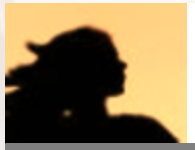
It's Showtime: Richard Butterfield's Power of Persuasion

Accessing Your Power to Persuade



THREE TRUTHS ABOUT ATTITUDE

Passion | It's Your Job | Victor, not Victim

LISTENING SKILLS

Interest | Understanding | Body Language Obstacles

THE VISION THING

Predict | Insight | Futurecasting Credible Pathway

Discovering & Developing Your Message

BUILDING MESSAGE MANTRA

Prioritize | Reduce the Sauce | Rule of Three Powerbites | Storytelling

PREPARATION PROTOCOL

Context | Who, Where, When | Objectives Theme | Tough Qs

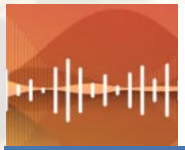
STRUCTURING YOUR PRESENTATION

Hook Promise Roadmap | Return to Hook Close | Powerpoint

Mastering your Craft as a Communicator

REHEARSAL

Open & Close | Story Arc Transitions



POWER OF THE VOICE

Color | Volume & Pitch | Inflection Cadence | Pause

PHYSICAL SPACE & GESTURE

Produce, Design, Direct | Positions Gestures | Staging

EFFECTIVE Q & A

Q & M | Zone | Say & Stop Touch, Bridge, Go | Buy Time

Tell a More Compelling Story

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