

Sir Winston Method

The Five Secrets of Speaking the Language of Leadership

General Comments

Fear is a Friend. It is nothing more than energy.

Don't make excuses about your presentation.

Master the material.

Don't bite off more than you can chew. Narrow your subject matter.

People don't care about how much you know unless they know how much you care.

The "Ear is one-tenth the organ of the eye". A speech or talk should be the oral projection of your personality, experiences, and ideas.

Sir Winston Formula

Rule #1. Open with a strong beginning. The first 15 – 30 seconds of your speech is the time when you will have the greatest attention of the audience. "Opening amenities are often opening inanities."

- Begin with a zinger. Come on with an attention getting opening.
- Do not open your speech with compliments such as "it gives me great pleasure". Churchill believed "praise at the beginning of a speech comes off as flattery; the same praise in the middle of a speech comes off as sincerity".
- Avoid beginning speeches with a joke unless you are absolutely certain that it will make a point in your opening of your speech. If you must use a joke, save it for the middle of your speech.
- Use of the pregnant pause. Churchill waited for 10 seconds before beginning his speech to draw the attention of the audience to him. Then he would stand a few seconds longer to build excitement and interest in the audience.
- Choice quotation or power statement. After the pregnant pause begin your speech with a power statement or quote. Have your statement or quote be a sentence or two at most. For example, "John Kennedy once said....."

Rule #2 – Keep to One theme.

- A speech is like a symphony. You may have the lyrics but the impact and what will be remembered is the refrain.
- Churchill believed that if your audience cannot say in one sentence what your speech was about, it was not worth delivering.
- What is the message you want the audience to take with them. Churchill would write down the bottom line message first in preparing his speeches. Write in one sentence – before you start preparing your speech – the message you want to leave your audience. This will focus your message, so that your talk reinforces that message.

Design your speech into a SQUARE package—

Statement of the bottom line message – write your central theme first.

Quotation – pick a quote that reinforces one theme.

Umbrella – if you have a couple of points, find an single word or phrase that covers all of them.

Ancedote – find a story that supports the central theme. Personal stories are good.

Repetition – repeat at least once the central theme.

Ending – make sure the bottom line message is in your closing.

Rule #3 – use simple language.

- Keep your speech conversational.
- Avoid pontifical terms such as however, therefore; moreover. Use instead but, so, what's more.
- Avoid büreaucratic talk.
- Get personal.
- Best words are the shortest words.

Rule #4 – use words to paint pictures.

- Draw a picture in the mind of the listener. In describing the spreading occupation of Easter Europe, Churchill in a speech that galvanized America said “From Stettin in the Baltic to Trieste in the Adriatic and iron curtain has descended across the continent.”
- Jesus used stories. He made up stories that we call parables to get his point across.
- Use examples from your own personal experiences or the experiences of others.

Rule #5 – emotional ending.

Take advantage of the power of pride. Churchill used the power of pride to steel the British in their fight against Germany.

Use the vision as a force. Martin Luther King with his “I have a dream that one day...” is a very good example of the use of vision to garner your audience. Use vision to trigger pride and or hope in your audience.

Summary

- 1) Begin with a zinger.
- 2) Stick to one Theme.
- 3) Keep the words short and sweet.
- 4) Paint a picture.
- 5) End with emotion.

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Make Your World One Positive Place

1. Do something each day that will benefit you and your family.
2. Develop a vision for the future that inspires you.
3. Develop a daily routine that ensures you start and end your day on a positive note.
4. Learn to enjoy people with different backgrounds and opinions.
5. Take time each day for self-renewal.
6. Spend more time with positive people and tell more uplifting stories.
7. Find someone to sincerely compliment each day.
8. Spend at least 90% of your time talking and thinking about positive things.
9. Send some encouraging words to someone having a hard time.
10. Turn off the TV and complete a project you've been putting off.
11. Work toward a goal that excites you and benefits others.
12. Simplify your life – get rid of the clutter in your home and office.
13. Slow down. Determine what makes you feel rushed.
14. Forgive someone and ask someone for forgiveness.
15. Determine how to bring more enjoyment into your life.
16. Find out what brings out the best in someone.
17. Do something you have not done in a while that brings you enjoyment.
18. Identify 3 situations where you should say no.
19. Call an old friend you haven't talked to in years.
20. Get to know a co-worker better.
21. Identify someone who you really admire and get to know him/her better.
22. Create a "will do" and a "won't do" list at the start of the day and honor it.
23. Tell the truth with compassion to everyone.
24. Pick one person and make a difference in their life today.

What positive actions have you taken this year?