# edge studio

# 7 Actionable Speaking-Adjustments
# That Immediately Improve Your Team's Effectiveness!

## Excerpts from *The Speaking Guide—for On and Off the Job.*

➡ **Get rid of negative chatter in minutes: Identify scenarios when your team may use negative words. Then equip them with well-crafted, positive responses.**

> **EXAMPLE: Customer says:** *"I was thinking of buying this car but I'm concerned it only gets 17 miles to the gallon."*
> **Stop your team from giving negative responses:** *"Yeah it's not the best, but we have great financing!"*
> **Instead give your team well-crafted positive responses:** *"Hey for a car this powerful, it's amazing that it gets 17! Seriously other cars like it get half that!"*

➡ **Save everyone time by instructing your entire team to consistently deliver *all* essential information *upfront*.**

> **EXAMPLE: Employer emails admin:** *"Hey I got that report, let's review it tomorrow; it's pretty important."*
> **Admin:** *"Sure."*
> **Employer:** *"How about at 1:15."*
> **Admin:** *"I can't then. But I can at 8:45."*
> **Employer:** *"8:45 a.m. or p.m.?"*
> **Admin:** *"Oh, a.m. I can work early."*
> **Employer:** *"I can't come in early tomorrow. Oh wait, or do you mean by Zoom?"*
> **Admin:** *"No, I meant in-person. Do I need to bring anything with me?"*
> **Employer:** *"Yes, have the notes with you."*
> **Admin:** *"Notes from all our past surveys, or just this week's? And how is today after regular hours?"*
> **Employer:** *"You mean 5 p.m.? And just notes from this week."*
>
> **Instead take an extra 30-seconds and include info *you know* they'll need. You'll BOTH save time:** *"Hey I got that report. Let's review it tomorrow either in my office at 8:45 a.m. or 1:15 p.m. or by Zoom at 5 p.m. using my usual Zoom link. Whenever it is, please have the notes from last week ready to discuss. Thanks☺"*

➡ **Speak clearly — especially on keywords and when hearing is tough, such as at a loud conference, poor videoconference quality, speaker has an accent...**

- Speak the first word of each sentence slowly, to ensure you don't lose the listener from the outset.
- Speak keywords slowly: company names, people's names, difficult to pronounce words…
- Leave longer pauses between sentences to: sound in control/confident, organize your thoughts, give your audience time to take notes and absorb your message…

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Excerpts from: *The Speaking Guide—for On and Off the Job*, ©2024.11.15

➡ **Better engage your audience, by shifting the focus from you to them.**

> **EXAMPLE: Don't say:** *"I think you should get the premium plan."*
> **Instead say:** *"The premium plan really seems best for you!"*
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> **EXAMPLE: Don't say:** *"I have two openings, Monday at 3 and 5."*
> **Instead say:** *"Your choice, do you prefer Monday at 3 or 5?"*
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> **EXAMPLE: Don't say:** *"Hey please give me some feedback."*
> **Instead say:** *"Feedback from you would be amazing, thank you!"*
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> **EXAMPLE: Don't say:** *"I have private conference rooms you can use."*
> **Instead say:** *"Please feel welcome to use our private conference rooms!"*

➡ **Avoid blowing opportunities because you/your team sound like duds: Have everyone rehearse clear responses to important questions they know they'll be asked.**

> **EXAMPLE: A potential customer says:** *"Hi, good to meet you, so tell me about your business?"*
> **Stop your team from giving unclear responses:** *"Oh yeah we uh, well we do X, and ya' know we also..."*
> **Instead give your team well-crafted clear responses:** *"Hi I'm glad you asked. At X company, we provide X..."*

➡ **Avoid alienating customers and colleagues: Take just a few minutes to compile a list of words and phrases they may find off-putting. Share this list with your entire team to ensure everyone avoids them.**

**For example:** Religious words. Politics. Profanity. Money. Personal stories and struggles. Gossip. Downers. Criticism of competitors. Expressions such as "No problem."

> **EXAMPLE: Customer says:** *"Hey your site wouldn't let me update my profile!"*
> **Don't say:** *"Oh God, sorry about that!"* (Some people dislike religious expressions.)
> **Instead say:** *"Oh sorry about that!"*
>
> **EXAMPLE: Customer says:** *"I appreciate you helping me."*
> **Don't say:** *"No problem."* (This implies it would have otherwise been a problem.)
> **Instead say:** *"Hey it was my pleasure, I'm glad you found it helpful!"*

➡ **Avoid difficult conversations and team frustration by taking just an extra moment to speak positively. Everyone will be better off in the long run!**

> **EXAMPLE: Don't say:** *"Karen, please finish this last-minute report."*
> **Instead say:** *"Karen, you've really done a great job on these reports – probably better than anyone else could. So I'd love to give you this one too. It's a lot, so I'll be sure to take something else off your plate."*
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> **EXAMPLE: Don't say:** *"You've got to stop tapping your pen – it's driving me nuts!"*
> **Instead say:** *"Hey if tapping helps you concentrate, I'd love to get you an extra mouse pad to put under it."*
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> **EXAMPLE: Don't say:** *"Hey, this article is missing the addendum."*
> **Instead say:** *"Hi please add the addendum to the article."*
>
> **EXAMPLE: Don't say:** *"What are you doing? Stop! You won't be able to get it done that way."*
> **Instead say:** *"Hey I'd love to show you an easier way to do this!"*