



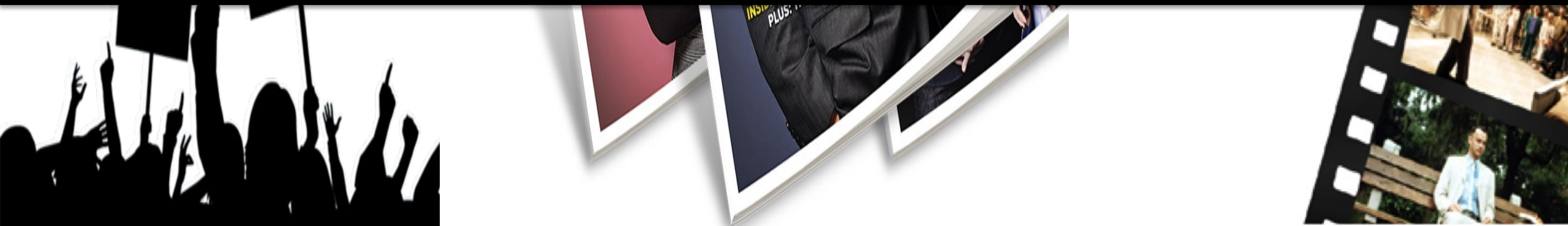
Amplify Your Impact by Mastering the Art of Powerful Communication

Lauren Weinstein | Resonate Coaching

lauren@resonatecoaching.co



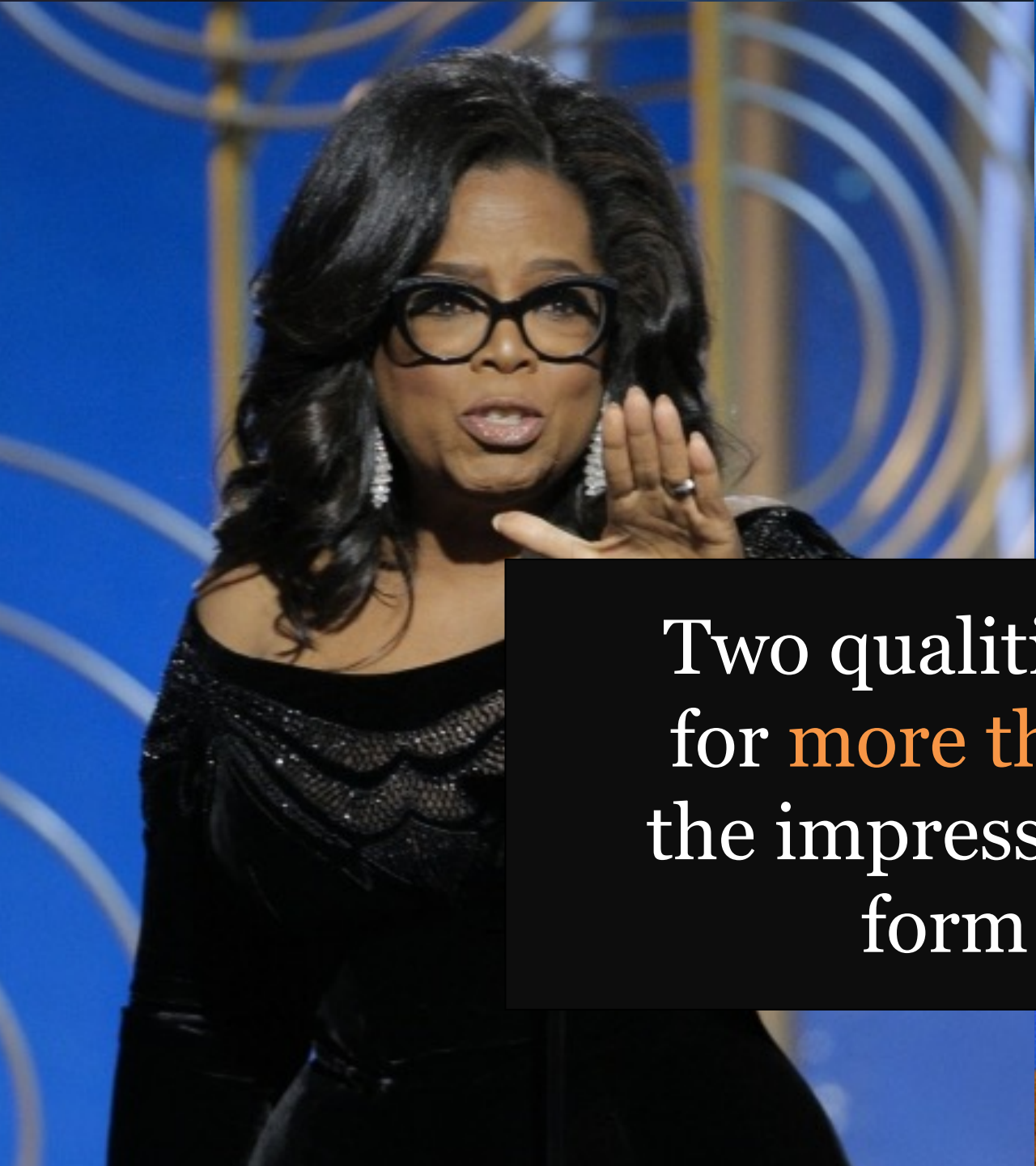
EXCEPTIONAL SPEAKERS





*If you communicate in a way that resonates,
change will happen.*





Two qualities account
for **more than 90%** of
the impressions others
form of us

Warmth

the ability to elicit
emotional connection
and build trust



Competence

the ability to inspire
confidence in abilities
and/or expertise

HOW WE COMMUNICATE:

VERBAL



VOCAL



VISUAL



First →

Warmth



INFLUENCE/IMPACT

then



Competence



C-SPAN
LIVE

TH, 01

10-15-92

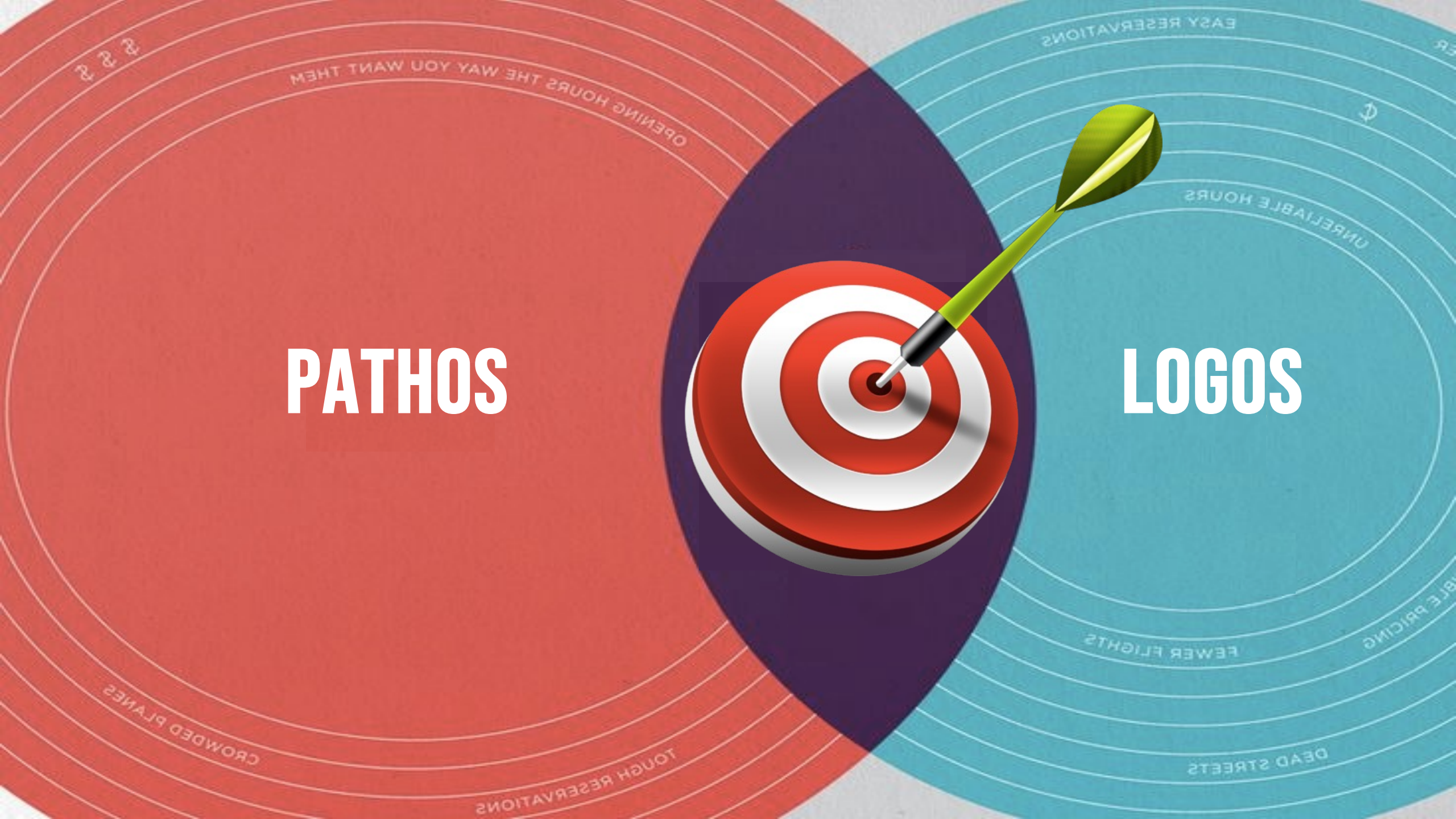
21:49:51

V E R B A L

PATHOS



LOGOS



STEP 1: KNOW YOUR AUDIENCE



MOST SPEAKERS THINK:

“WHAT DO I WANT TO SAY?”

THE BEST SPEAKERS THINK:

**“WHAT DOES MY AUDIENCE NEED
TO HEAR?”**



Give a hoot! Don't pollute



TOOT YOUR HOOTER ON POLLUTION NOW!



KNOW YOUR AUDIENCE

A photograph of Barack Obama at a campaign event. He is in the center, wearing a white shirt and dark trousers, with his right hand raised. Behind him is a large American flag. The foreground is filled with a diverse crowd of people, many of whom are holding up their smartphones to take pictures or videos. The scene is brightly lit, suggesting an outdoor or well-lit indoor event.

PROMOTING

What does my audience care about most?

What motivates them?

RESTRAINING

What biases or hesitations might they have?

What level of knowledge do they bring?

STEP 2: RELY ON STRUCTURE

PERSUASIVE

Problem – Solution – Benefit

STEP 2: RELY ON STRUCTURE

PERSUASIVE

Problem – Solution – Benefit

INFORMATIVE

What – So What – Now What

STEP 2: RELY ON STRUCTURE

PERSUASIVE

Problem – Solution – Benefit

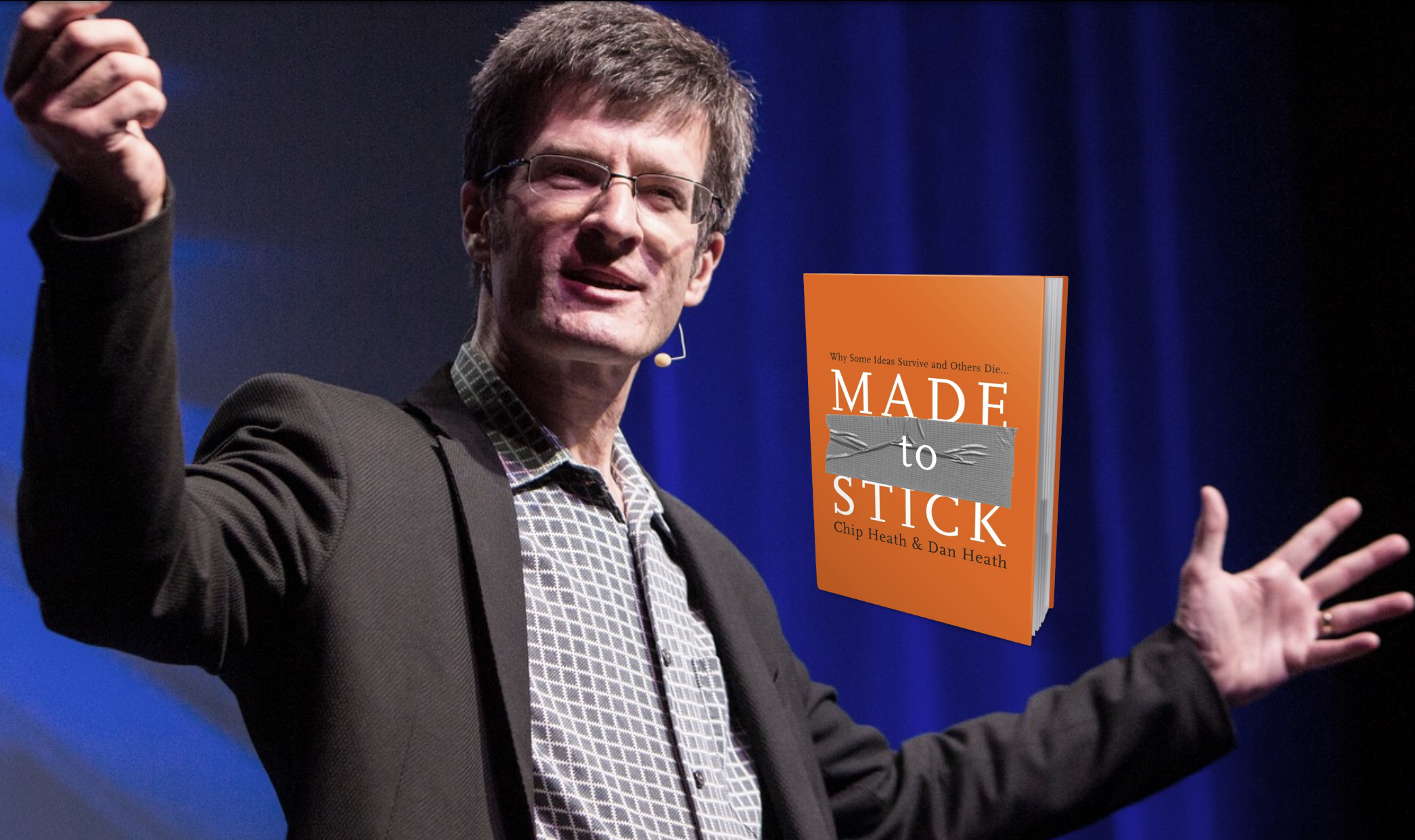
INFORMATIVE

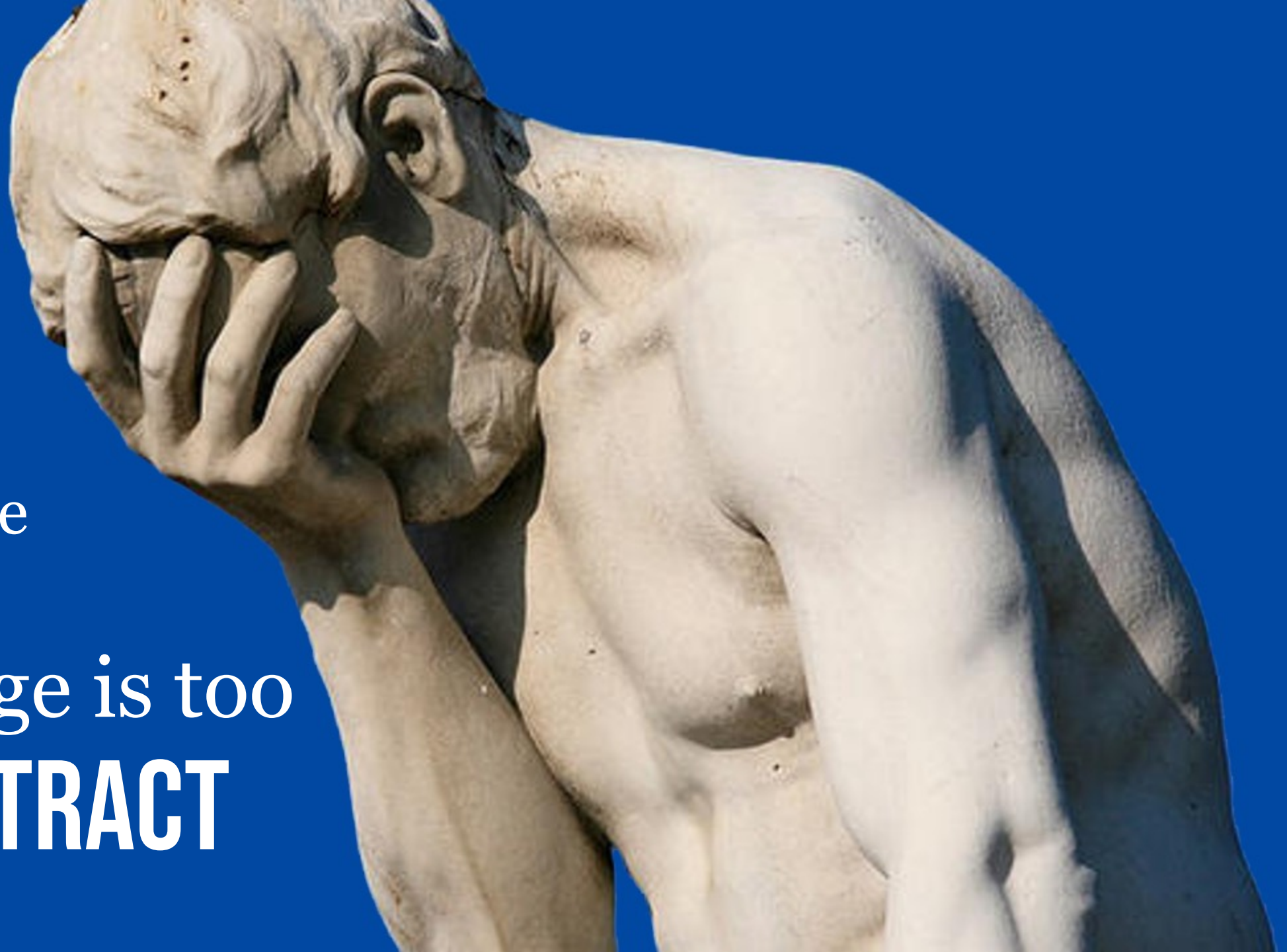
What – So What – Now What

INSPIRING

Past – Present – Future

STEP 3: INCLUDE STORIES + CONCRETE EXAMPLES





1 Mistake

Message is too
ABSTRACT



An open book with glowing pages and a starry background. The book is open, showing many pages that are illuminated with a warm, golden light. The background is dark with numerous small, bright stars and bokeh effects, creating a magical atmosphere. The book is resting on a wooden surface.

STORIES & EXAMPLES

STORIES



MEMORABLE



FAVORABLE



IMPACTFUL

OUTLINE





WHAT'S
YOUR
STORY?

STRUCTURE

PROBLEM-SOLUTION-BENEFIT



PROBLEM

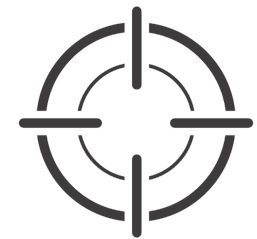
HEADLINE



EXAMPLE



RELEVANCE



“WE NEED TO BE MINDFUL OF OUR COMMUNICATION TO CUSTOMERS”



SOLUTION

HEADLINE



EXAMPLE



RELEVANCE





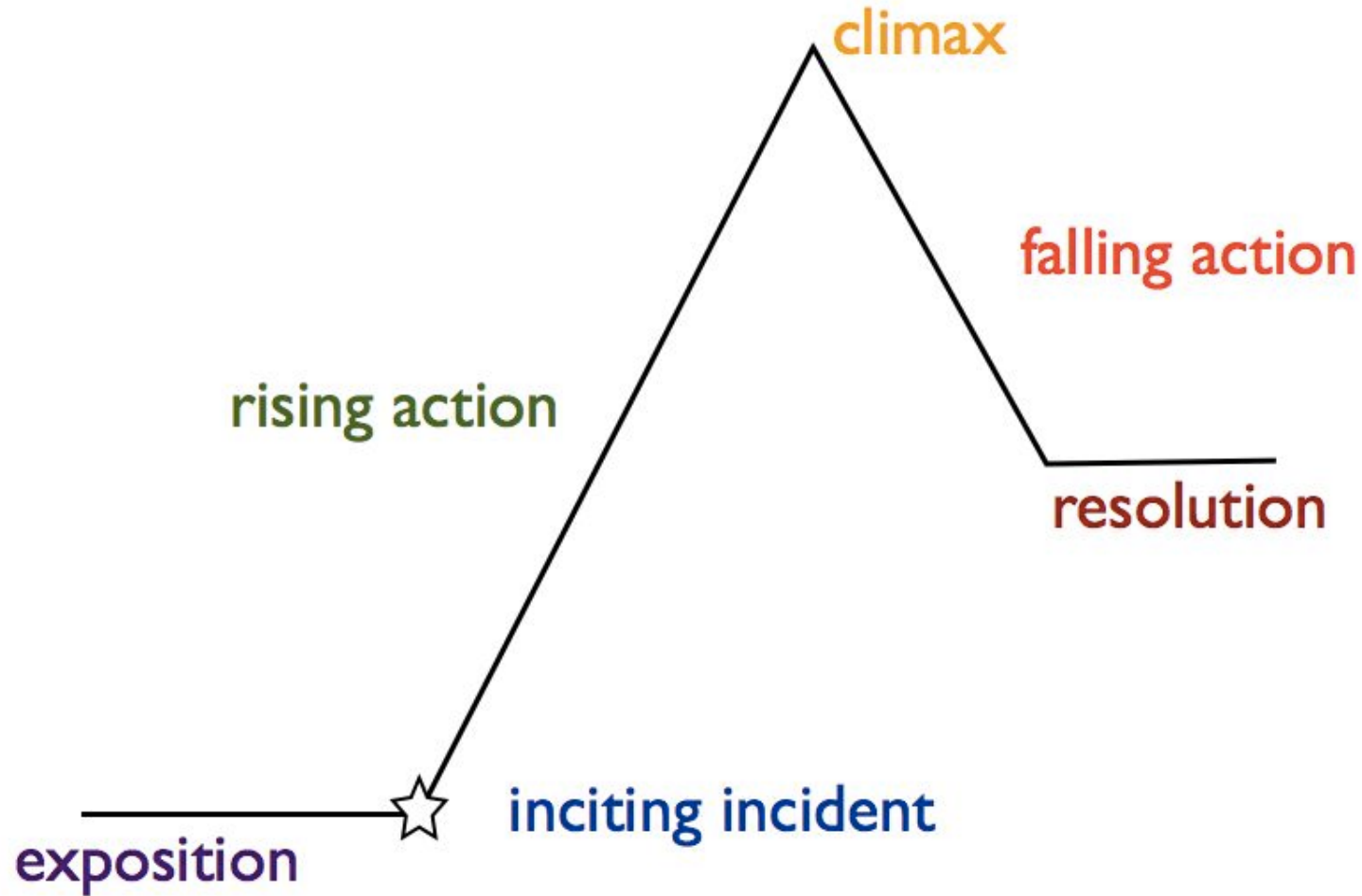
UBER
EATS



Pricing Algorithm



freytag's pyramid



HOW WE COMMUNICATE:

VERBAL



VOCAL

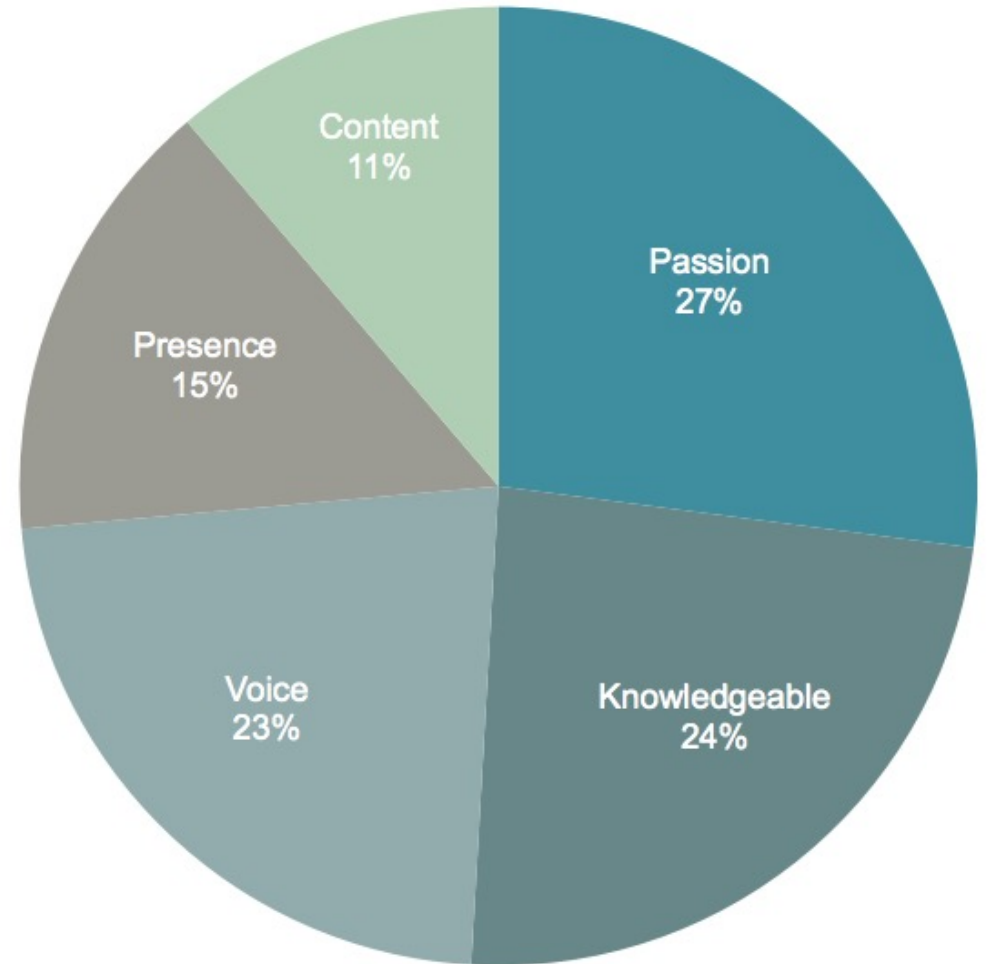


VISUAL



Nonverbal cues can affect the feelings and attitudes of others more than the actual words we say.

- Mehrabian, 1981



A man with glasses, wearing a dark blue button-down shirt and mustard-colored pants, stands on a stage. He is positioned in front of a large set of 3D letters that read "TEDx New York". The "TED" part is in red, and "New York" is in white. Below the "TED" part, the name "WILL STEPHEN" is written in white. The stage has a red circular carpet. The background features red curtains and stone columns.

TEDx New York
WILL STEPHEN

V I S U A L

A row of six light-colored wooden blocks, each with a black serif letter on its top face, spelling out the word "VISUAL". The blocks are arranged in a slightly staggered line. Below them, a large number of smaller, similar wooden tiles are scattered across the surface, each with a different letter, creating a textured, letter-rich background. The lighting is soft and even, highlighting the natural grain of the wood.

**OPEN &
CONNECTED**



**BIG &
BALANCED**

VOCALS

INSPIRE WITH YOUR VOICE



“Powerful and persuasive, yet at the same time soft and cajoling, Margaret Thatcher’s distinctive voice was one of her most potent political weapons.”

People decide how *trustworthy* or *dominant* you are within seconds of hearing your voice.

- McAleer, 2014

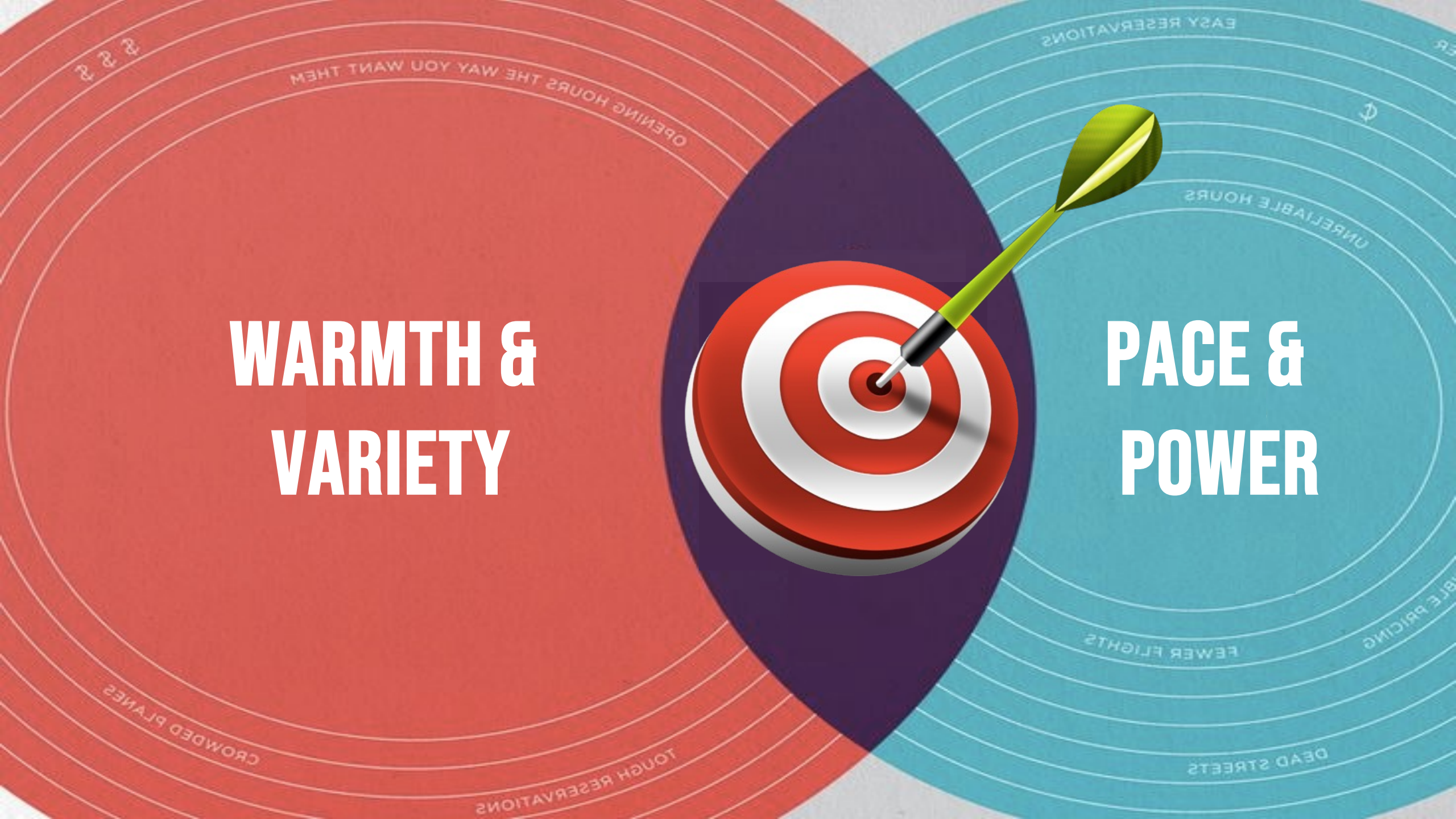




**WARMTH &
VARIETY**



**PACE &
POWER**





**Calm +
Confidence**

REHEARSAL: FROM GOOD TO GREAT



TAKE A BREATH...4:6 BREATHING





*If you communicate in a way that resonates,
change will happen.*



CONTACT

lauren@resonatecoaching.co