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Give Your Speech, Change the World: How To Move Your Audience to Action

Nick Morgan

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Nick Morgan : Give Your Speech, Change the World: How To Move Your Audience to Action before purchasing it in order to gauge whether or not it would be worth my time, and all praised Give Your Speech, Change the World: How To Move Your Audience to Action:

30 of 30 people found the following review helpful. This is about giving speechesBy Tom CarpenterThe concept of giving a speech is very different from the more general concept of public speaking. For example, a trainer who teaches a class for five days is a public speaker; however, she is not really giving a speech. A speech is shorter in nature and

very focused. One might argue that a training class is just a collection of speeches, but this is untrue. The public speaker - acting as a trainer - must involve the audience more so that they really learn and retain the information. The public speaker - acting as an orator or speech giver - does not have the same demands placed upon him. Why all this discussion of speech versus training? Because this book seems to indicate that it is about public speaking (the back cover says, "There are several universal truths about public speaking") in general, but it is really about giving a speech. I point this out because the research shows that many recommendations in the book are completely wrong when applied to training though they are correct when applied to speeches. For example, recommending that you do not use slides (I won't say PowerPoint because there are many presentation tools used for delivering slides) is a great suggestion for a speech but a horrible recommendation for training. Visual aids are absolutely and scientifically proven to improve the learning process in a training event. Slides should definitely be used to represent processes, show technical concepts and so on in a training class. The question is this: are you going to get extremely technical in a speech? It's doubtful; however, if you are, you should probably use handouts with the speech. This is why I gave the book four stars. I think it's one of the best books I've read on giving speeches; however, it is not the best book on the more general topic of public speaking - which includes training. The back cover should be clearer about the focus of the book. Believe the cover and not the description is the best advice. In fairness though, there aren't a lot of good books about public speaking in general that give the right advice for the varied types of presentations. You usually do need to get a book on the specialized mode of presentation in which you'll be involved. This book is an excellent one for giving speeches. I'd recommend *Beyond Bullet Points* as another excellent book that shows how slides can be effectively used in a speech and *Life is a Series of Presentations* for a general resource on public speaking. 2 of 2 people found the following review helpful. Great for Anyone Who Leads Teams or Writes Books By Andrew Davis[[VIDEOID:mo2T76NZ9YKN61L]] I was introduced to Nick Morgan's book by a fellow author who thought it might help structure my speeches in a more formulaic and powerful way. (I give over 50 speeches a year and was dubious this book could help.) Boy, was I impressed. This is a great overnight education read! I literally read it in one night start to finish. With great examples from people like MLK, Kennedy, Lincoln, Reagan I was inspired to change the way I build my speeches. As an author myself, I also found tremendous value in reading this book. If you write business books, I think the first half of this book could help you! It's a fantastic read. 2 of 2 people found the following review helpful. Invaluable resource for any and all speakers By Storyteller I'm halfway through the book *Give Your Speech, Change The World* and can already tell that my work will be different as a result. (In good ways...) I've read tons of books about storytelling and all of that. This book truly helps me get to the 'how' of it all and allows me to think about specific ways to shape and sculpt, push and pull my language, my message, my delivery and also continually revisit my true intentions. I live in the world in a very deep way and seek that in all I do. As an artist I desire to instigate big changes in people's hearts, minds and lives. I also long for that in my experiences of art---to be changed, to have my insides shift and rearrange themselves. I want to be inspired and nourished at these same big, deep levels. I also have a wild, active sense of humor and tons of mischief, so I'm ultimately always looking to do what I'm doing while having a good, good time. This book is a gift, written in such user-friendly ways about large concepts and ideas. I'm giving a big keynote soon and am already having fun chewing on it in new ways as a result of Nick Morgan's influence.

Do you remember the topic of the last speech you heard? If not, you're not alone. In fact, studies show that audiences remember only 10% to 30% of speech or presentation content. Given those bleak statistics, why do we give speeches at all? We give them, says communications expert Nick Morgan, because they remain the most powerful way of connecting with audiences since ancient Greek times. But as we've evolved to a more conversational mode of public speaking, thanks to television, we have forgotten much of what the Greeks taught us about the nonverbal aspects of speech-giving: the physical connection with audiences that can create an almost palpable emotional bond. Morgan says this "kinesthetic connection" comes from truly listening to your audience; not just with your brain but with your body. In this book, he draws from more than 20 years as a speech coach and consultant, combining the best of ancient Greek oratory with modern communications research to offer a new, audience-centered approach to public speaking. Through entertaining and insightful examples, Morgan illustrates a 3 part process; focusing on content development, rehearsal, and delivery; that will enable readers of all experience levels to give more effective, passion-filled speeches that move audiences to action.

From Publishers Weekly This useful guide to modern public speaking in business situations begins (as did public speaking) with the ancient Greeks. It's an auspicious start: the Greeks' influence lasted into the 20th century, even after television made our relationship with most of the speakers we hear far more intimate. Morgan, the founder of a communications coaching company, proposes what he calls "the audience-centered presentation process," in which the speaker listens to that audience-two-way communication, in other words. Morgan breaks down the generation of such a presentation into a series of steps, with guidelines and methods for overcoming phobias (he is adamant that his readers conduct the most intensive rehearsals possible, including at least one in the actual presentation site). He also

warns against Q A sessions (particularly for the media), lame and irrelevant jokes, and videoconferencing, and seems to loathe Power Point. While he speaks of "kinesthetics"-"being aware of the position and movement of the body in space"-he generally avoids polysyllables and never pushes fancy-sounding concepts as magic wands. This is a clear, engaging guide any socially and verbally competent person can benefit from, and not only those readers speaking to the business world. Copyright 2003 Reed Business Information, Inc. About the Author Nick Morgan is Editor of the Harvard Management Communication Letter and founder of Public Words, a communications coaching company.