

3B Voice power



{ Martin Luther King did not use fillers in his impassioned 'I have a dream' speech. It wasn't the 'I have a um, you know, like a dream' speech.
Timothy Koegel, author of *The Exceptional Presenter*

- 1 1.11 Listen to two versions of the same presentation. They both last about 45 seconds but how are they different?
- 2 Prepare a 45-second speech using one of the opening quotes on page 81 or invent one of your own. Someone else in your group will count the number of times you use a filler. Whoever *ums* and *ers* the most has to speak again!
- 3 In English, word stress is an important part of how we communicate, and changing what we stress can radically change what we mean. In each extract below underline the main stress in the two sentences.
 - a We haven't seen a massive improvement yet. But it's a good start.
 - b We haven't seen a massive improvement yet. But my guess is we soon will.
 - c The market may be declining. But fortunately our market share isn't.
 - d The market may be declining. Or this could just be a temporary blip.
 - e We do pretty well in the States. But we don't do so well in Europe.
 - f We do pretty well in the States. But not as well as we could be doing.
 - g Turnover is up on Q3. But profits are down.
 - h Turnover is up on Q3. But that was a particularly bad quarter.
 - i It's hard to gain a foothold in India. But not impossible.
 - j It's hard to gain a foothold in India. But harder still to gain one in China.
 - k There are a couple of points I'd like to make. And both concern cash flow.
 - l There are a couple of points I'd like to make. And then I'll hand you over to Jan.
- 4 1.12 Practise delivering the extracts in 3 and then compare with the recording.
- 5 Work in opposing teams. You are going to re-enact two dramatic presentations from the classic business movie *Other People's Money*.

The scene:

Andrew Jorgenson is the patriarchal chairman of New England Wire and Cable. Once highly successful, his company has not kept up with new technology and both revenues and share price are down. Lawrence Garfield, known to his enemies as 'Larry the Liquidator', a corporate financier and one of the major stockholders, is trying to persuade the other stockholders at the annual general meeting to vote him in as the new chairman, so he can carry out his plan to sell off the company's considerable assets before its share price falls any further. Of course, this will mean the closure of the firm and the loss of thousands of jobs.