

1. Record Nr.	UNINA9910826775403321
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Titolo	The pin drop principle : captivate, influence, and communicate better using the time-tested methods of professional performers // David H. Lewis and G. Riley Mills
Pubbl/distr/stampa	San Francisco, CA, : Jossey-Bass, 2012
ISBN	1-118-31013-6 1-280-67188-2 9786613648815 1-118-31016-0
Edizione	[1st ed.]
Descrizione fisica	1 online resource (268 p.)
Classificazione	BUS007010
Altri autori (Persone)	MillsG. Riley
Disciplina	658.4/5
Soggetti	Business communication Persuasion (Psychology) Communication
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The Pin Drop Principle; Contents; Introduction; Chapter 1 Understand the Secrets of Persuasion; Intention and Objective; Defining Your Objective; Choosing an Intention; Putting Intention and Objective into Practice; Intention Cues; Primary and Secondary Intentions; The How of Intention Cues; Chapter 2 Tell a Good Story; The Power of Storytelling; Why is Storytelling so Effective?; How to Craft a Good Story; Structuring Your Story; The Power of Surprise; Using Humor; Finding Your Voice as a Storyteller; Chapter 3 Craft a Compelling Narrative; Composing Your Message: an Overview Assessing Your Audience Finding Your Core Theme; The Primacy-Recency Effect; The Rule of Three; Mastering Your Transitions; Structuring Your Message; The Opening; Main Body; Closing; Rhetorical Tools and Techniques; Signposts; Spotlights; Teasers; Callbacks; Metaphor and Simile; Chapter 4 Be Prepared; Preparing Like a Pro; The Three Phases of Preparation; Contingency Plans; The Myth of Over-Preparing; The Anxiety of Performance; Techniques to Combat Speech Anxiety; Chapter 5 Project Confidence; Intent Versus Impact;

Congruence Versus Incongruence; Creating a Strong First Impression
The Five Major Areas of Nonverbal Communication Posture; Eye Contact;
Facial Expressions; Gestures; Movement and Spatiality; Chapter 6 Say It
Like You Mean It; The Power of the Voice; Paralanguage; Volume; Pitch;
Inflection; Pace; Banish Verbal Viruses; The Power of the Pause;
Articulation; Choose your Operatives; Protect your Voice; Chapter 7
Listen to Understand; Why Listening Matters; Barriers to Effective
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Comprehensive Listening; Critical Listening; Sympathetic Listening;
Selective Listening; Improving Your Listening Skills
Listening and Memory Chapter 8 Think on Your Feet; The Challenge of
Thinking on Your Feet; Mastering Impromptu Speaking; Tackling the
"What do you do?" Question; Creating a Summary Statement; Crafting
Your Positioning Statement; Chapter 9 Stay Focused and On Track;
Distracted Audiences; Red Flags and Warning Signs; Controlling Your
Audience; Create a Pattern Interrupt; Manage Conflict; Capturing (and
Keeping) Your Audience's Attention; Connect Early; Be in the Moment;
Set Ground Rules; Take Frequent Breaks; Blank Your Screen; Honor the
Time; Handling Questions Effectively
Focus on the Question and the Questioner Use Checkbacks; Create a
Bridge; Maintain a Confident Presence; Reflect and Answer Carefully;
Defer an Answer Until Later; Be Succinct; Defer to an Expert; Repeat the
Question; Facilitate a Discussion; Rephrase Hostile Questions in Neutral
Terms; Use Connector Statements; Use the Relevancy Tree; Prepare by
Murder Board; Chapter 10 Assert Yourself; Getting What You Want; The
Persuasion Equation; Finding Your Signature Style; Gaining
Commitment; Getting Buy-in from Senior Leadership; Providing
Feedback; Delivering Bad News; Conclusion; Notes
Glossary of Terms

Sommario/riassunto

Tap into the powerful techniques of professional actors and great communicators The Pin Drop Principle is a step-by-step master class for anyone wishing to become a more confident and credible communicator. Lewis and Mills believe all business professionals ought to deliver their message in such an engaging way that one could literally hear a pin drop when they speak. The secret to doing so comes from an unusual world: professional acting. By activating "objective" and "intention"-the main tools of actors (and great communicators)-business people can give their messages mea
