THE
FORGE

Science infused creativity

GHENT
UNIVERSITY
Spin-off

Charismatic speaking: how to direct your audience

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How it started
...

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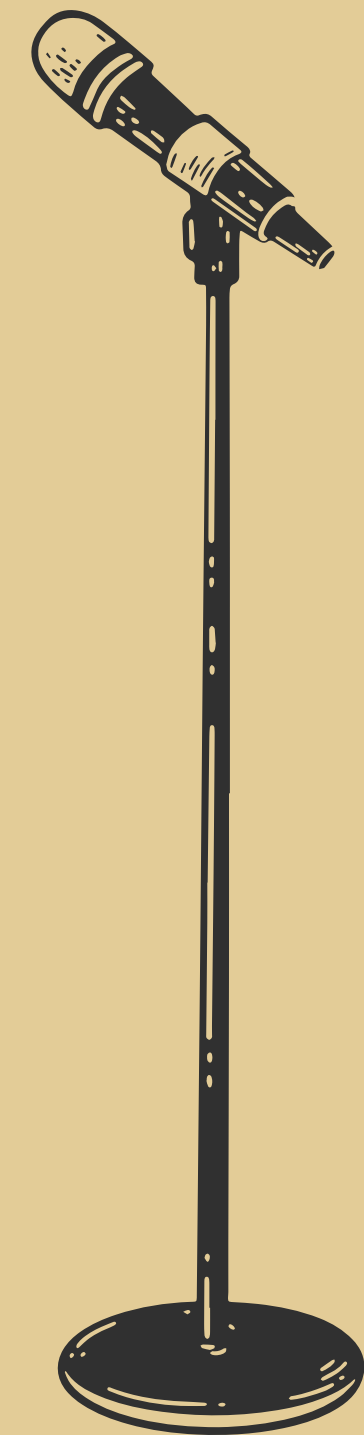Spin-off

Behavioural Science   +   Business   +   Comedy

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we enable leaders
to achieve,
strengthen
and sustain
high-quality collaboration
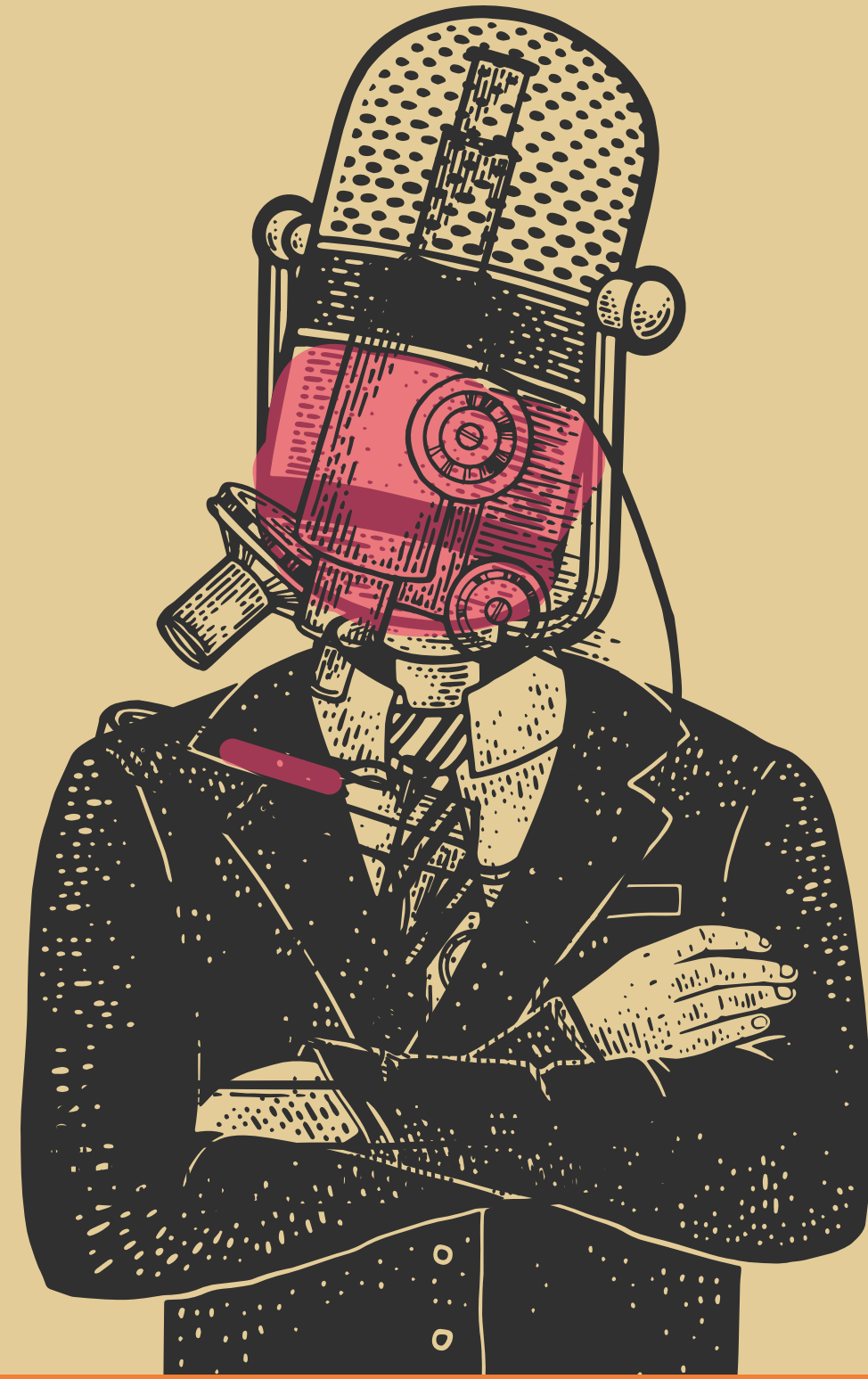
The moment of truth

Friday 30/6:
2' pitch & 7' pitch
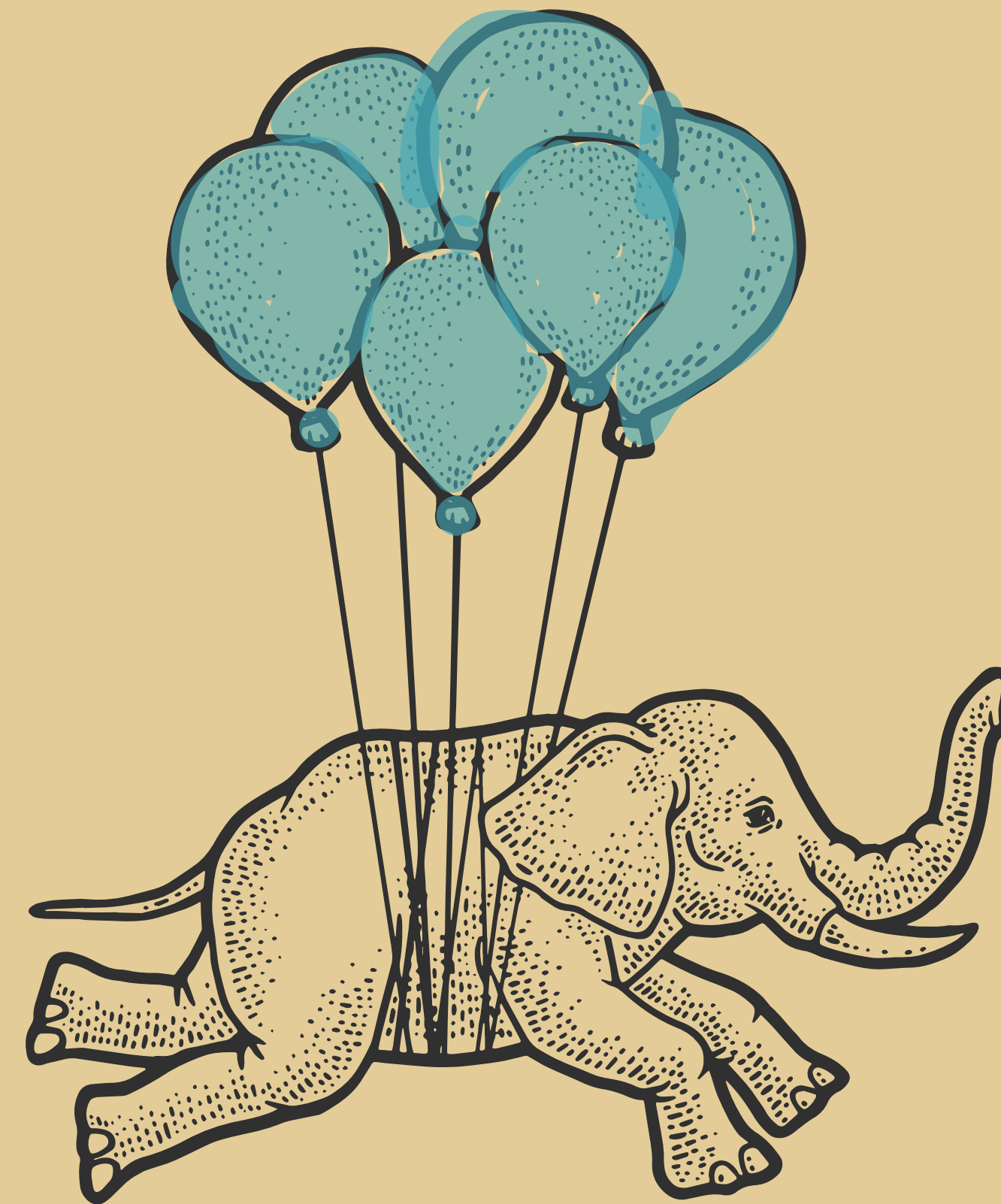
First try

And now… "da science"

Cognitive Lazy

Bias

The two patterns of human behaviour

First... the base

Step 1

THE BASE:
Turn your idea
into a story

Step 1
The base

"Here's a statistic worth remembering: in a presentation, 5% of people remembered a statistic, but 63% of people remembered a story."

–Adam Grant

Professor in organizational psychology

Step 1
The base

Use this structure

Step 1
The base

Use this structure

Intro theme

Theme is important

Out there's **a problem**

It's a big, **serious problem**

Luckily we have the **solution**

This is a really **good solution** because

Taken together

Outro

Step 1
The base

Use this structure

Choose your problem wisely!

Make sure you solve
all the problems
you introduce

Step 1
The base

Use this structure

Intro theme
"Our world is changing continually…"

Theme is important
"More then ever, change is crucial for our own future"

But there's **a problem**
"But change is never easy and we experience resistance."

It's a big, **serious problem**
"And if we're not going to change, we're going to lose out"

Luckily I have the **solution**
"That's why our team came up with 'the Change Gamer', our game changing business game to stimulate change"

This is a **really good solution** because
"That way we're not only making change fun, we're also stimulating them to share how they would like to see the change"

Taken together
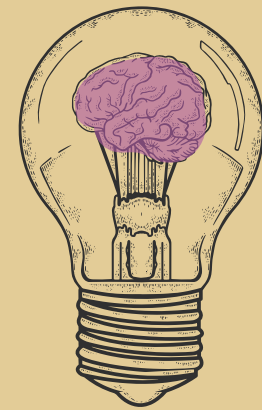"If we want to overcome resistance to change, the 'Change Gamer' might make a real difference …"

Step 1
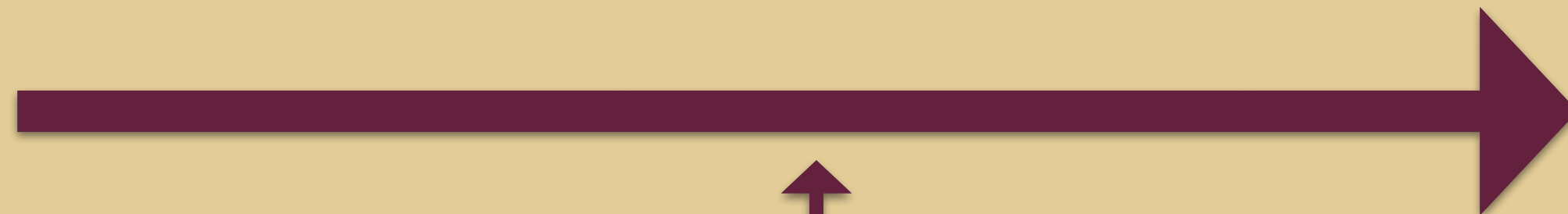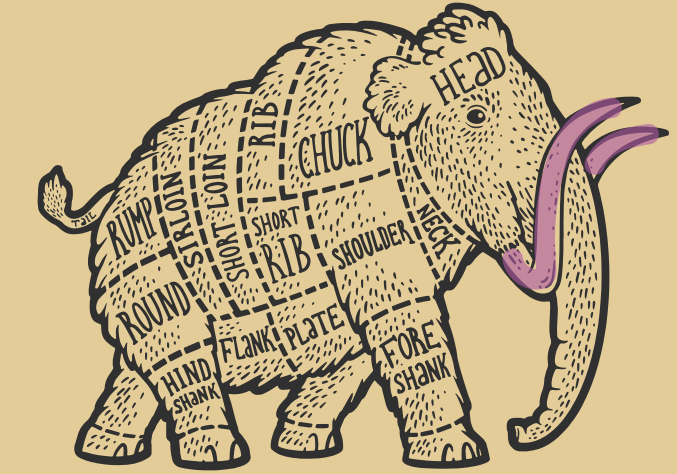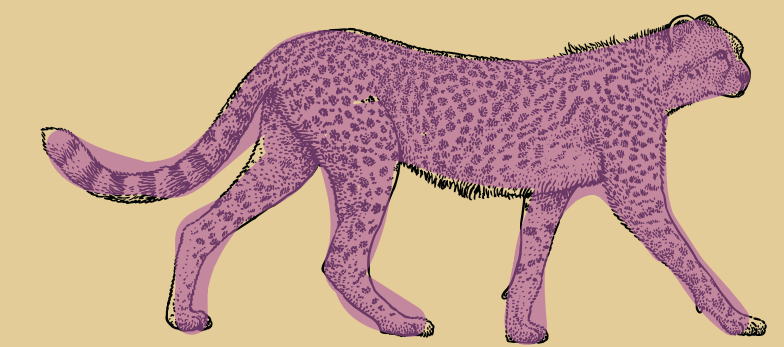## The base
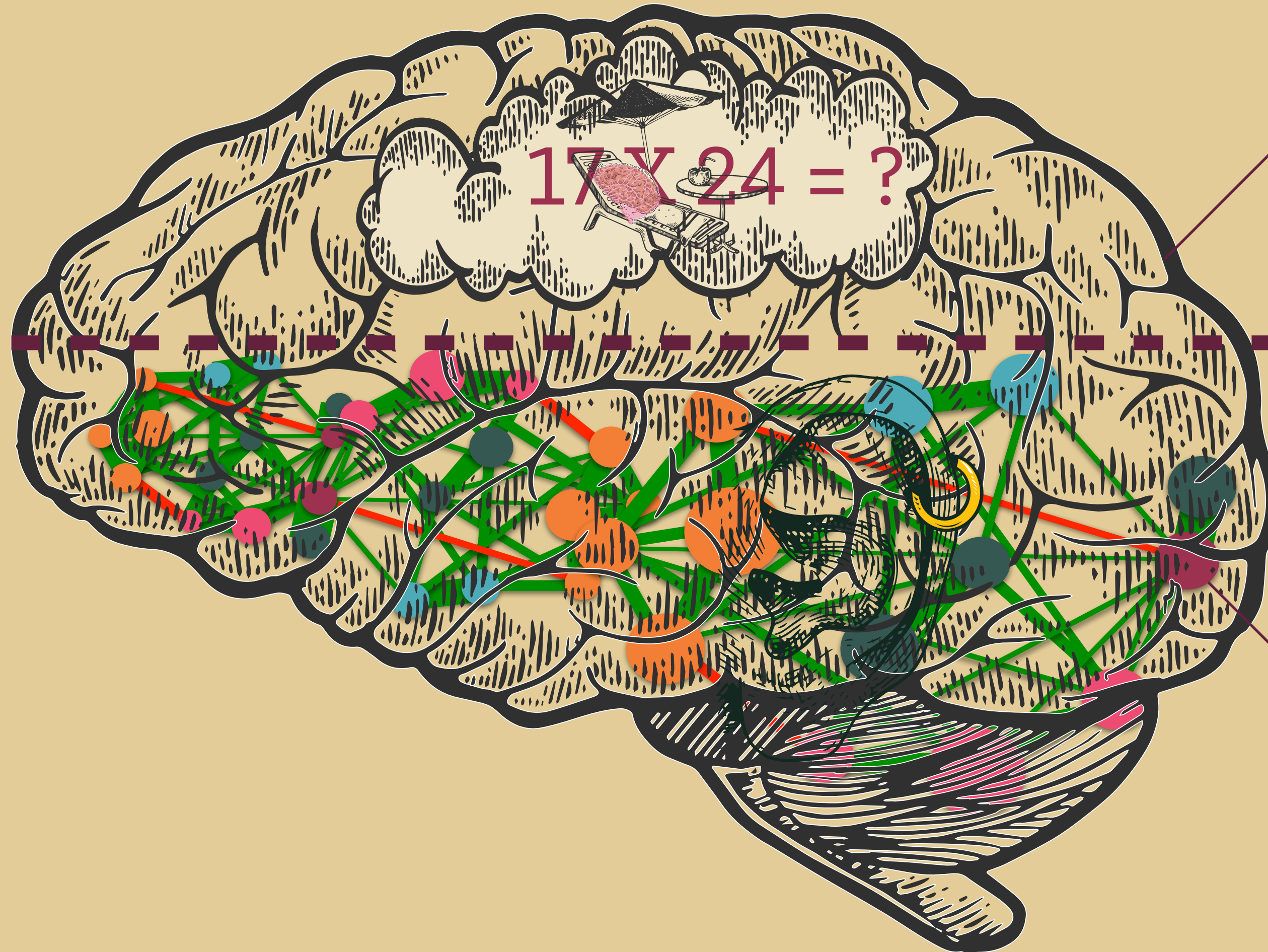
There, now we have a base...
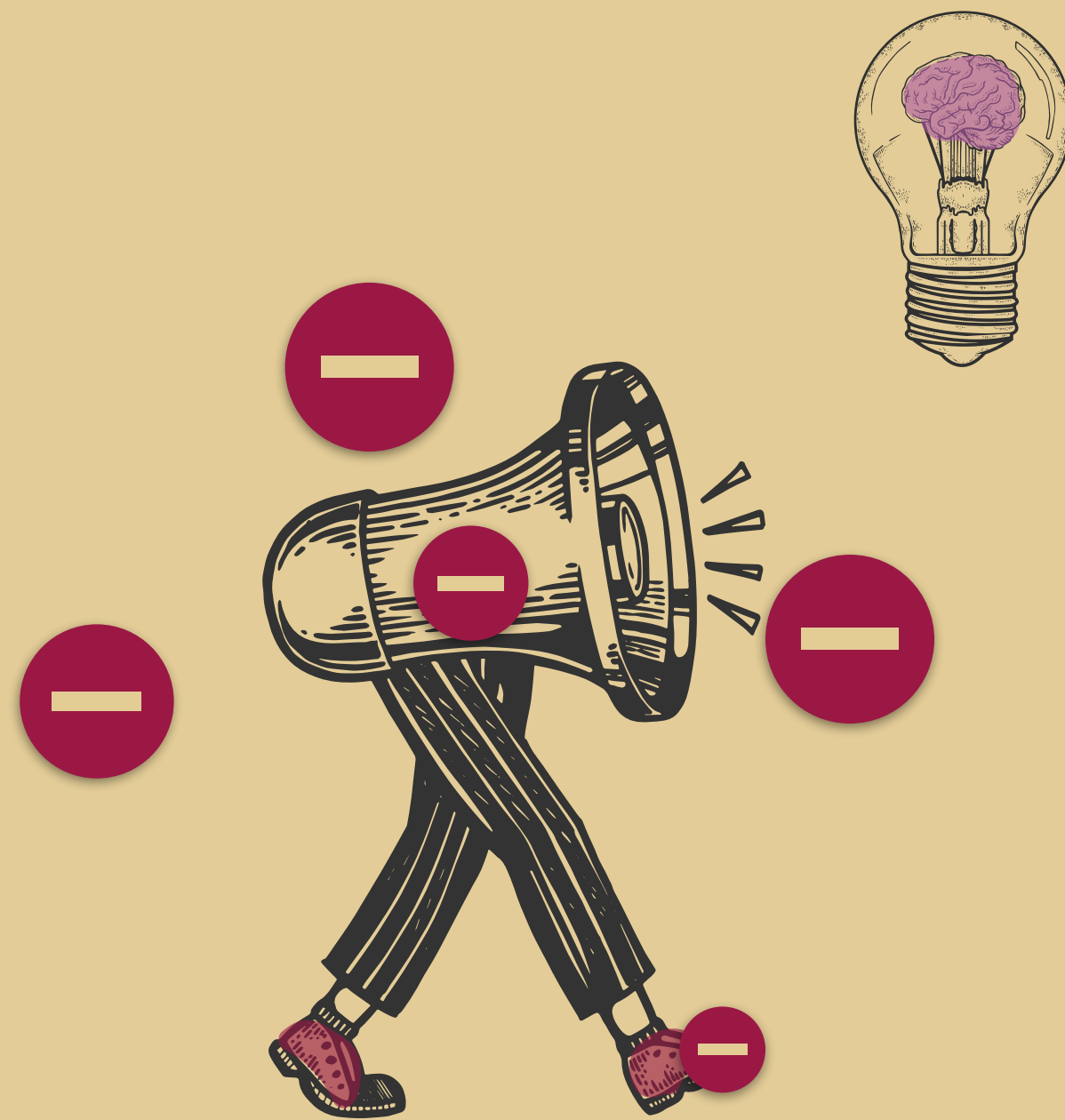
The Update

17 X 24 = ?

Slow Thinking
Conscious
Ratio

Fast Thinking
Associative
Affective
Automatic

Affective contagion

Sender

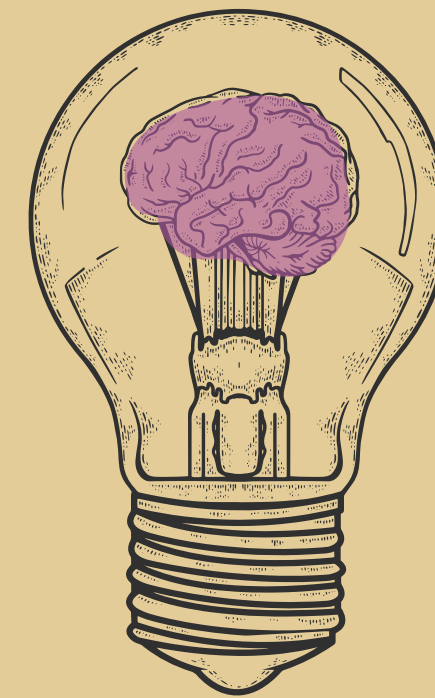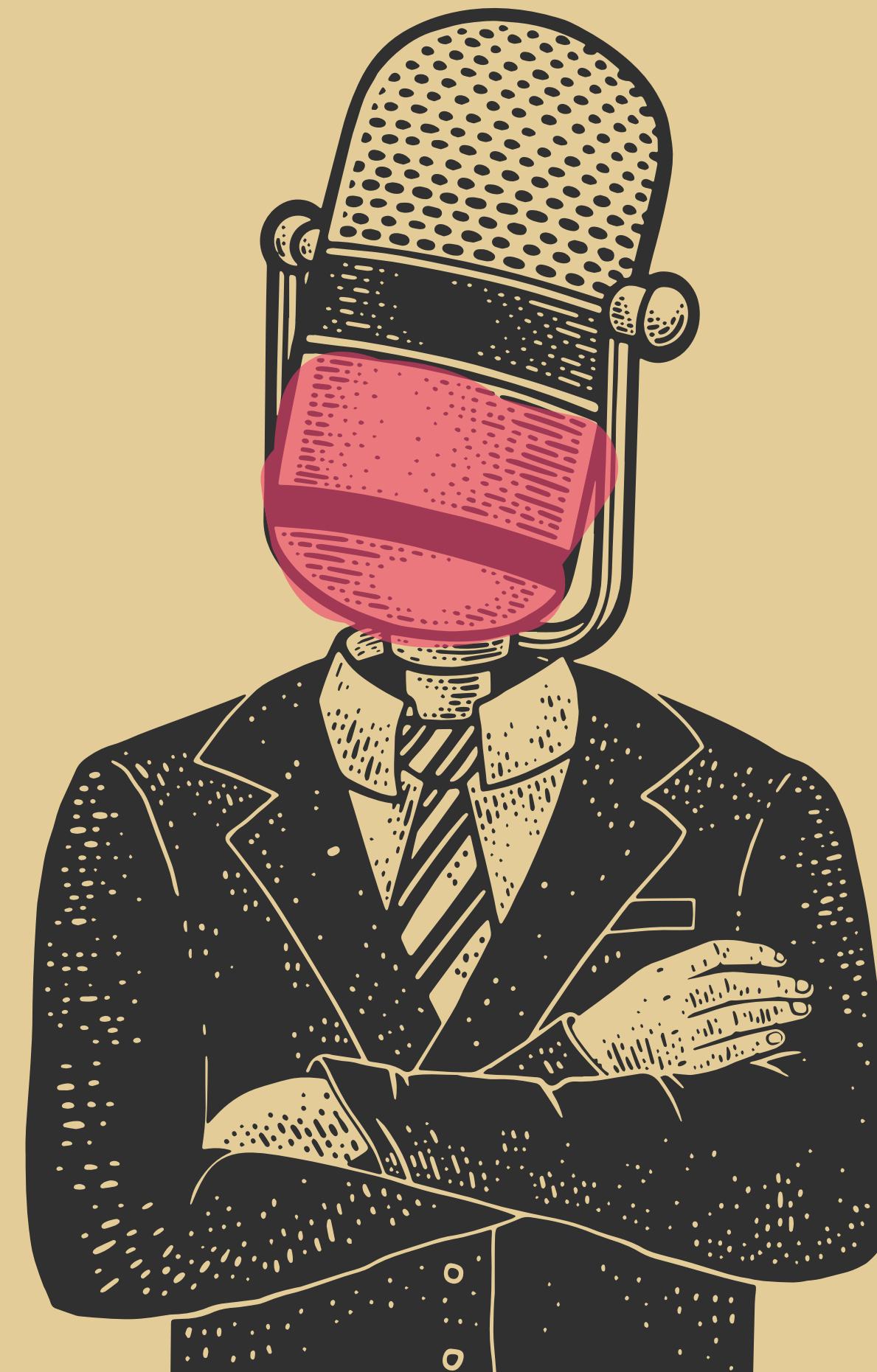Receiver

Affective contagion
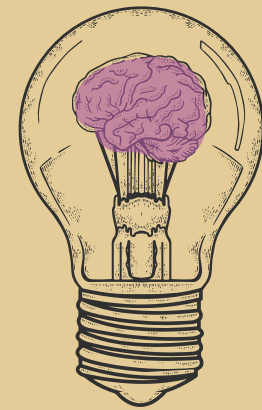
Sender

Receiver

= 3 X

Techniques predict judgement and behaviour

Techniques predict judgement and behaviour

Metaphores
Anecdotes
Moral conviction
Collective sentiments
High expectations
Self confidence
Contrasts
Lists
Retorical questions
Bodily movements
Facial expressions
Use of voice

Step 2 Charisma techniques

Metaphores
eg: "It's a bit like the melody of a song"

Anecdotes
eg: "I once encountered a beggar at Brussels Central station… "

Moral conviction
eg: "We really need to change this…"

Collective sentiments
eg "We've all had that experience…"

Step 2 Charisma techniques

Self confidence
eg: "I'm really convinced this is going to make a real difference..."

High expectations
eg: "That way we're not only going to... but also..."

Contrasts
eg: "I'm not a therapist,... I'm an experimental psychologist..."

Lists of 3
Lists of 3 eg:"...in terms of profit, added value and customer satisfaction"
(most important one last)

Retorical questions
eg: "Do you know experimental psychology?"

Step 2 Charisma techniques

Bodily movement

use variation & gestures that support you content

e.g: make a fist when you say: "I'm really convinced that..."
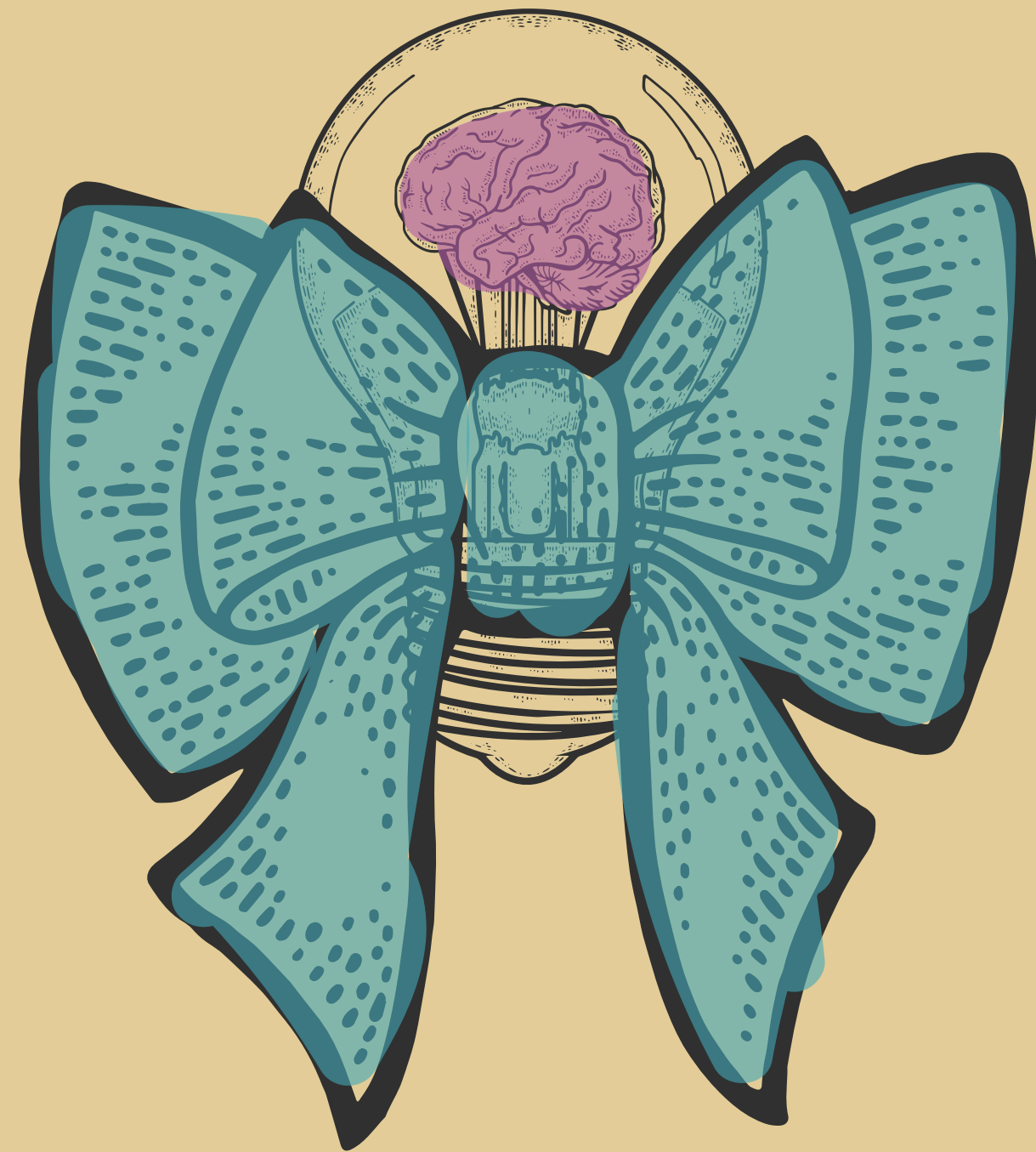
Facial expressions

use variation, let your face speak

e.g: surprised expression when you say "Why are we still doing this?"

Voice pitch & rhythm

use variation with your pitch & rhythm, use **pauses** to create variation

e.g: enthusiast voice when you say "I'm really convinced that..."

Step 2 Charisma techniques

Metaphores
eg: "It's a bit like the melody of a song"

Anecdotes
eg: "I once encountered a beggar at Brussels Central station… "

Moral conviction
eg: "We really need to change this…"

Collective sentiments
eg "We've all had that experience…"

Self confidence
eg: "I'm really convinced this is going to make a real difference…"

High expectations
eg: "That way we're not only going to… but also…"

Contrasts
eg: "I'm not a therapist,… I'm an experimental psychologist…"

Lists of 3
Lists of 3 eg:"…in terms of profit, added value and customer satisfaction" (most important one last)

Retorical questions
eg: "Do you know experimental psychology?"

Bodily movement
Facial expressions
Voice pitch & rhythm

Step 2 Charisma techniques

Now try to sum up target groups you typically have to communicate with…

Target audience Matrix

Target audience 1

Target audience 2

Target audience 3

They feel connected by…

About me they will typically think and expect that…

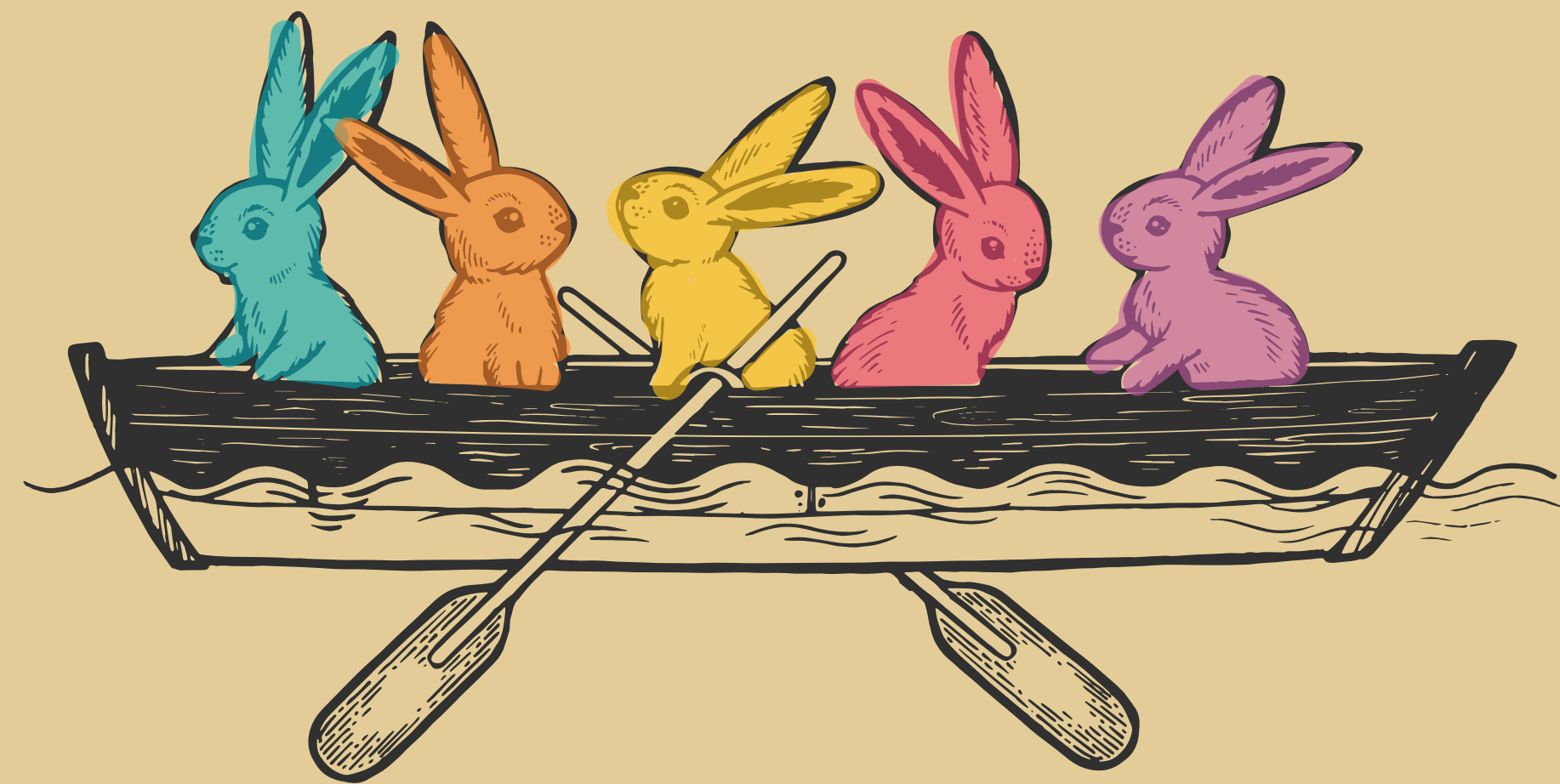But what we do have in common is…

− Transform

+ Confirm

Call out, unconventional, exaggerate

Collective sentiments, "we are/we want/ do…"

Call out, unconventional, exaggerate
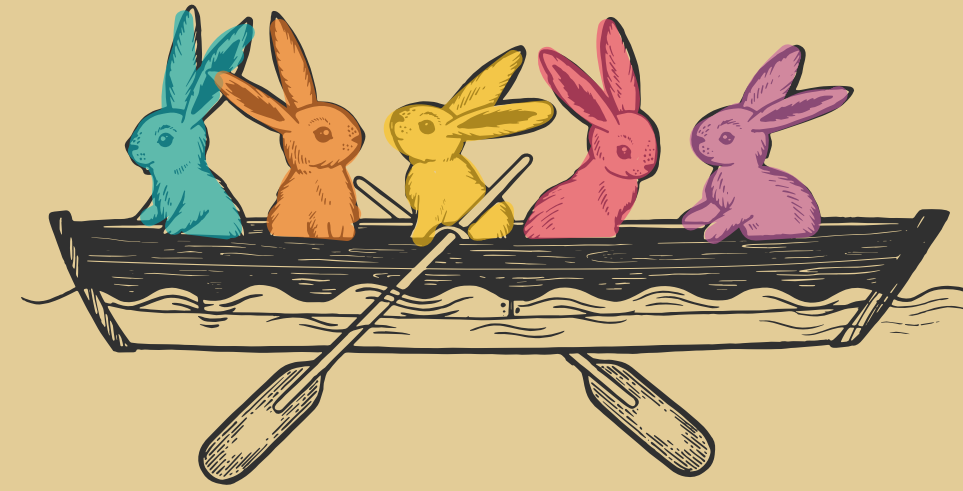
Collective sentiments, "we are/we want/ do…"

Call out, unconventional, exaggerate

Collective sentiments, "we are/we want/ do…"

STEP 3:
Detect social identity

Identity

common

challenge

crisis
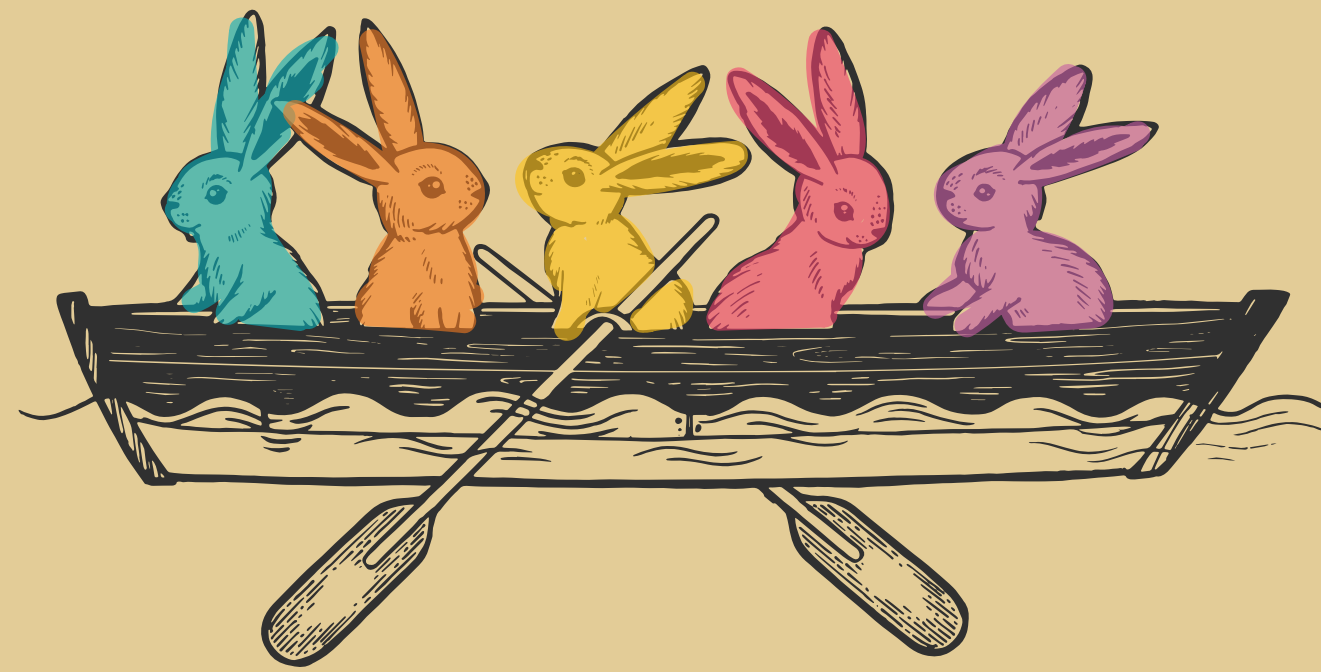
enemy

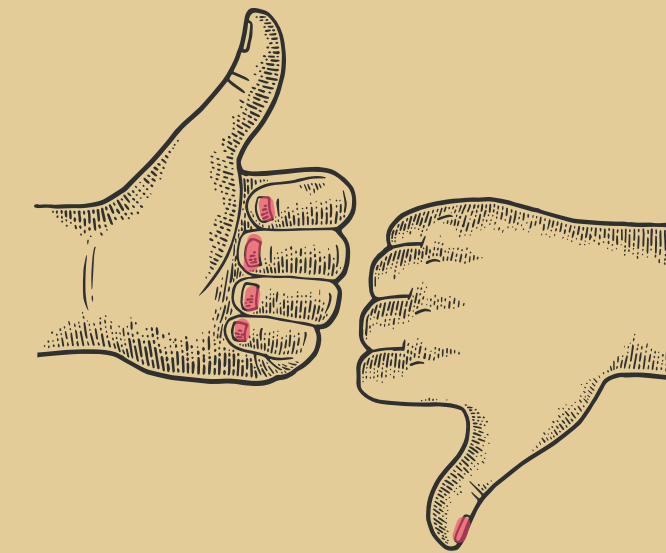experience

stereotype (+ or −)

Social Identity = commonality

Identity   Goal   Behaviour

What connects your target audience?

What connects each target group?

Target audience Matrix

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Target audience 1

Target audience 2

Target audience 3

They feel connected by...

About me they will typically think and expect that...

But what we do have in common is...

− Transform

+ Confirm

Call out, unconventional, exaggerate

Collective sentiments, "we are/we want/ do…"

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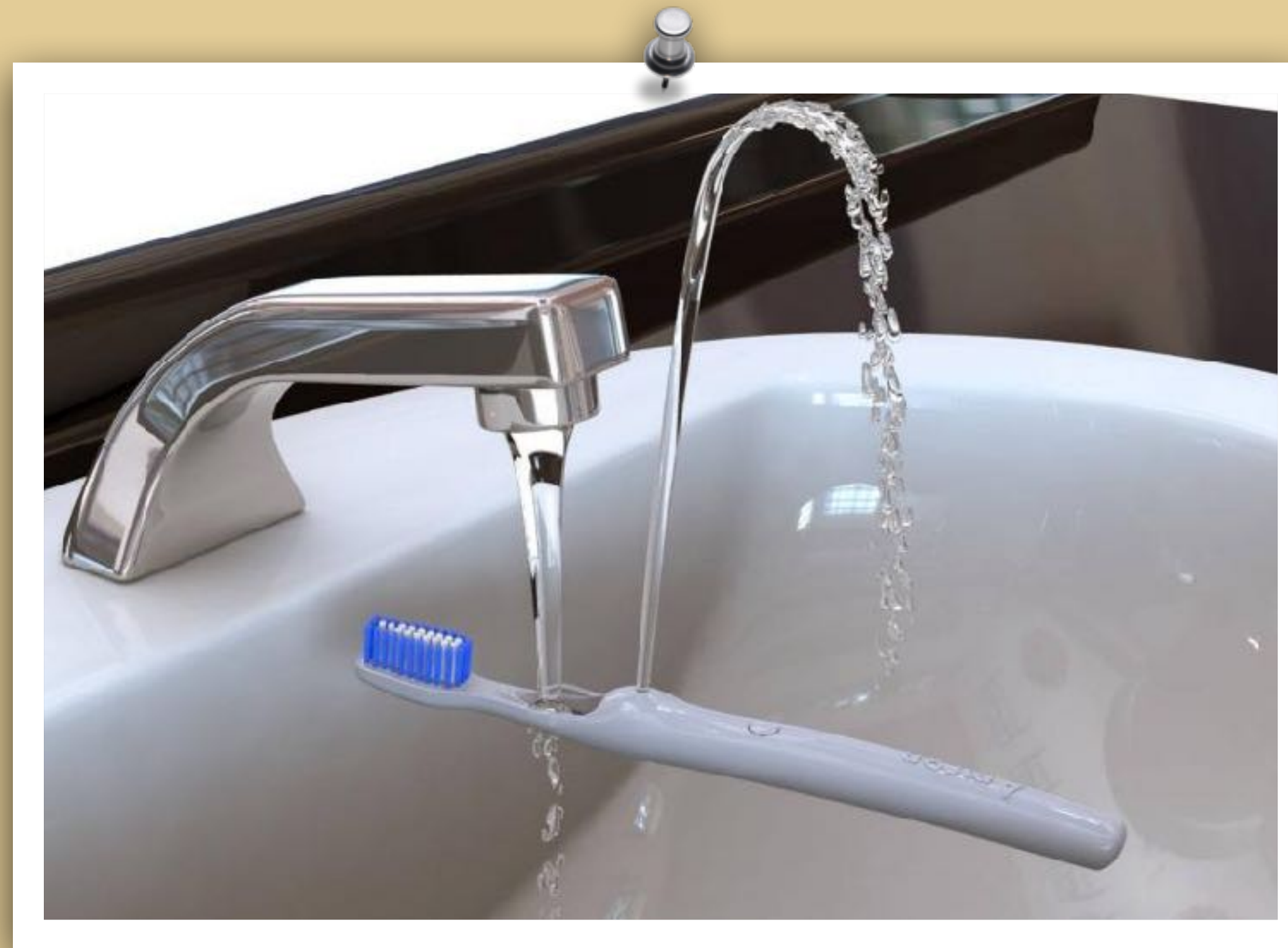Eg. ideology, stereotype, experience, crisis, enemy, region, choice, ...
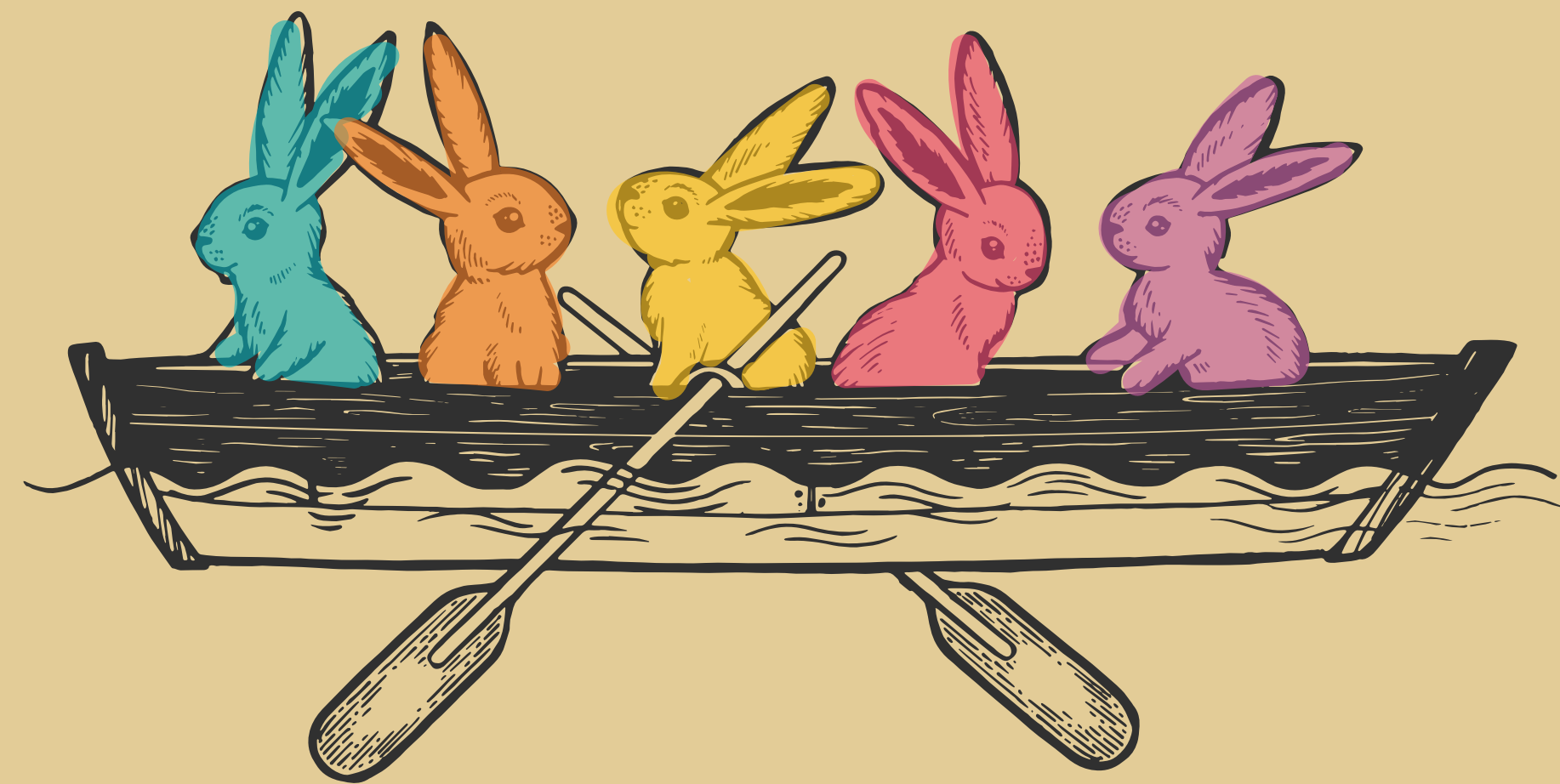
STEP 3:
Detect your own
stereotypes

Affective contagion
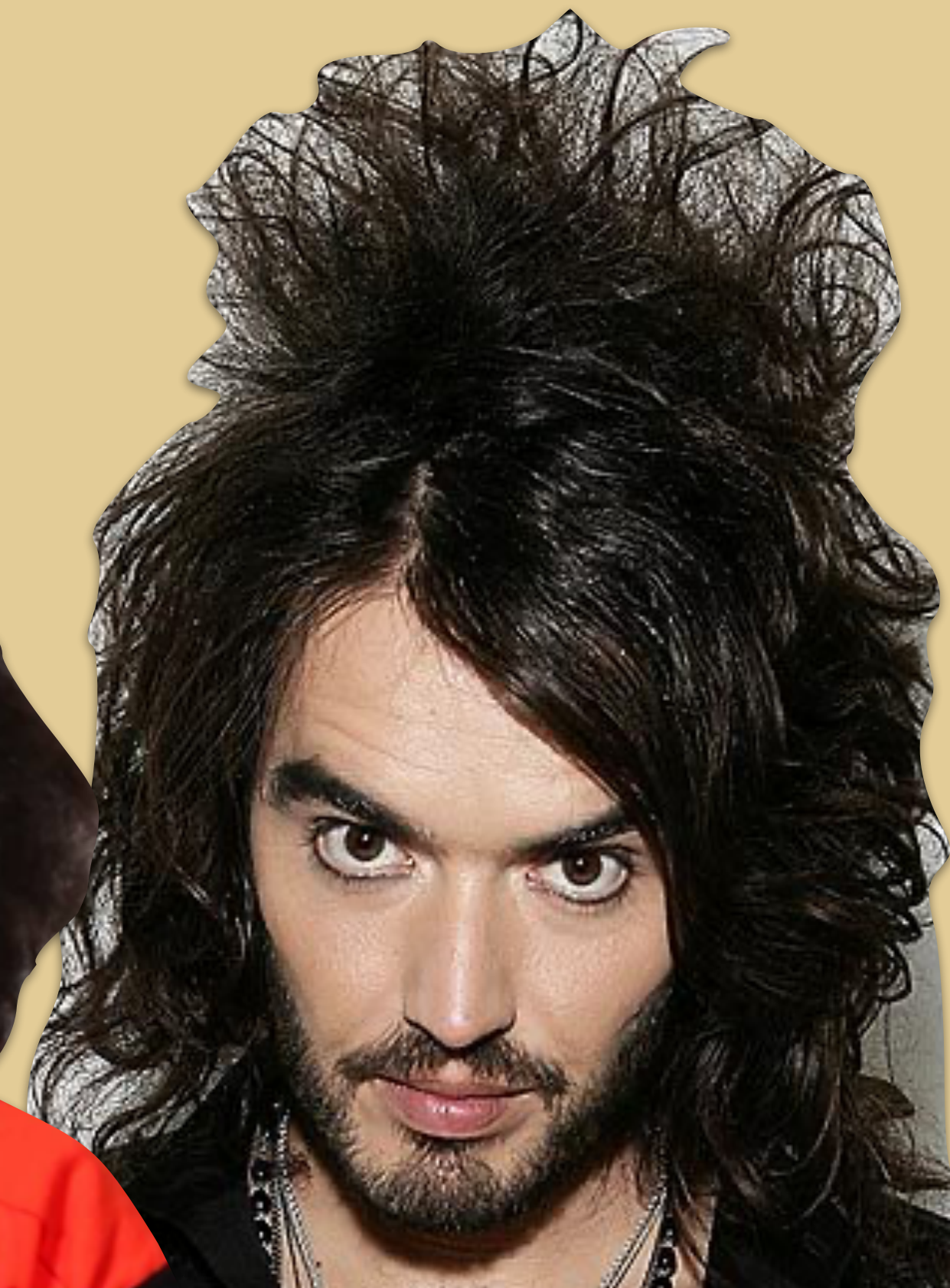
Affective contagion

Show runner

Artist

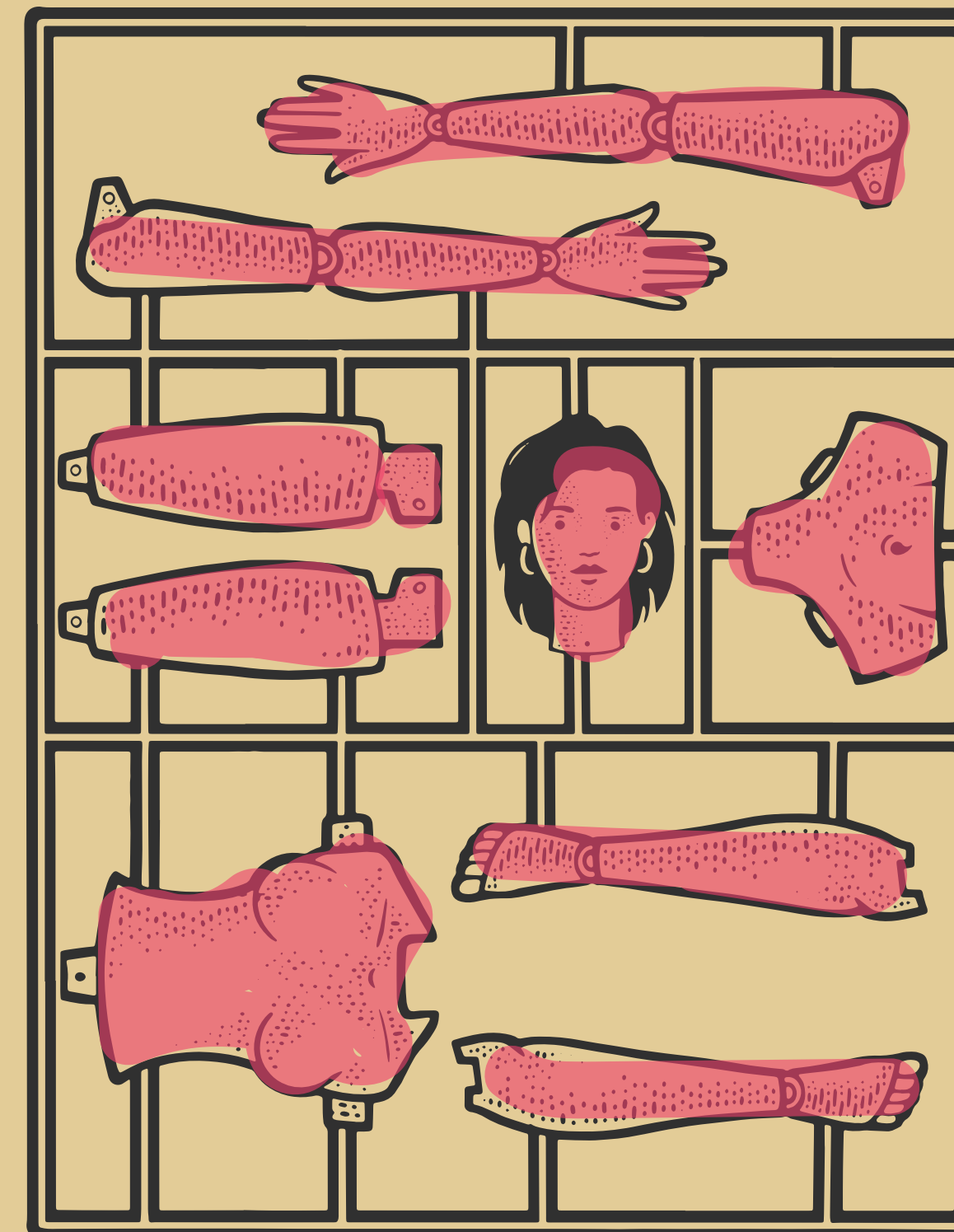Neophyte

Affective contagion
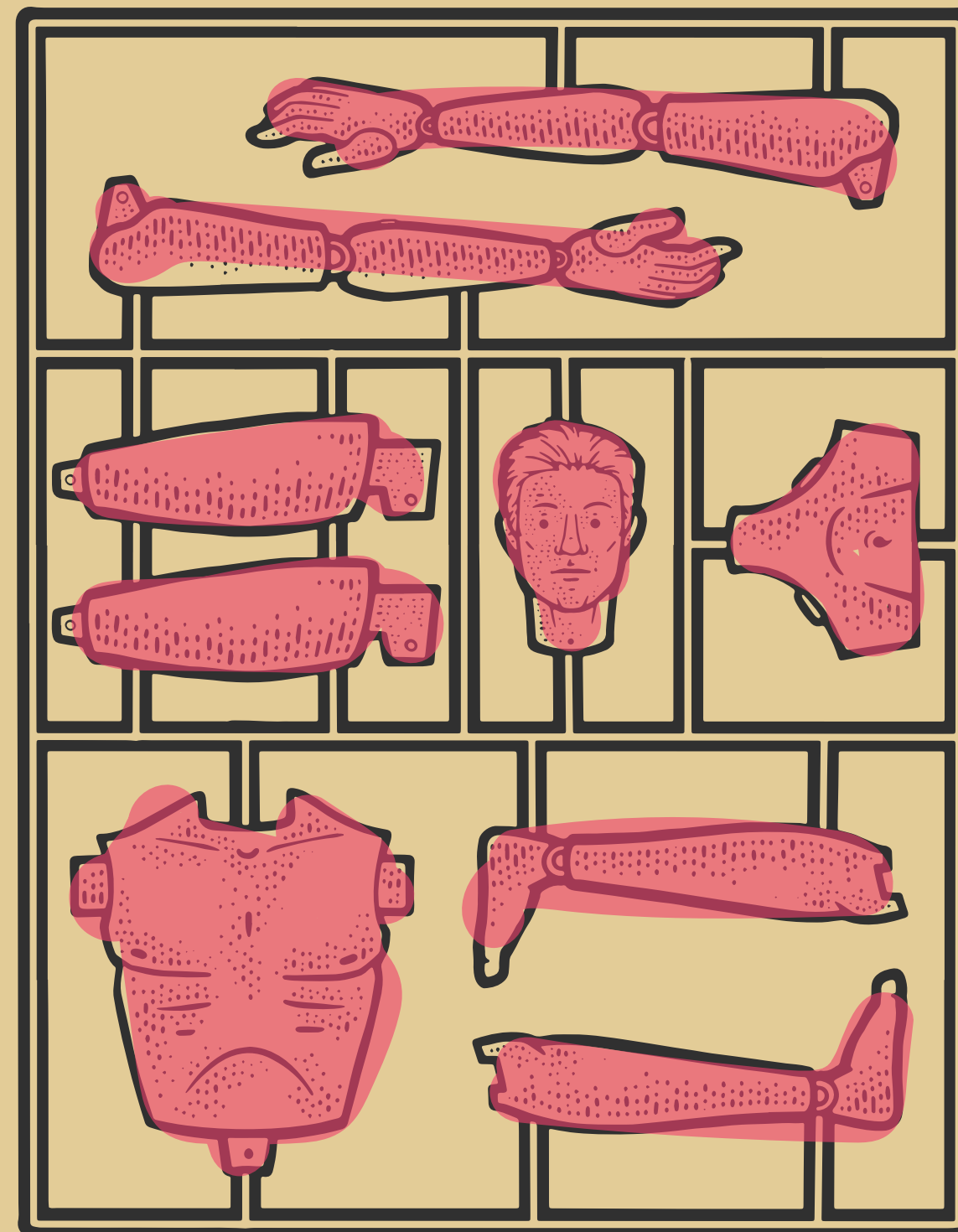
Region

Political preference
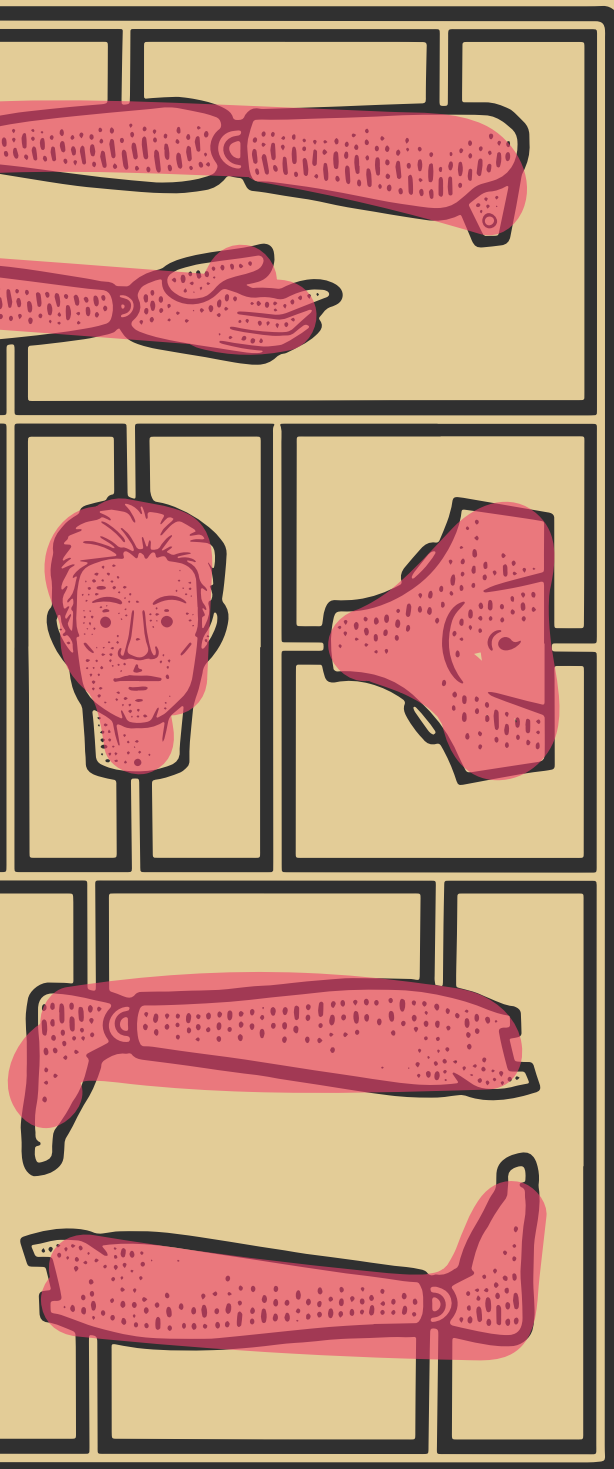
Religious background

Hair

Affective contagion

Which associations can you use
to deliver your message?

Bv. Region, secret passion, unconventional past

Use expectations of your audience
depending on the context

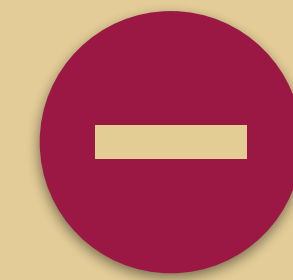Eg. "We as scientists…"
vs. "I'm not you're typical scientist…"

Which stereotypes/expectations do you bring along?

Target audience Matrix

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Target audience 1

Target audience 2

Target audience 3

They feel connected by...

About me they will typically think and expect that...

But what we do have in common is...

Call out, unconventional, exaggerate

Collective sentiments, "we are/we want/ do..."

Call out, unconventional, exaggerate

Collective sentiments, "we are/we want/ do..."

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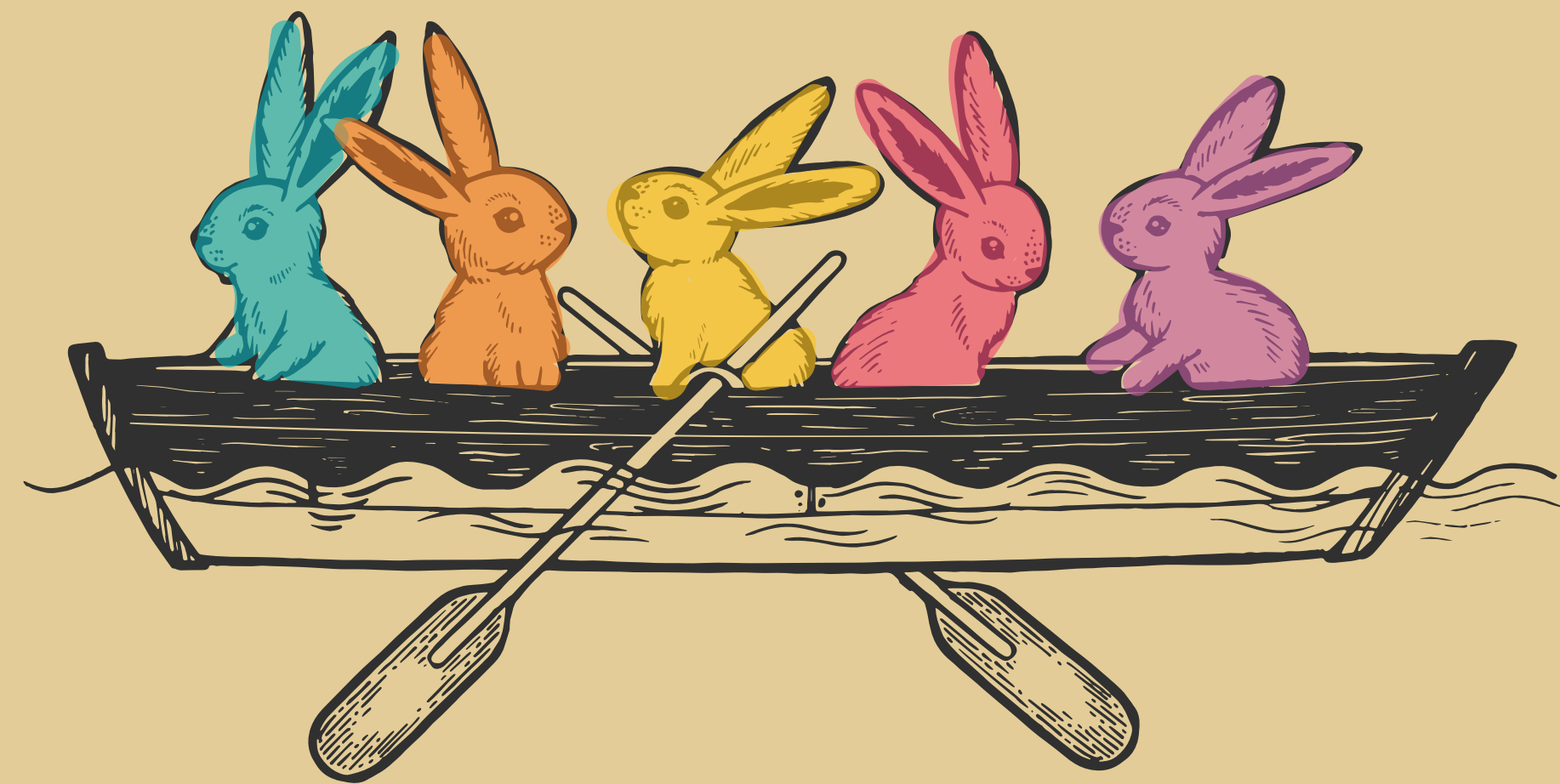
− Transform

+ Confirm

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− Eg. boring, authoritative, unrealistic, ...

+ Funny, expertise, confidence, ...

STEP 4:
Determine
commonalities with
target audience

What do you have in common?

Bv. ideology, stereotype, experience, crisis, enemy, passion, choice, ...

Target audience Matrix

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Target audience 1

Target audience 2

Target audience 3

They feel connected by...

About me they will typically think and expect that...

But what we do have in common is...

Call out, unconventional, exaggerate

Collective sentiments, "we are/we want/ do..."

— **Transform**

+ **Confirm**

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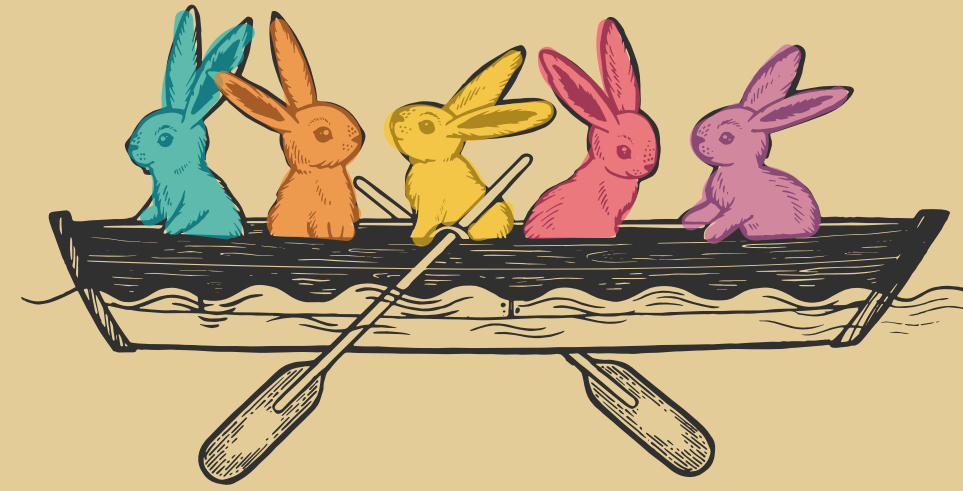Science infused creativity
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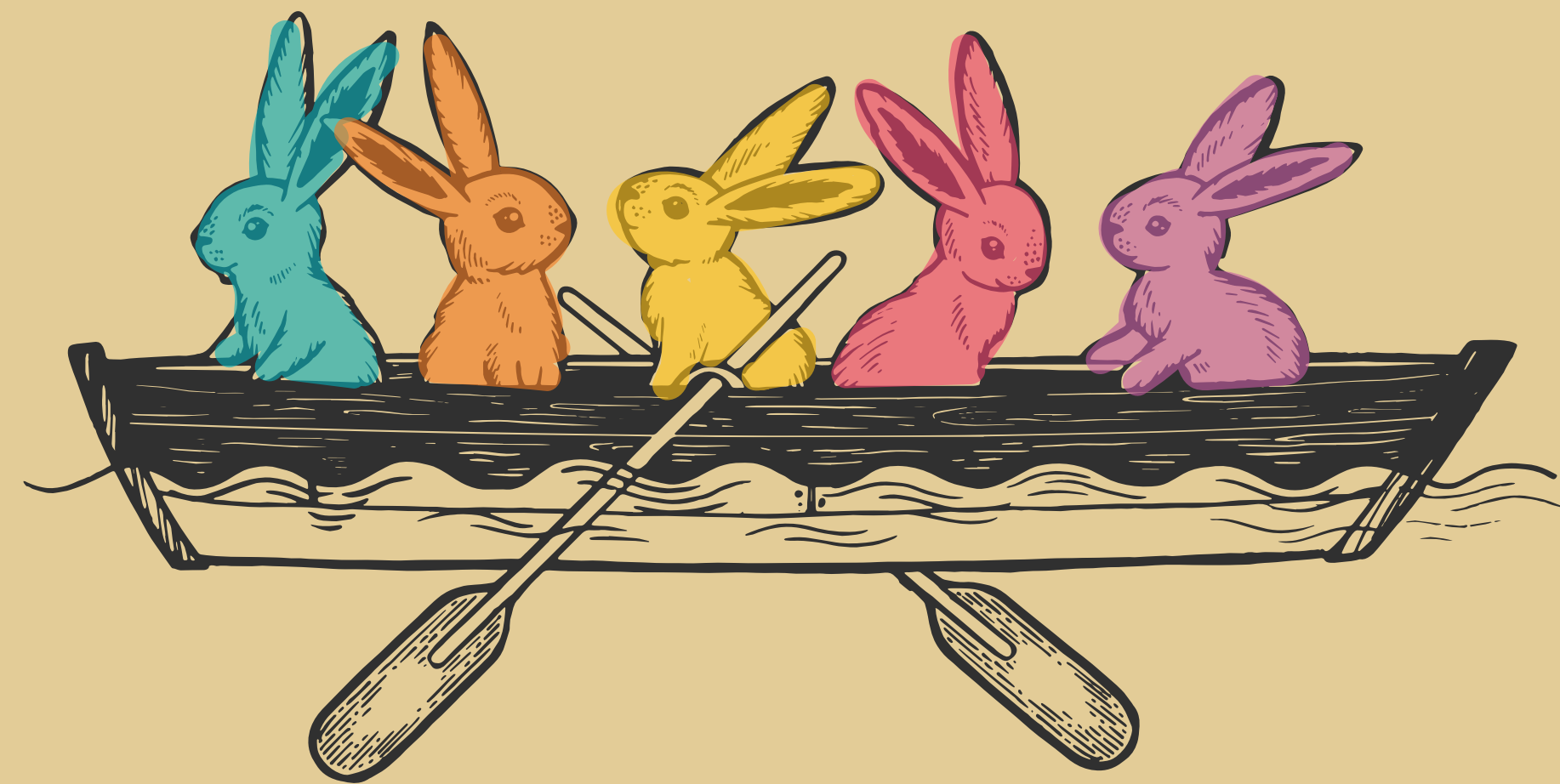
STEP 5:
Turn negative
affect around

Identity

Ingroup vs. outgroup

Wat we're definitely NOT…

Social Identity = commonality
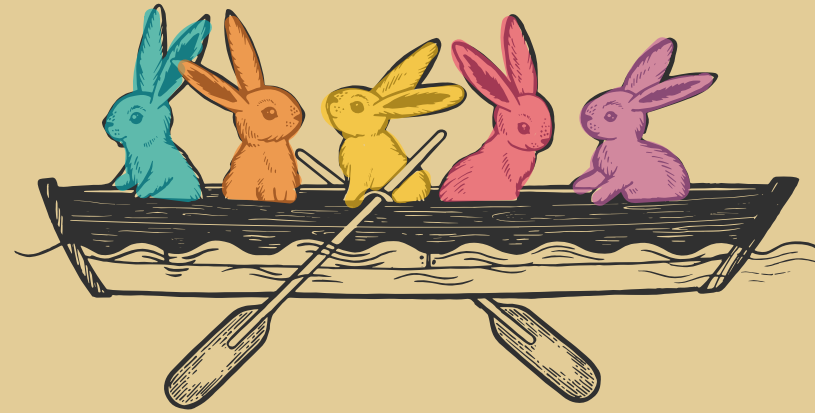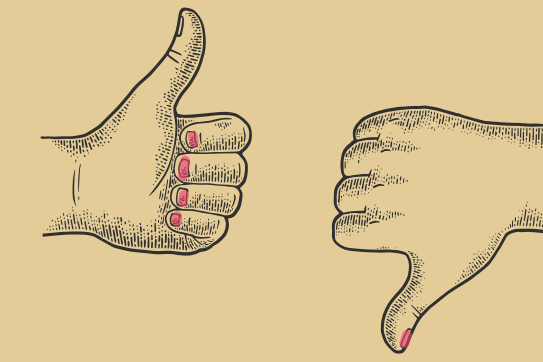
Identity

What

we definitely NOT ARE

is

...

Goal

What

we definitely DON'T

WANT is

...

Behaviour

What we

definitely WON'T

DO is

...

Determine contrasts for each target audience

Turn negative affect around

Target audience Matrix

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Target audience 1

Target audience 2

Target audience 3

They feel connected by...

About me they will typically think and expect that...

But what we do have in common is...

(−) **Transform**

(+) **Confirm**

Call out, unconventional, exaggerate

Collective sentiments, "we are/we want/ do..."

Call out, unconventional, exaggerate

Collective sentiments, "we are/we want/ do..."

Call out, unconventional, exaggerate

Collective sentiments, "we are/we want/ do..."

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Eg
"What we're not going to do is..."; "You might think..."; "I understand that..."; anecdote that contradicts stereotype; atypical clothing; ...
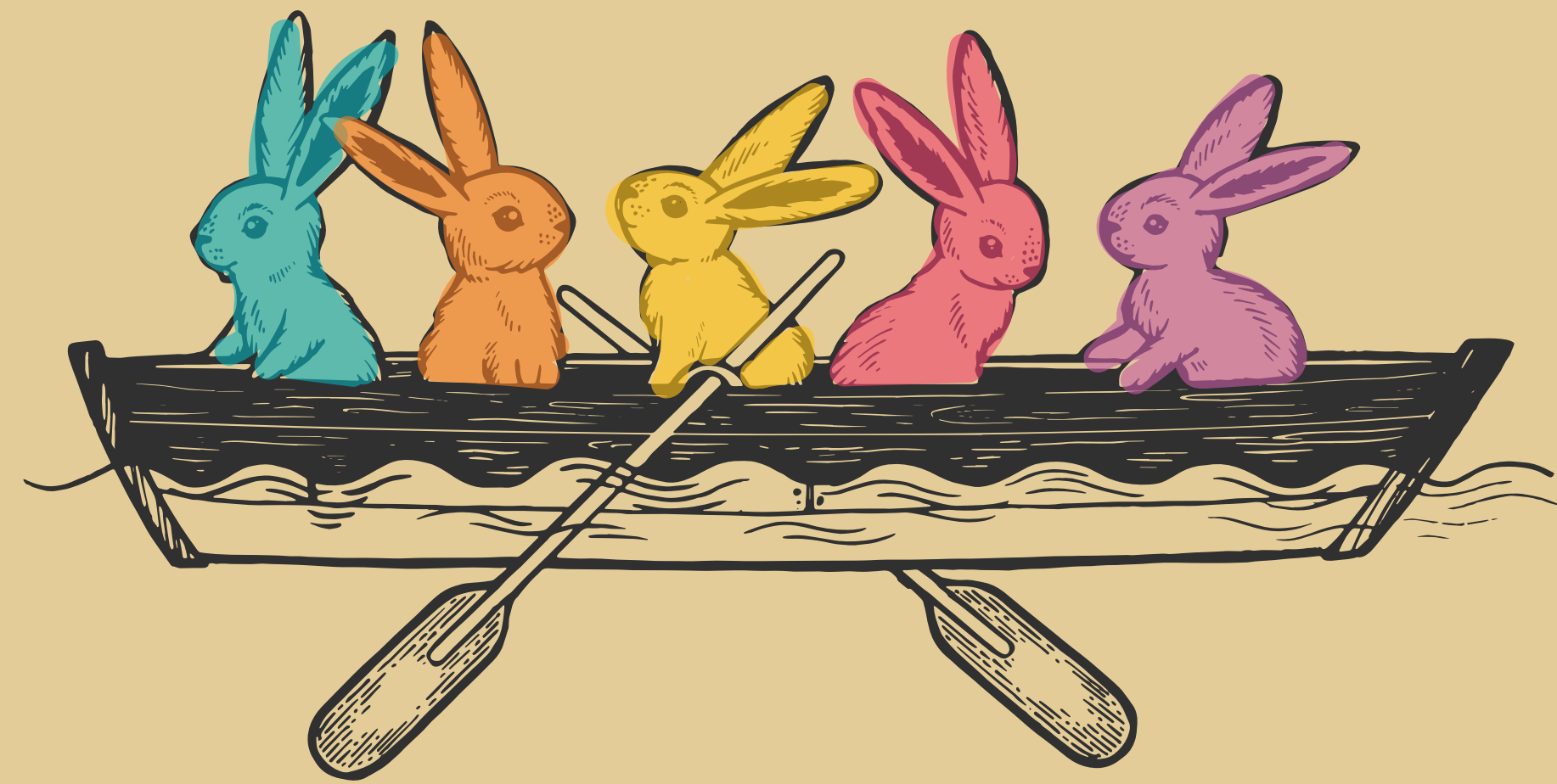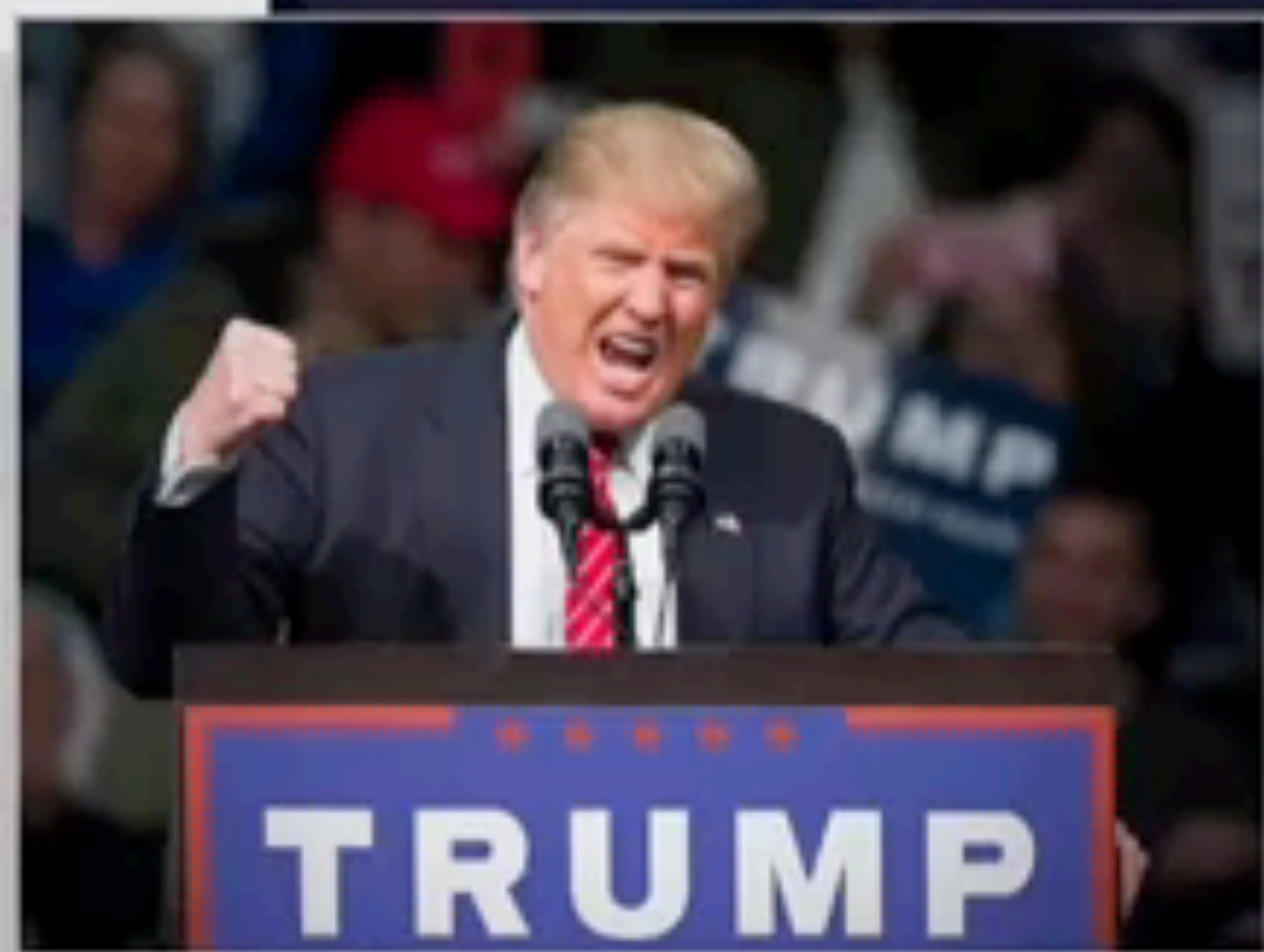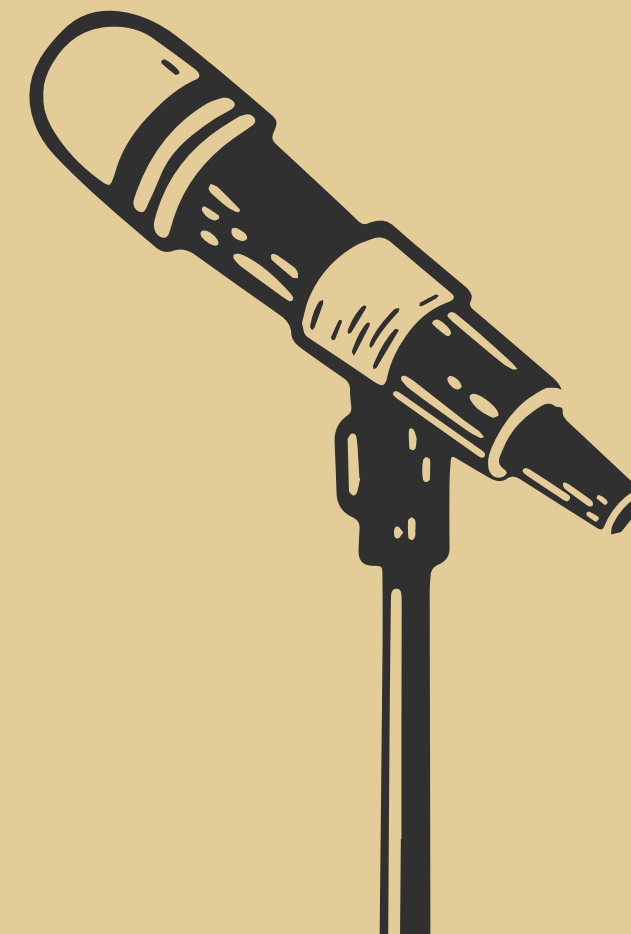
STEP 6: Confirm commonality

Self confidence

Self confidence

Ideas presented by narcissists = more creative
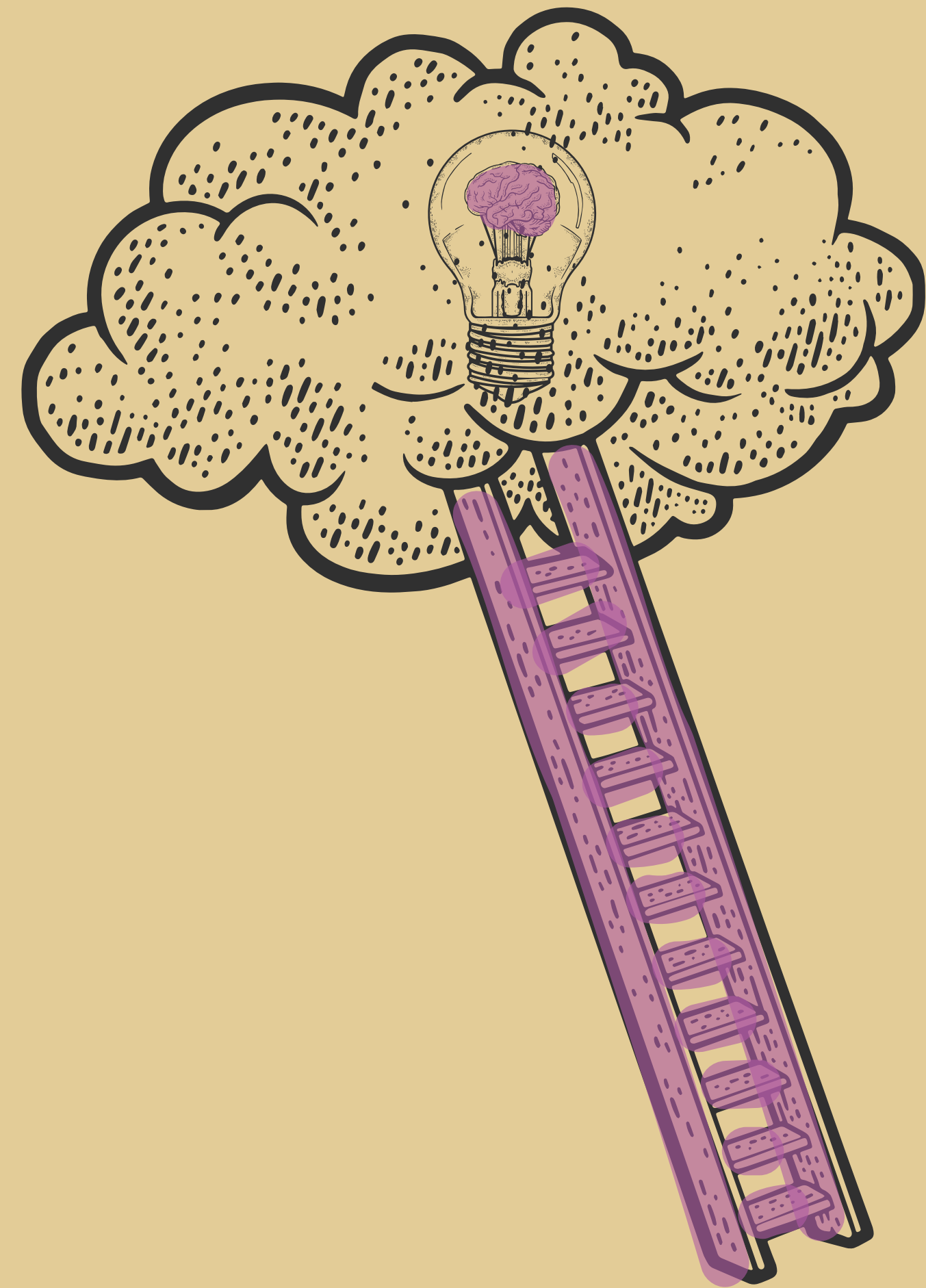
Self confidence

Use honesty / vulnerability

Eg. "I had to redo my last year in high school…"

"I'm not sure if this will be the best way, but …"

Makes you trustworthy

Brings jury in constructive mode

Familiarity

Familiarity

Use familiarity

Which song do I have in my head?

What's the chance you will guess it?

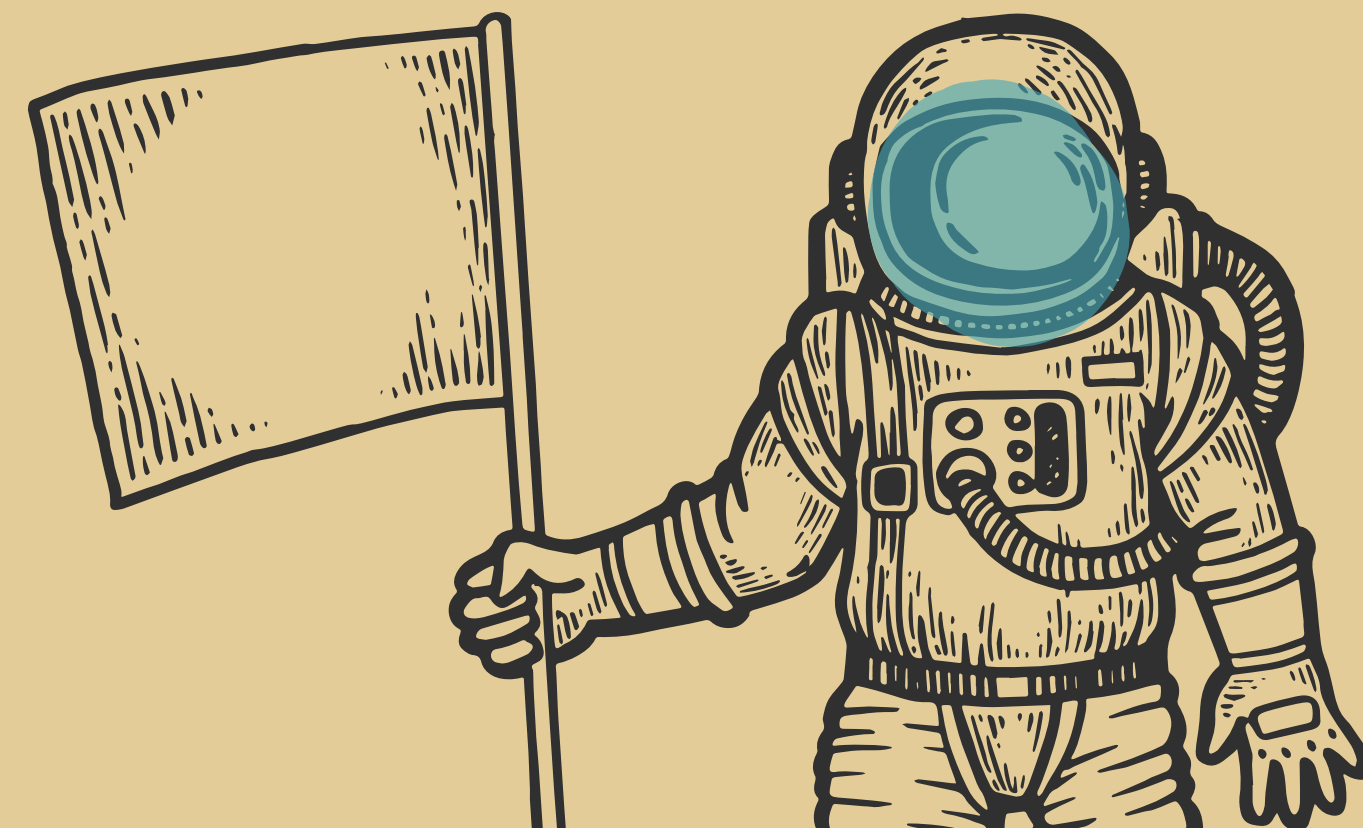Estimate = 1/2 chance
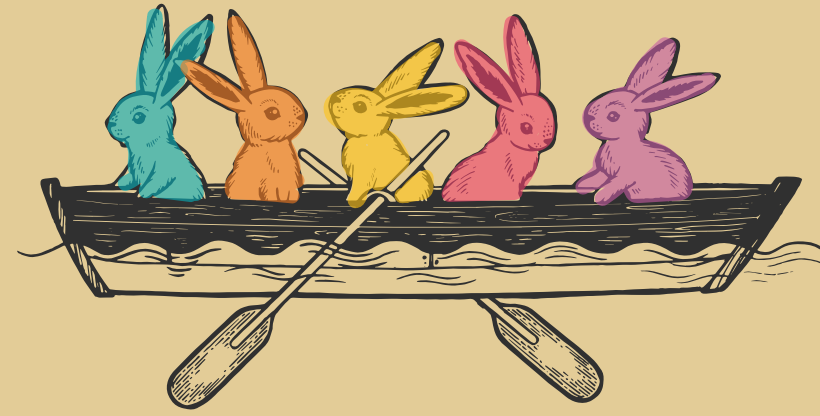Reality = 1/40 chance

Familiarity

The Jaws-in-space principle

For your presentation, you wrote your own song
...why not use a cover?

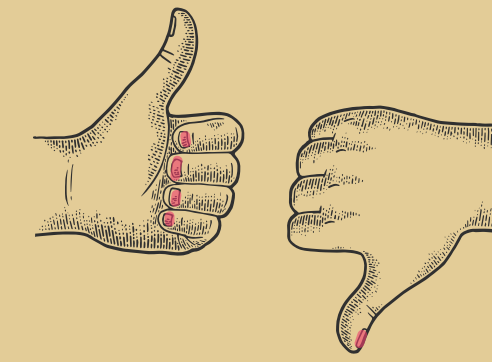**Link with something familiar**

Use ⊖ or ⊕ associations

Identity

Goal

Behaviour

WE ARE

WE WANT

THAT'S WHY WE DO

...

...

...

Link confidence and familiarity to this

Affirm common ground

Target audience Matrix

| Target audience 1 | Target audience 2 | Target audience 3 |

They feel connected by...

About me they will typically think and expect that...

But what we do have in common is...

− **Transform**

+ **Confirm**

Call out, unconventional, exaggerate

Collective sentiments, "we are/we want/ do..."

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Eg.
"I'm really convinced we have to do this...";
"Together we are a bit like the... of...";
"We're in the same boat here";
...

Have a look again, but with target audience in mind

Metaphores
eg: "It's a bit like the melody of a song"

Anecdotes
eg: "I once encountered a beggar
at Brussels Central station..."

Moral conviction
eg: "We really need to change this..."

Collective sentiments
eg "We've all had that experience..."

Self confidence
eg: "I'm really convinced this
is going to make a real difference..."

High expectations
eg: "That way we're not only going to... but also..."

Contrasts
eg: "I'm not a therapist,...
I'm an experimental psychologist..."

Lists of 3
Lists of 3 eg:"...in terms of profit, added value
and customer satisfaction" (most important one last)

Retorical questions
eg: "Do you know experimental psychology?"

Bodily movement
Facial expressions
Voice pitch & rhythm

Last key principles

Uses pauses (min. 2 sec)

For important presentations: know your lines!

… but keep it natural: start from your natural position

Give details when telling anecdotes or describing characters

Humour works if social insight and spontaneous, use strategically
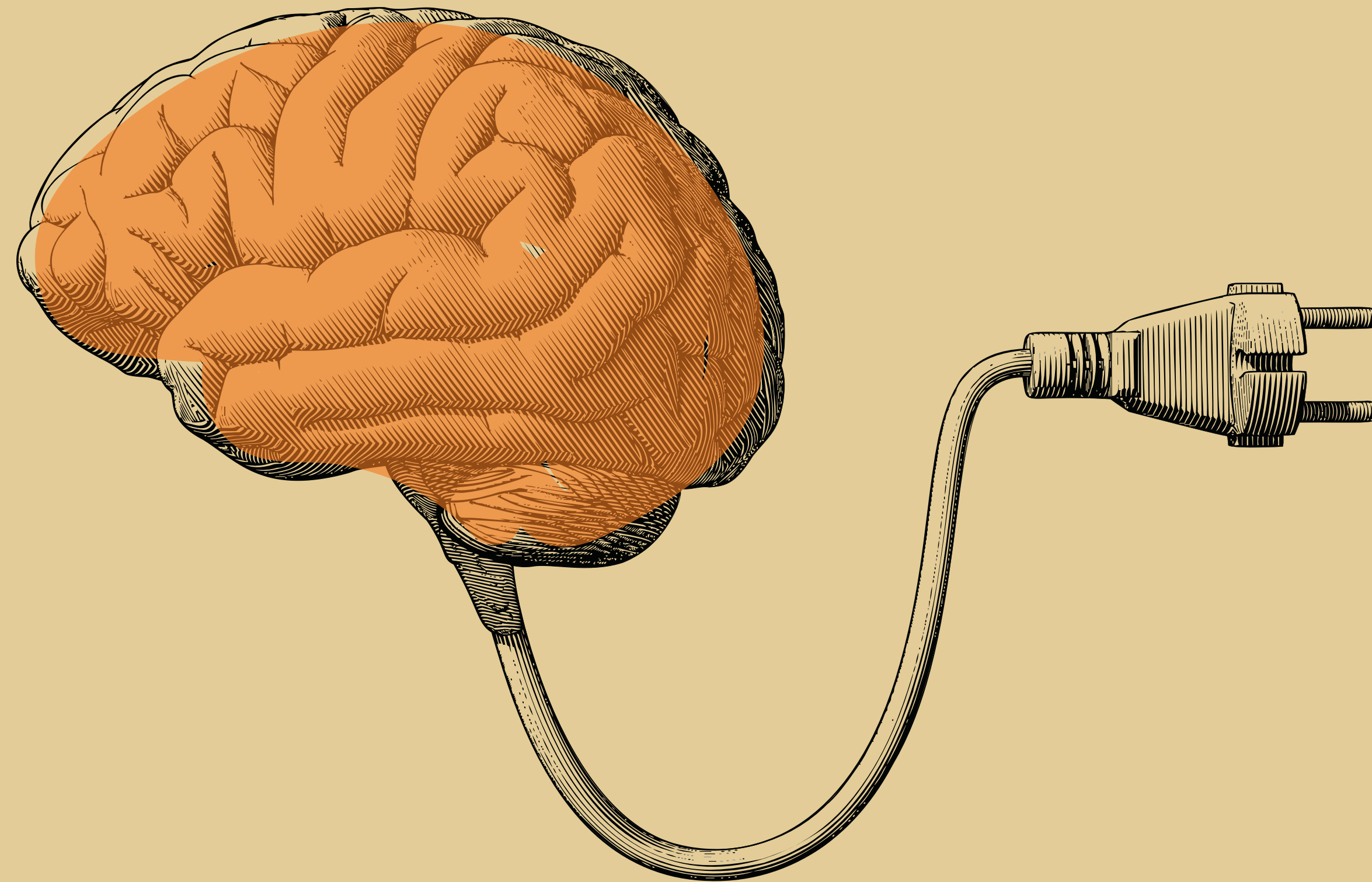
Call out tensions

Don't bring yourself down

If blackout…

Last tips & tricks

Story + affect & techniques + practice

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Questions?

michael@theforge.be