

# THE 8 CARAT COMMUNICATOR

## DAWN FRAIL, DTM – DISTRICT 60 REGION VI

### PURPOSE

Use purpose to keep your audience engaged & move them to take action

- Why are you talking
- What / so what
- Speech objectives
- Call to action

### STRUCTURE

Use structure to organize your presentation to maximize understanding & audience response

- Opening
- Closing
- Begin at the end
- Transitions

### CONTENT

Design a memorable message that inspires your audience & enhances your credibility

- What's your message?
- Balance information & entertainment
- Examples, stories & illustrations
- Active & simple language
- Visual aid

### INFLUENCE

Use simple techniques to influence your audience mentally & emotionally

- Audience focus
- SEE HEAR FEEL
- Reciprocation
- Commitment & consistency
- Social proof
- Liking

*shape*

**CUT**

*quality*

*size*

**CARAT**

*weight*



*intensity*

**COLOUR**

*transparency*

*shine*

**CLARITY**

*inclusions*

### VOICE

Use the power of your voice to maximize audience attention & interest

- Pitch, pace & power
- Projection
- Voice quality
- Voice / vocabulary match

### BODY

Use body language & movement to add energy & emotion to your words

- Movement
- Gestures
- Facial expressions
- Annoying & distracting habits

### PRESENCE

Create a powerful presence that projects poise & confidence on stage & off

- Preparation + practice = confidence
- Nervousness
- Calm vs. relaxed
- Poised
- Warm
- Fun & friendly

### STYLE

Deliver your message in a style that conveys your passion, conviction & authenticity

- Head & heart
- Energy
- Impact
- Attention & interest