

# SECTION 13

## ADAPTING TO A PROFESSIONAL ROLE

The way you communicate plays a pivotal role in the success of the project. Personally communicating a message is more effective and more memorable than is possible through the printed word and the printed image. A study on communication concluded that we convey only approximately seven per cent of our feelings and attitudes through the use of words. Thus we convey approximately 93 per cent of our likes and dislikes through non-verbal means. This emphasizes the importance of your voice (volume, tone, pitch) and of your body language (gestures, eye contact) which can be more important than your words.

Use the techniques in this section to help you maintain a high profile through personal communication:

- engage yourself!
- speak to people!
- give presentations!

### Train your voice

#### Learning to Speak



Speak loudly

Articulate clearly and  
pronounce precisely

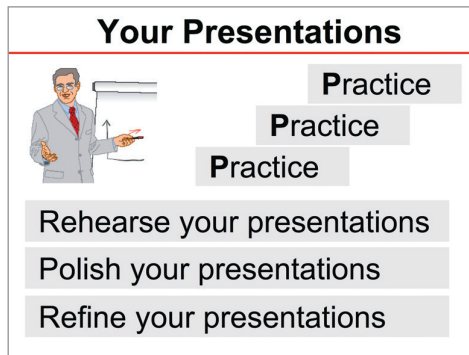
Develop tone and pitch  
of your voice

Train your voice by speaking out loud.  
Articulate clearly, pronounce words precisely.  
Develop tone and pitch of your voice.  
Consider taking lessons from a speech coach.

Remember that the gap between your words can also convey your message.

You need to be aware of your intonation and the speed at which you are speaking.

## Sharpen your presentation skills



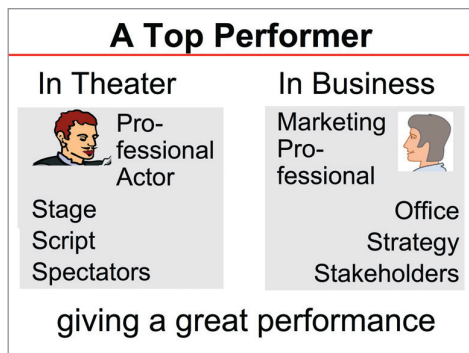
Practise your presentation skills whenever you have the opportunity.

Rehearse them, polish them, refine them – continuously.

Practise your presentations in front of a mirror or better yet: have them videotaped and review them later.

Pay as much attention to your non-verbal signals (volume, tone and pitch of your voice as well as body language) as you do to the words themselves.

## Become a top performer




There are similarities between the theatre and business; there is drama in both. You are a marketing professional realising a strategy in a work place, usually your office or a company conference room. You don't only have passive spectators, but you also have active stakeholders whom you wish to engage.

Professional actors as well as professional marketers give the world a great performance. Imagine yourself on stage and become a top performer.

## Consider the company as your theatre

### The Company Stage




Theatre:  
It's show  
time

The curtain opens: You're on!

You may find a particular frame of mind useful to put you more at ease during presentations. You are the boss of your own show that is currently playing at a theatre bearing the name of your company. This is the setting for your performance. Set the stage. Think of the company as your stage and see yourself as a performing actor on that stage. This state of mind will help you to relax and to give more persuasive presentations. But remember, the best actors know not to overact. Showmanship is no substitute for intimate knowledge of the market and the product.

## Learn to connect with your audience

### Audience Rapport




Reach out

Relate to people

Connect with people

Don't think of a presentation as a monologue. You are not lecturing people. Presentations are designed to influence people and win friends. Reach out to the audience. Try to get on their wave length. Relate to them as fellow professionals. Connect with them. Ask them questions. Listen to their comments. Appreciate their contributions. Show that you care about them. In short, establish rapport on a human level.

## Cultivate your sense of humour

Humour	
 Relax	Have fun
	Take office life easier
	Look for comic aspects
Smile and laugh more often	

Make liberal use of the one universally recognized communication that only mankind is capable of: laughter and smiles. Humour can help establish instant rapport with other human beings. You can cultivate your sense of humour, especially about yourself.

If this sounds like bitter medicine, nevertheless you need to take it. People who show a sense of humour are usually more successful in business than people who never smile.