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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 Listening; Active Listening; The Four Types of Listening; 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
