



## danibu update

Spring 2022 - update #19

### The Rhetoric issue

Odds are high we find ourselves on *the other side* of the podium at some point. That's when we all need this little miracle of giving powerful speeches.

The art of crafting and delivering a good speech is as old as the hills. In fact, the successful formula of a great talk dates back to thousands of years, when the Greek Aristotle gave it a name: **Rhetoric** - aka the art of persuasion.

What was true for the wise men of the classical Athens 2500 years ago is even truer today. Rhetoric plays a key role in corporate training and education, and the increasing number of Communication and Presentation workshops I've been delivering recently proves that the desire of achieving greater speaking comfort is timeless.

You don't need to be a natural-born presenter. Everybody can learn it. This danibu update #19 shares tips and tricks on how to convey memorable speeches that own the room and linger long after they've been given.

Enjoy reading!



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**It's less important what you say ...**



... it's more important what your audience hears.

People recall about 7% of what you say. The bulk of what they take home from your content is influenced by how you say it, how you look like and what the overall circumstances of your speech are. So, messages covering too many points do not work. Don't be a content dumper! Saying everything you know doesn't mean you actually know what you say.

If you want to leave a punchline to be remembered you'll need to spend more time at carefully selecting your words, sorting the ideas spinning in your brain into a digestible delivery. A disciplined approach to message relevance, structure and clarity pays off. This is where the message house comes in, a simple tool for outlining your talk and be able to give power to your point:

### **Roof**

Your central theme. Your attention-grabbing headline. The Hollywood trailer of your speech

### **Rooms**

Your core messages which radiate back to your headline. PS: Apply the rule of 3: People remember things chunked into 3

### **Basement**

Conclusion, proof of the pudding or call to action

#### **>> Boring:**

*"This report provides comprehensive information about alternative forms of energy, including detailed analyses about ..., as well as assessments about the current state of play of renewable energy, identifying the main drivers and barriers, bla, bla, bla ..."*

#### **>> Catchy:**

*"Here's an eye-opening report that shows you how the world in 2030 could look like: A surplus of energy, lower energy bills and a greener planet for our children – including the 3 things we can do to achieve this!"*

Starting to use the message house for your speeches, presentations, emails or websites is hard work and effort in the short term, but applied regularly, ensures your 7% are made to stick.

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## If you have something worth saying ...



... make it worth hearing!

A good speech communicates just 7% of content, and for that aspect, one's dress code, body language and tone of voice do matter a great deal. Especially the latter can make or break your first impression. Babbling along with the same monotonous highness (or lowness) in your tone is fast track to your audience falling asleep. It's your voice that can add an acoustic dose of drama to your performance.

3 tricks can help you effectively play with vibration and intonation to own every eyeball and brain cell in the auditorium:

### 1. **PoP - Power of the Pause:**

"Counting 21, 22, 23 after each paragraph" is an old media tip for impactful vocal delivery. Also called *landing moments*, these mini breaks in between your key points ensure your message can land properly. Rather extend your landing moments (than making them too short), and wait for physical signs in the audience (an affirmative nod or laugh) that signal that they've properly digested your message, being ready for the next chunk of content

### 2. **SaS - Sweet and Short**

Make short sentences so that your audience would be able to repeat

them if they had to. This makes it easy for your audience to retain the information you're giving them. "A good speech should be like a woman's skirt; long enough to cover the subject and short enough to create interest" - William Churchill

### 3. SoS - Speed of speaking

If you talk too fast, you forget to breathe and to pause. It's OK to accelerate your pace for passages where it's natural to do so or where you speak conversationally. But, in general, try to stick to 150 words per minute. This is the amount that allows your audience to best process your information. Even though you're nervous, resist the urge to just blurt out your information and then get the hell off the stage. Stay calm and slow down.

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## What's up in the danibu community?



### Luxembourg

danibu provided a 4-day Communication and Presentation course to an international team of **ESPON**. 14 attendees were happy to learn the skills and

tools to express their thoughts and opinions with confidence – and willing to share this wonderful feedback afterwards. Thanks!!!

7. The trainer (Dani Buijtenhek) was knowledgeable about the topics and well prepared

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

8. The training was fun

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

11. On a scale from 1 - 10, how would you rate the training? (10 = excellent, 1 = poor)

10

12. Would you recommend the training to others? Why?

Yes / No

*Dani is a true inspiration both in professional approach but also as a human being. It was a real pleasure to meet her and learn so much.*

### The Hague | NL

danibu was interviewed by the German-Dutch Chamber of Commerce (DNHK) to share intercultural clichés and some recognizable German-Dutch stereotypes



### Boxmeer | NL

danibu provides a series of 'lunch 'n learn workshops' to international team members of MSD Animal health. Each workshop zooms into a specific communication or presentation topic.



Haarlem | NL

Next open-entry danibu training is coming up! Mark your calendars for a high-energy and fun workshop to become better at communicating and presenting: **Friday, 06 May 2022.**

Need a communication injection for yourself or your team? Learning has never been easier! **Email danibu** to create your own company training or individually join one of the open-for-public danibu sessions in 2022.



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**Extraordinary speakers - in extraordinary**



Volodymyr Zelenskiy shows the world how rhetorical invention, elocution and ethos combine into memorable speeches that generate buy-in and create intellectual and emotional significance.

[Geert-Jan Procee](#), a fellow communication and rhetoric strategist in the field, recently published a brilliant blog item about the Ukrainian President's four rhetorical reasons that invoke national identities and international passion.

[Click here](#) to read why we remember Cicero saving the Roman republic, Churchill keeping the flame of freedom alive for Europe, Martin Luther King fighting for human dignity and Volodymyr Zelenskiy inspiring everybody out there in the struggle for good against evil.

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## Did you know? Rhetorical devices



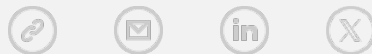


As a trained linguist (I originally studied English and Spanish philology before I ended up in internal communications 25 years ago...) I've always found rhetorical devices the goldmine for creating emotional connection in my communication. Using them is a powerful and manipulative strategy that can benefit your speech big time.

The rhetorical question is a good example: "Are we doing the right thing?," "Can you imagine that?" , "Isn't that incredible?," "Want to see that again?," "Pretty cool, huh?" Often asked to an audience in order to get them thinking seriously about the question and its implications – but without expecting an answer.

**Read further** for more info about some of my favorite rhetorical devices. And don't just *read* the article – try *inserting* a few of them in your next speech!

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*Making your communication dance*

danibu is the communication consultancy and creative production company that gets everybody in step with one another. danibu partners with clients across industries and markets to improve communication footprints and to create unique work for leading businesses and brands.

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