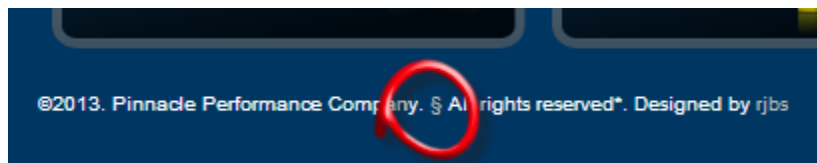


## GoToMeeting

Thank you for joining us on the recent webinar **Getting Your Audience to React the Way You Want, Either in Person or Virtually!** By David Lewis, co-founder of the **Pinnacle Performance Company** which was brought to you by **Citrix GoToMeeting** – we hope you found it useful.

In this hand-out we have included some tips and ideas that you might want to try and reminder of some secrets from the [www.pinper.com](http://www.pinper.com) site so that you can get your audience to react in the way that you want them to! Remember the secret link on the bottom left of our website.



More information is available from **Colin Hurst**, Sales and Business Development Lead UK & Ireland, **Pinnacle Performance Company**, Telephone: **+44-7786-856-022** | eMail: **churst@pinper.com**

### **GoToMeeting®** **Online Meetings Made Easy®**

GoToMeeting is an easy-to-use, cost-effective web conferencing service. GoToMeeting includes HDFaces™ high-definition video conferencing at no additional cost, so you can meet face to face with anyone, anywhere, reducing travel costs and dramatically increasing productivity. Hold unlimited online meetings from your PC or Mac® computer for one low monthly flat fee. GoToMeeting will change the way you work – and perhaps a whole lot more.

For further information visit: [www.gotomeeting.co.uk](http://www.gotomeeting.co.uk) or call 0800 011 2120 for a free trial.

# Performance-Based Communication®: Getting your audience to react the way you want!



The Pinnacle matrix for effective communication:



## Intention is:

The purpose and emotion conveyed through your delivery that instructs your audience how to react.

There are hundreds of intentions. A few examples:

- To Excite
- To Reprimand
- To Calm
- To Intimidate
- To Greet
- To Silence

I want to (**intention**) my audience so that my audience will (**objective**).

The Award-Winning Pinnacle Method 3-Step Process:

1. **Analyze** your audience
2. **Understand** the actions and reactions you want your message to produce
3. **Modify** your delivery in order to achieve those reactions



---

It takes 7 seconds to make a first impression.

---

According to the landmark study by Professor Albert Mehrabian, someone's initial perception of another person's communication breaks down three ways:

Verbal 7%

Vocal 38%

Visual 55%

For effective message delivery, all three channels must be congruent, supporting the speaker's intention. If there is any incongruence (mixed messages), an audience will form their opinions based on what they saw or what they heard, rather than what was actually said.

---

## **FACE**

Consistent eye contact  
Varied facial expressions  
Smile

## **BASE**

Proper Posture  
Effective gestures  
Purposeful movement  
Feet planted when still

## **PACE**

Slow down your speaking rate  
Breathe  
Eliminate verbal viruses with pauses  
Vary pitch & pace

---

# Key Terms

**Acting As If:** A technique used in acting or life that takes advantage of your natural mental and emotional responses to posture and behavior to impose a feeling of confidence or security

**Belly Button Rule:** A term coined by author Janine Driver stating that the direction a person's belly button faces can reflect their attitude and reveal their emotional state

**Benefit:** Something advantageous or positive that an audience will achieve or receive as a result of hearing your message

**Body Language:** Nonverbal communication such as gestures, postures, and facial expressions that help support a person's intention

**Congruence:** The state in which all aspects of voice and body language perfectly support a communicator's intention

**Core Breathing:** The low belly breath used by actors and singers for maximum support; also called diaphragmatic breathing

**Engagement:** A connection with an audience that finds them in a willing state of attentiveness during your communication

**Gesture:** Any movement of the hand, arm, body, head, or face that communicates a specific idea, opinion, or emotion

**Home Base Position:** The relaxed, open body position that serves as a communicator's physical neutral when not moving or gesturing

**Inflection:** The specific pitch in the voice (up or down) used at the end of a word or phrase

**Intention:** An aim that guides action, informing all aspects of a person's physical and vocal delivery

**Intention Cues:** Any aspect of a person's vocal or physical communication that conveys meaning to an audience or listener

**Mirror Theory:** The idea that people pick up on whatever emotion or intention a speaker projects and both feel and project back that emotion; see also, isopraxism

**Monotone:** A succession of sounds or words without change in pitch

**Nonverbal Communication:** Any aspects of communication: aside from the actual words spoken: that send messages or convey meaning to a listener

**Objective:** A goal you hope to accomplish with your communication

**Pace:** The rate, based on words per minute spoken, at which a person speaks

**Pacifier:** Any nervous behavior or activity displayed by a speaker that communicates discomfort or nervousness

**Personal Stamp:** The uniqueness and individuality a speaker or actor brings to a presentation or performance

**Posture:** The position of a person's body when standing or sitting

**Spatiality:** The way in which a speaker uses space, movement, and distance when communicating a message to others

**Stone-Face Syndrome:** A condition whereby a speaker's facial expressions communicate virtually nothing, usually a result of nervousness or anxiety

**Torso Tell:** A concept that the direction your torso is facing signals interest and intent

**Upspeak:** The tendency to make your voice rise at the end of sentences so that statements sound like questions

**Verbal Virus:** Verbal fillers (such as ah, um, or I mean) that show up in speech and communicate uncertainty to an audience or listener

**Vocal Dynamics:** The ways in which you use the various qualities of the voice (pitch, tone, resonance, inflection, articulation, volume, and pace)