
- **Learn to smile with affection, not contempt**
- **Don't assume you are a great leader and that everybody will listen to you and your opinions. You usually need to prove you are worth listening.**

- A clear speaker has a specific set of ideas that he wants to transmit to achieve a specific objective.
- A clear speaker understands the targeted audience and has a clear purpose for communicating an idea (to inform, to convince, to teach etc.)
- A clear speaker speaks clearly and correctly
- A clear speaker follows a natural and logical flow of ideas.
- A clear speaker avoid discussing several topics at the same time.
- Speaking a little bit faster than normal suggests confidence and reduced processing time in people who are listening (this might also backfire)
- A clear speaker uses the correct inflections in his voice
- A clear speaker does not speculate nor does he invent information
- A clear speaker does not jump to conclusions



- When asking for something or trying to convince give a reasonable, valid reason.
- Always be polite. “Please” and “Thank you!” are invaluable in communication.
- Make small compliments when appropriate.
- If appropriate offer a warm beverage. Avoid giving cold beverages.
- Use words like “will”, “make it happen”, “get it done”. Avoid negative terms “don’t”, “can’t”, “try” and “wrong”.
- Use words like “sure”, “I will confirm”, “clear”. Avoid conditional terms like “perhaps”, “possible”, “might” and “if”.
- Use words like “safe”, “comfort”, “good”, “pleasant”. Avoid fear inducing terms “fear”, “risk”, “danger” and “loss” (even if you describe the lack of)

- Repeat the words the other person speaks to you, when appropriate.
- Nod towards men's opinions and verbally confirm for women's opinion.
- Provide small favors or services to trigger the other person to be grateful.
- Always present the balance of things. Accept and point out the obvious negatives of any circumstance or situation so that you seem honest.
- Behavioral congruent: move towards the property or inside the location; shake hands if appropriate multiple times.
- Expose the other person to the same information in multiple ways (not more than three times)
- Make a short, slightly more positive summary of the exposed ideas at the end of the discussion.

- Try to understand your other persons dominant senses: visual, auditory and kinesthetic and use words that favor these senses.
- Use a calm, soothing and constant tone of voice. Put emphasis on undebatable topics or when you try to convince.
- Rephrase issues to make sure you understand what the other person needs or desires. (needs always top desires)
- Avoid bad-mouthing competition, clients, colleagues etc. Avoid giving negatives examples about them or your experience with them.
- Avoiding giving direct solutions to abstract problems. Guide the customer to the answer you want. Remember, no concern can be skipped even if it is uncomfortable.
- Limit the number of solutions/answers/options to the most acceptable for you.
- Avoid using double edge terms like “fair”, “correct”, “acceptable” which may be interpreted as either positive or negative by the other person.

- **Clearly transmit your message you your intended audience**
- **Get your point across**
- **Establish personal relationships**
- **Gain support, help, understanding or the information you need**
- **Convince people to support or follow your ideas**
- **Establish your role as communicator and leader within groups**
- **Defining part of feedback and feedback culture**

- Prepare your topics and communication objectives
- Rehearse a lot, but don't learn it by heart
- Read the information you possess out loud (or read anything in formal language out loud) so you get accustomed to speaking and the sound of your own voice
- Learn to express ideas clearly, without interruptions or sidetracking. Stick to one topic; people cannot multithread, especially if a decision needs to be taken.
- Use writing and analysis exercises to improve the clarity of the message
- Pay attention to other people's reactions and engage them with questions to receive constructive feedback about your approach and progress.
- Avoid emotional involvement in other people's issues, problems or beliefs.
- Target your audience and prepare accordingly
- Smile

- **Train your body language; practice makes perfect.**
- **Introduce personal stories where possible and appropriate to get the people personally involved if you need to teach something or convince them.**
- **Encourage people to tell them their ideas, their understanding and to provide feedback (as this is the only way you will grow) if you need to increase collaboration and team spirit**
- **Be friendly, but not too personal if you need to pass information**
- **Be confident and avoid going in circles if you want to convince**
- **Pull up an appropriate smoke screen if you tend to distract attention from a certain point you need to avoid. However, all issues need to be solved sooner or later.**

- **Face and body need to be facing your audience**
- **Keep your back straight, inhale and exhale through the nose and make eye contact**
- **Never turn your back. Try to face the person or group as much as possible.**
- **Never cross your arms or legs as they are seen as defensive postures**
- **Never point fingers at anything**
- **Try not to move around too much**
- **Don't stand behind things (tables, podiums, etc.) as they may be seen as barriers**
- **Avoid unnecessary distraction if you want people to follow your speech**
- **Move away from the door.**



- Being open in expressing wishes, thoughts and feelings and encouraging others to do likewise
- Clearly expressing and supporting your own point of view
- Describe your needs and point out how you feel (when appropriate)
- Discussion is focused on the self (you) and not on others
- The main starting point is "I"
- "I disagree" rather than "You are wrong"
- Being able to admit your mistakes, short comings or lack of knowledge without judgment or anger

- **Audiences vary in values, knowledge, style of communication, and intellectual capacity—among other qualities**
- **Always keep in mind: the knowledge, availability, time constraints and preferences of your listener**
- **Pay close attention to the listeners body language and reactions to discover when you are on dangerous grounds or when the listener is relaxed or interested.**
- **Avoid stereotyping and guide you speech from general to very specific content which the listener might relate to**
- **A strong adjuster skill is enhanced by preparation (you may need to adjust if you prepare according to the situation)**
- **Adjusting the speech might need some distractions or a formal change of the style/tone/etc. (for example telling a story or proposing and experiment)**

- **Some ideas are more or less difficult to accept based on how they are expressed, how much emotional involvement they generate and the ideas that they generate in the listener**
- **Depending on how personal the talk is, the listener might be more open or get defensive**
- **Usually, a speech adjuster will try to trigger various emotional states in the listener in order to ensure their cooperation (for example, bad people will try to intimidate)**
- **People usually follow a personal gain, which can be used in the adjustment process in order to ensure their cooperation**

**THANK YOU!**

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