

Secrets of Dynamic Communications
by Ken Davis
Kindle Notes by Dave Kraft

The real secret to effective, dynamic speaking is . . . FOCUS

70 percent of the people leaving a presentation had no idea what had been communicated.

If you want to communicate, the single most important ingredient is an unmistakable aiming point and a careful plan to hit it.

Focused purpose. Focused preparation. Focused presentation.

Communication is not about you or what people will think about you or how well you will perform. Communication is about the people sitting in front of you. It's about giving to them, helping them, instructing them, and persuading them of something that will enrich their lives.

Prepare with an absolute, pinpointed focus.

It serves as a scope to force the speaker to focus on a single objective. 2. It serves as a logical grid forcing the speaker to make sense and lead the audience to the objective.

SCORRE is an acronym

S= Subject C = Central Theme O = Objective R = Rationale R = Resources E = Evaluation

Choosing a Subject and narrowing that subject to a Central Theme helps the speaker determine what he wants to talk about.

Writing the Objective in a simple sentence forces the speaker to consider the single purpose of the talk.

The rationale is the logical content of your presentation that should lead the listener to your objective.

Resources may be research results, illustrations, personal stories, humor . . . anything that clarifies your rationale and holds the attention of your audience.

Evaluation is a process of self-examination. It causes the speaker to ask repeatedly, "Do I know what I am talking about?"

S = SUBJECT

The first step in preparing a focused speech is to choose a single subject from the endless possibilities

Your subject should be expressed in one or two words

1. THE SUBJECT MUST TOUCH YOUR AUDIENCE.
2. THE SUBJECT MUST BE WITHIN THE BOUNDS OF YOUR KNOWLEDGE

Do you know what you are talking about?

Do you live what you are talking about?

If you believe in what you are talking about and care about the people you are sharing it with, the audience will know.

3. THE SUBJECT MAY BE LIMITED BY ASSIGNMENT.

C = CENTRAL THEME

The central theme must be brief and crystal clear.

If you can't say it in five minutes, you won't be able to say it in any amount of time available.

The objective sentence identifies the purpose of your presentation and indicates how you will accomplish that purpose.

Every person can be a more effective leader by applying four valuable leadership principles with their team.

1. Write a proposition.
2. Interrogate the proposition with how or why.
3. Write a response to the interrogation.
4. Choose a key word.

Whereas the subject and central theme express what you want to talk about, the proposition identifies why.

Either a persuasive proposition or an enabling proposition. Any speech will fall into one of those two categories.

Usually informational or instructional speeches have enabling propositions. This is what you might think of as a "how to" speech.

The proposition expresses the purpose of the message, not its actual content.

If your speech is going to be persuasive, use this format: •

Every _____ should _____. If your speech is going to be a “how to” enabling speech use this format: •

Every _____ can _____.

Interrogate your propositions out loud. The answer to the how or why question should lead to the content of your speech.

The response to a persuasive proposition should always begin with the words because of.

The response to an enabling proposition should always begin with the word by.

Once you have constructed a sentence by writing a proposition, interrogating the proposition with how or why, giving an interrogative response, and choosing a key word, that sentence is your objective.

The rationale, more commonly known as the main points of the speech,

There are three rules that will govern your choice of rationale.

1. The rationale must correspond to the key word.
2. The rationale should be brief.
3. The rationale should be parallel in grammatical form

The human mind looks for patterns and hooks to help with comprehension and memory.

Remember that during the whole process of SCORRE you are looking for the best combination of ingredients to make your speech focused and clear.

When you have written your objective sentence and rationale, the fifth step in developing your speech is to add powerful resources.

Resources should make the audience want to listen.

The mind will tend to wander during a presentation unless it is held by the color and clarification of illustrations, humor, and supportive resources.

Resources should clarify and strengthen your rationale.

Never let the resources become an end in themselves.

Evaluate those rationales by answering the following questions:

1. Do my rationale correspond to the key word?
2. Are they brief?
3. Are they parallel in grammatical form?

- Do my subject, central theme, objective sentence, and rationale all fit together in an organized and logical manner?
- Do I have the right proposition?
- Have I interrogated my proposition properly?
- Is my response written properly, with clarity, and does it contain the best key word?
- Do the rationale match the key word, and are they brief and clear?
- Have I given the audience an opportunity for application or response to the message?
- Will this message meet the real needs of my audience? • Do I know what I am talking about?
- Do I practice what I am talking about?
- Do I have enough information to speak with intelligence on the subject I have chosen?
- Do I really believe and live by the principles I am presenting?
- Am I excited about fleshing out this message and presenting it?

1. Do my subject, central theme, objective sentence, and rationale all fit together in an organized and logical manner?
2. Do I have the right proposition?
3. Have I interrogated my proposition properly?
4. Is my response written properly, with clarity, and does it contain the best key word?
5. Do the rationales match the key word, and are they brief and clear?
6. Have I given the audience an opportunity for application or response to the message?
7. Will this message meet the real needs of my audience?
8. Do I know what I am talking about?
9. Do I practice what I am talking about?
10. Do I have enough information to speak with intelligence on the subject I have chosen?
11. Do I really believe and live by the principles I am presenting?
12. Am I excited about fleshing out this message and presenting it?

Always think of the objective sentence and rationale as the heart of your presentation. It's the solid foundation from which the rest of your message build

1. THE OPENING

You must make the audience understand why you want to talk to them and make them believe that it is worth their time to listen.

Objectives to achieve with your opening:

- Establish connection with the audience.
- Stir interest in the subject.

- Show the basis for giving the talk.
- Develop rapport with the audience.
- Make the audience want to listen.
- Prepare the audience for what you will say.

Start with a question, the statement of a problem, or a story that sets up the audience to hear your presentation.

Use the introduction to state your objective clearly and leave your audience eager for more.

Ingredients of a Good Opening

- An attention-getter • An introduction
- A transition to the SCORRE'd message Purpose of the Opening
- Establish contact with the listener (attention-getter)
- Develop positive rapport
- Stir interest in the text or topic
- Make the audience want to listen Qualities of a Good Opening
- Brief
- Clear
- Appropriate
- Purposeful

Audience-centered Characteristics of a Poor Opening

- Full of flattery
- Apology-ridden
- Predictable
- Complex
- Without purpose

Options for a Good Opening

- Startling statement
- Question
- Quotation
- Humorous story
- Vivid word picture
- Comparison
- Discovery
- Statement of problem
- Visual aid
- Music
- Proposition*
- Prediction

- Reference to a current event
- Personal observation
- Dramatic presentation
- A joke
- Media
- A conundrum
- A paradox
- A Scripture reading
- Definition

2. THE HEART OF THE SPEECH

Everything you do and say before you get to the heart of the message should be designed to prepare the audience to hear it.

3. THE CONCLUSION

“Land the plane! You’re running out of fuel and the audience is running out of patience

Charlie “Tremendous” Jones always said, “Five years from today, you will be the same person that you are today, except for the books you read and the people you meet.

Nothing will imprint the truth of your message more firmly in the hearts of your audience than if you give them the opportunity to act on what they have heard.