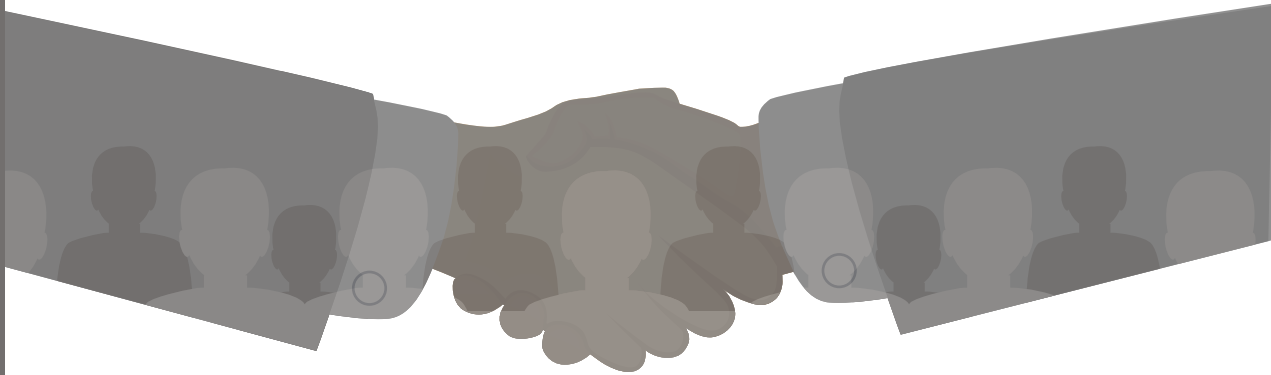


S P E A K E A S Y



GREAT COMMUNICATORS BUILD TRUST

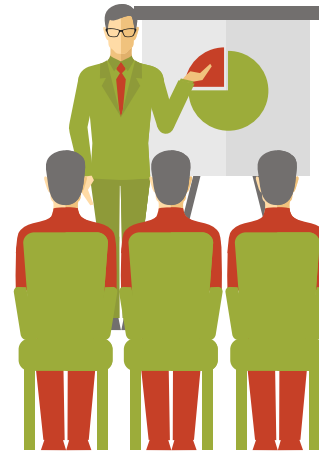
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We communicate everyday, in various ways, with a wide range of audiences, however those defining communication moments in our professional and personal lives are often unexpected events that help us grow and develop as communicators.



ONE THING IS TRUE ABOUT THESE DEFINING MOMENTS, THEY ALL WILL LIKELY BEGIN WITH YOU PREPARING YOUR BODY TO DELIVER A MESSAGE.

This includes making eye contact, straightening your shoulders, and articulating your words in front of an audience, across a conference table, or even over the phone. Whether you are delivering a sales presentation, giving an eulogy, or speaking at a graduation ceremony, preparing for a talk, commanding the space, and building a connection with the audience are all key components for effective communication.



Great communicators have one underlying characteristic:

they are able to draw audiences in and connect with them by building trust. Trust is earned, over time, when individuals communicate in a way that

is congruent with who they are and what they believe. It is through building trust, that true information sharing and collaboration can occur.

WHEN PREPARING FOR YOUR NEXT SPEAKING ENGAGEMENT, OR PIVOTAL ENCOUNTER, CONSIDER HOW YOU CAN INCLUDE THESE TRUST EARNING STRATEGIES TO ENHANCE YOUR TALK, ENGAGE YOUR AUDIENCE, AND BUILD LASTING RELATIONSHIPS.

BEST PRACTICES TO BUILD TRUST WITH AN AUDIENCE

1 DISPLAYING EMPATHY



This is most evident when you, as the speaker, can identify the audience's pain points and convey a genuine sense of compassion and dedication to resolve these pains. By doing this, you are able to build rapport and let the audience know that you can relate to and can help them resolve the issue(s) at hand.

2 PORTRAYING A SENSE OF SINCERITY



The audience's needs and wants should drive your overall message. Effective communicators exhibit this trust earning quality by focusing more on "you" and "we" and less on "I" and "me".

3 EMBODYING AUTHENTICITY



To be a powerful communicator, you should exude a multi-faceted personality, which can enable you to gain the audience's trust quickly. Audiences tend to gravitate towards speakers who are equally professional and human - not afraid to infuse a sense of thoughtfulness, or humor in their talk, when appropriate.

4 VALUING MUTUAL RESPECT



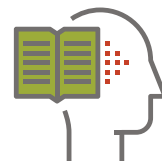
Audiences want to be heard, appreciated, and thanked for their time and support. Whether you are addressing colleagues, clients, or just friends, be sure to acknowledge that you are aware of their needs, wants, and interests. By doing this, you will be able to connect, engage, and build trust throughout your talk.

5 ENGAGING IN ACTIVE LISTENING



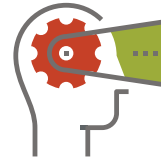
This involves more than just being quiet. Speakers who are able to build trust, listen intentionally to their audiences, taking note of concerns and experiences. Experienced speakers are comfortable with modifying their talk, on demand, as questions or concerns are voiced by the audience. This gives them a more human-like approach and shows the audience that their talk is genuine and audience-focused.

6 ILLUSTRATING HONESTY AND OPENNESS



The most effective communicators are able to openly acknowledge when they have made a mistake or not fulfilled a responsibility. This willingness to show vulnerability and accountability is key in gaining any audience's trust. This could be as simple as sharing a personal story that the audience can relate to, or acknowledging past mistakes to show your growth as a person.

7 MAINTAINING DIRECT EYE CONTACT



Communicators that cannot look directly into their audience's eyes place their ability to be trusted in jeopardy. Although eye contact is not a guarantee of integrity or honesty, it does, however, convey a sense of commitment and authority. Take the time to scan the room with your eyes and look into the eyes of at least half of the audience as you speak.

8 WAITING TO SPEAK



Interrupting others is a significant trust violation! Master communicators understand that listening and having patience is just as important as delivering an engaging, and riveting message. If you are allowing audience participation during your talk, be sure to listen to their responses, experiences, and reactions to what you have shared. Finding ways to incorporate their responses into your talk as you continue is a great way to show your audience that their input is valued.

9 ADMITTING YOUR SHORTCOMINGS



The most effective communicators are not afraid to admit when they do not have an answer to a question. Being able to self-reflect and ask for time to explore a thought or idea, is a sign to audiences that a speaker is thoughtful and attentive. This is especially true during work-related speaking engagements.

[CONCLUSION]



Acquiring the skills you need to become a master communicator takes time and a dedication to improvement. It is essential to remember that communication is rooted in authenticity and trust. Build in these trust earning behaviors into your next talk to connect with your audience and create lasting relationships. The business communication consultants at Speakeasy are trust building specialists who can empower speakers, of all levels, to tap into their communication potential. Our dynamic business communication skills training programs provide participants with real-world opportunities to practice key communication strategies to enhance both their professional and personal communications. Register today for one of Speakeasy's landmark communication programs. Our dynamic and credentialed faculty are dedicated to partner with you to help you achieve all of your communication goals.

To learn more about our dynamic communication classes visit our website at <http://www.speakeasyinc.com/>, or call one of our communication advisors at **1-888-375-1801**.

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