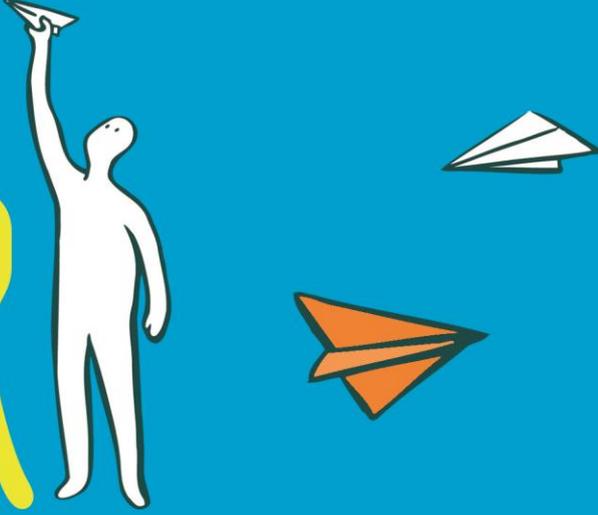


FAST TRACK YOUR CAREER

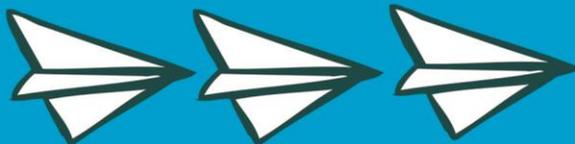
FULFIL YOUR POTENTIAL

ACHIEVE POSITIVE CHANGE

TRANSFORM
YOUR
COMMUNICATION SKILLS



SPEAK, WRITE, PRESENT WITH CONFIDENCE

 **STEVE BRIDGER**

BOOK SAMPLER DOWNLOAD

TRANSFORM YOUR COMMUNICATION SKILLS

How would you like to feel like this?



Where the book will take you

Improving your speaking, writing and presenting skills will accelerate your career and become a valuable asset in your business and personal life.

Armed with the contents of these pages you'll quickly reap the benefits of being more confident, more skilful and the creator of highly effective communications. The quality of your speaking and writing will deliver professional and personal rewards. The contents of this book, with practice and dedication, will transform your skills and deliver long-term benefits.

The Approach

The book is intended to be a practical, everyday resource, an easily digestible reference guide. Proven techniques and insights are shared to make an immediate impact and improve performance at whatever point you've reached.

The Benefits

The book provides practical self-help advice on a conversational level for easy understanding and is quick to absorb. There is something of value for everyone. The enduring benefits include learning how to:

- Manage nerves when speaking in public to include giving a family wedding speech
- Create engaging presentations time after time
- Develop writing skills to produce clear and effective communications

The Collaboration Effect

Transform Your Communication Skills has been written with the collaboration of eleven talented specialists who pass on their knowledge gained from years of running their own businesses. This real-life learning provides a useful source of practical help rather than pages of baffling theory.

The book begins by introducing the team of 11 coaches including myself as the author and creator. The idea was that instead of one voice with one view, to share the experiences of others to give you diverse and dynamic insights from many voices to develop your skills. Here's the full content list, then I'll give you a taste from each of the main sections.

FULL BOOK CONTENTS

Section One – Communication Essentials

Chapter 1

The Importance of the Communicator

Learn the common elements shared by speaking and writing

Chapter 2

Develop Presentation Structure and Create Content

Chapter 3

Analyse and Pitch Effectively to your Audience

Chapter 4

How to Involve and Connect with an Audience

Section Two – Speaking and Presenting Skills

Chapter 5

Build Confidence and Overcome Shyness

Chapter 6

Reduce Stress

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Manage Nerves

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Speech!

How to prepare and deliver a speech

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Section Three – Writing Skills

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Memos and Minutes

Chapter 14

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Chapter 15

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Chapter 16

Emails and Business Letters

Chapter 17

Business Case Studies

Chapter 18

Writing a Business Plan

Chapter 19

How to Write a CV, Resume or One-Pager

Section Four – Reference Section: A Guide to Punctuation and an A-Z Guide to Useful Words and Terms

SECTION EXCERPTS

SECTION 1 GENERAL COMMUNICATION SKILLS



1. Write for the Reader

Writing is a personal one-to-one experience. Ninety-nine percent of the time, you're making contact with one other human being at one moment in time, even though what you've written may have a circulation list, only one pair of eyes is reading at any one time.

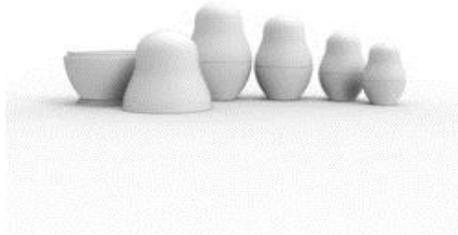
This means you must consider the nature, status and role of the person who will be reading your piece and write accordingly. Write in a way that will make them feel you are talking to them and them alone. This goes back to advice at the very beginning of the book. Effective results are achieved by considering the reader or listener before you lift a pen or strike the computer keyboard because your job is to make sure they understand and take the action you want them to take.

2. Speak to and for the Listener

An accomplished communicator thinks about educating and informing *for* the benefit of the listener. Clearly the obvious difference between speaking and writing is that when speaking the receiver of the message is standing right in front of you. You can see who they are and by reading the visual signals you can decide on how to put your message across.

The visual signals may include the way they're dressed, formally or casually, their age and gender, and it may be possible to sense their mood, whether they are in a generally positive or negative frame of mind, from their expression. Speaking to one person whom you may know takes the guesswork out of your approach. You can feel more comfortable about the tone of voice and, using tact and diplomacy, choose a delivery style that will resonate with them.

SECTION 2 SPEAKING AND PRESENTING SKILLS



Preparing for a Presentation

It's easy to become overwhelmed by the sheer size of a project or the thought of preparing an important presentation. Have you heard of the Russian dolls approach to problem solving? The idea is to down-size big issues into smaller, more manageable sections. This will reduce an intimidating proposition into its component parts and reduce the fear factor.

This is how the idea works in practice. To begin you have one large Russian doll. This doll represents a big issue or in our case the whole task of preparing a presentation from scratch. To make the project manageable the big project needs to be reduced into its component parts; in this illustration, the progressively smaller Russian dolls you find inside one another within the body of the first big doll. Once a presentation is de-constructed it can be approached one step at a time and completed in a more manageable sequence. Look at the picture and commit it to memory. Knowing how you can break down a project could stop you having a breakdown!

Speech!

Giving a speech for business or at a personal event like a wedding



Keep Panic – Don't Calm!

Panicking is a natural first reaction when you have to give a speech. Don't worry. Keep calm and don't panic.

As with all the advice in the first chapters of the book, the key is to prepare for the challenge, whether you have to deliver a speech in a business environment or your best mate has asked you to be his best man – turn this sentence around if your best friend has asked you to be her best woman. The situations may be different but the initial thought processes are the same. What do I say and how do I say it?

In both scenarios, be yourself. Nobody expects you to suddenly perform like a Hollywood film star or a seasoned television presenter. Be true to yourself and remain grounded. Your audience of work colleagues or guests at a wedding breakfast want to hear what you have to say, want to learn something or be entertained. They will be supportive. Don't doubt yourself.

Reasons to Believe

It is not only a question of what you say but how much you mean it. It will be clear to everyone that you've worked hard to produce a speech especially for them to instruct, to change perceptions, to inspire or raise their spirits, make them laugh and fill their hearts with joy. They will thank you for the gift of learning or love you've given them.

SECTION 3 WRITING SKILLS



Section Introduction

To make the most of improving your writing skills I've chosen to concentrate on those areas where the most value can be added. It stands to reason that the more practised you become the more professional will be the result. This section is where it is because all that you've learned in the previous sections will give you confidence to transform your total communication performance, whether for business, career or personal use.

Let's begin by recapping on the essentials of communication in Section 1. These core elements remain constant for developing your writing skills, namely:

- Remember your central role as messenger, to make sure when writing that there's no confusion but clear understanding of aims and objectives

- That each member of the business team is aware of the actions required of them individually
- Keep sentences and paragraphs short
- Use simple language, avoid jargon and buzz words
- Be respectful and take nothing for granted, don't assume that every reader has a total understanding of the subject and acronyms
- Concentrate on the benefits you'll bring
- Do your research and speak from experience, refer to relevant evidence if needed
- Remember that your written word has to stand alone to be understood without you being there in person to explain any points
- Take time to think about the people who are likely to read your piece and make sure you've pitched the writing at the right seniority
- When writing for senior management – reports, requests, reviews – make sure you've satisfied the audience needs: the Visionaries, Dynamos and Questioners.

Visionaries Dynamos Questioners – What's that all about?

You'll meet the Visionaries, Dynamos and Questioners in Chapter 3. The chapter talks about how to analyse and pitch to an audience. This knowledge is crucial to first connecting then involving members of an audience with different personality traits. There are three important groups that successful communicators have to consider when developing the structure and content of their presentations

SECTION 4 HELPFUL REFERENCE



This section is designed to help your punctuation skills and provide explanations of some common business terms. The section starts with decoding punctuation marks, moves on to highlighting a few of the most common words that are often spelt wrongly, and ends with an A-Z of useful terms.

As a taster, here is an extract from the piece on Apostrophes:

Apostrophes: Before and after 'S'

The incorrect use of apostrophes is one of the most common punctuation headaches. Apostrophes have been saved for last for good reason. They cause the most bother and confusion, with people either using them wrongly or using them where they are not needed.

The apostrophe in 'shouldn't' is an example where an apostrophe is used to replace a missing letter, using the apostrophe to shorten a word. This is termed word contraction.

The Use of Apostrophes

1. Apostrophes used as word contractions:

Contraction is the easiest concept to get your head around. Here are some more common contractions where an apostrophe replaces a missing letter, the contraction first then the original term:

<i>Don't</i>	<i>Do not</i>
<i>It's</i>	<i>It is or It has</i>
<i>Wasn't</i>	<i>Was not</i>
<i>He's</i>	<i>He is</i>
<i>They're</i>	<i>They are</i>

2. The Singular and Plural use of Apostrophes:

The general rule is that when you are dealing with possession or ownership by an individual person or a single entity the apostrophe is marked BEFORE the S.

Singular Possession: The Apostrophe is before the S

Jack's car - Jill's handbag - John's teeth - Julie's hair

Read more about punctuation, apostrophes, spelling and a little grammar in the rest of Section 4.



THE END OF THE BEGINNING

If you've liked what you've read so far...

THERE'S A LOT MORE TO COME.

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