



Make an Impact!

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TELL
YOUR
STORY



Thought Shower



Make an Impact!

- Presentations
- Interviews
- Therapeutic Conversations and Relationships



Selling Ice to Eskimos



The Arthur Daley Guide to
Presentations











Enthusiasm















**"YOU CAN MAKE A SILK
PURSE OUT OF A SOW'S EAR."**

Jonathan Swift

Will it never
end???



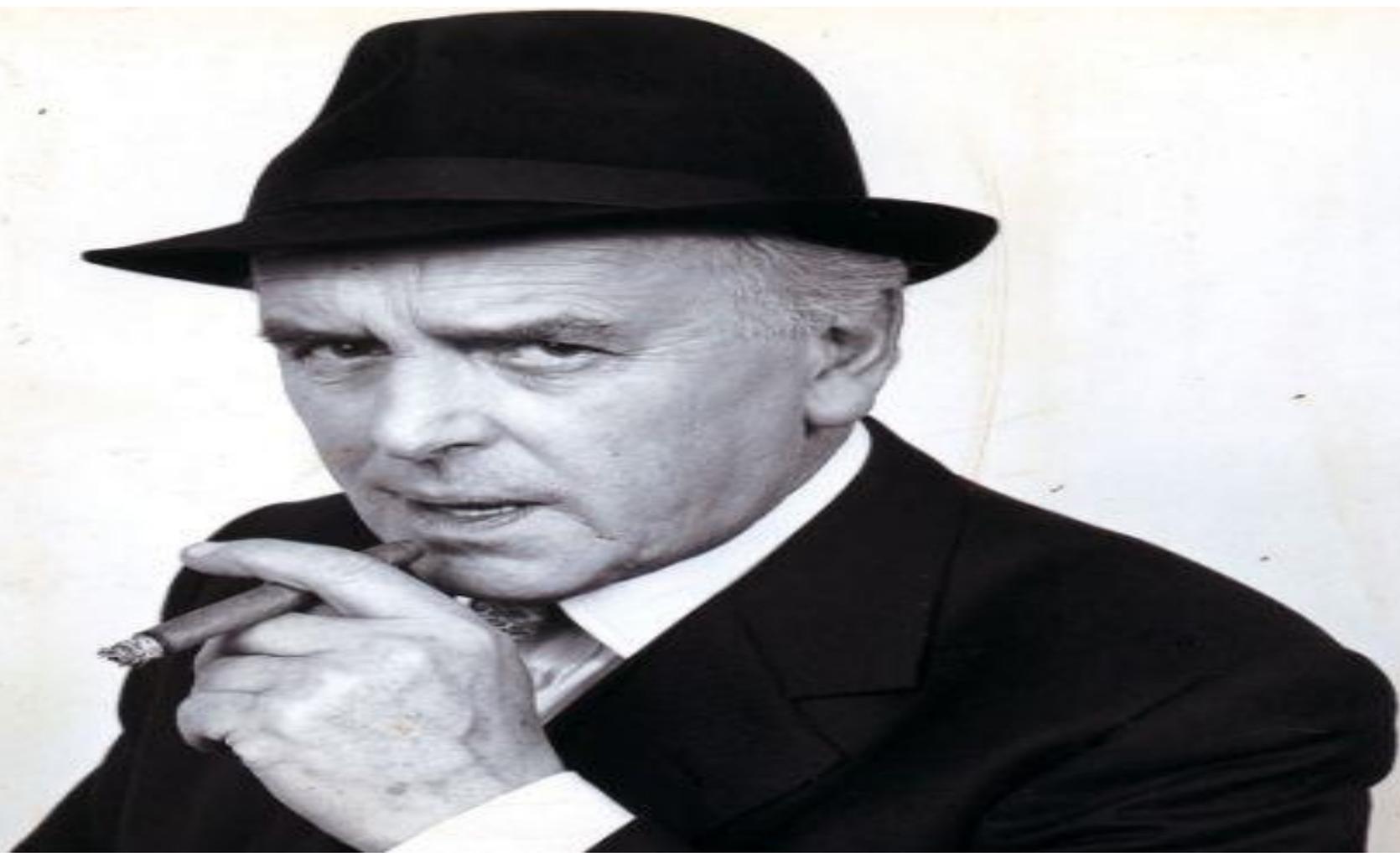












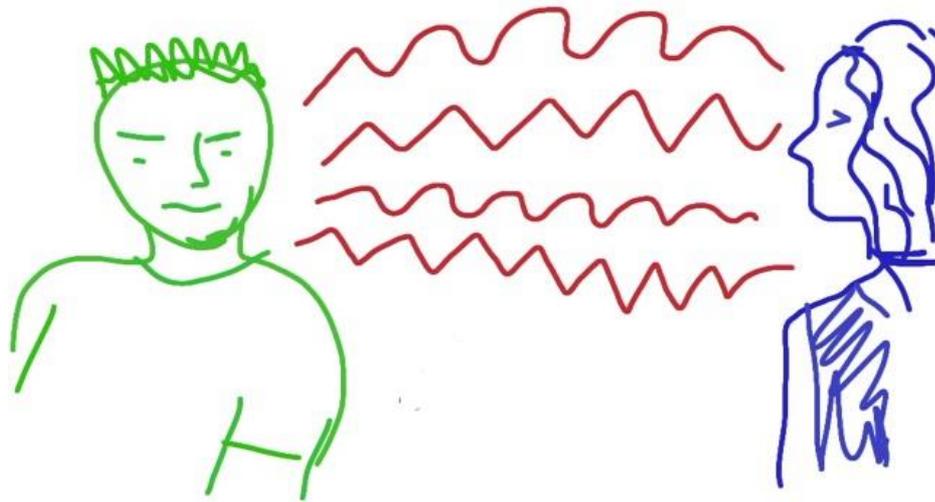
3 Key Messages

- Personal Credibility
- Emotional Weight of your message
- Logic of your argument



ΣΥΛΛΟΓΙΣΜΟΣ
ΕΠΙΧΕΙΡΗΣΙΑ

- ***“60% of all human communication is non verbal body language: 30% is your tone so that means 90% of what you’re saying ain’t coming out of your mouth”***





Stop saying that only 7% of communication is verbal – it's nonsense!

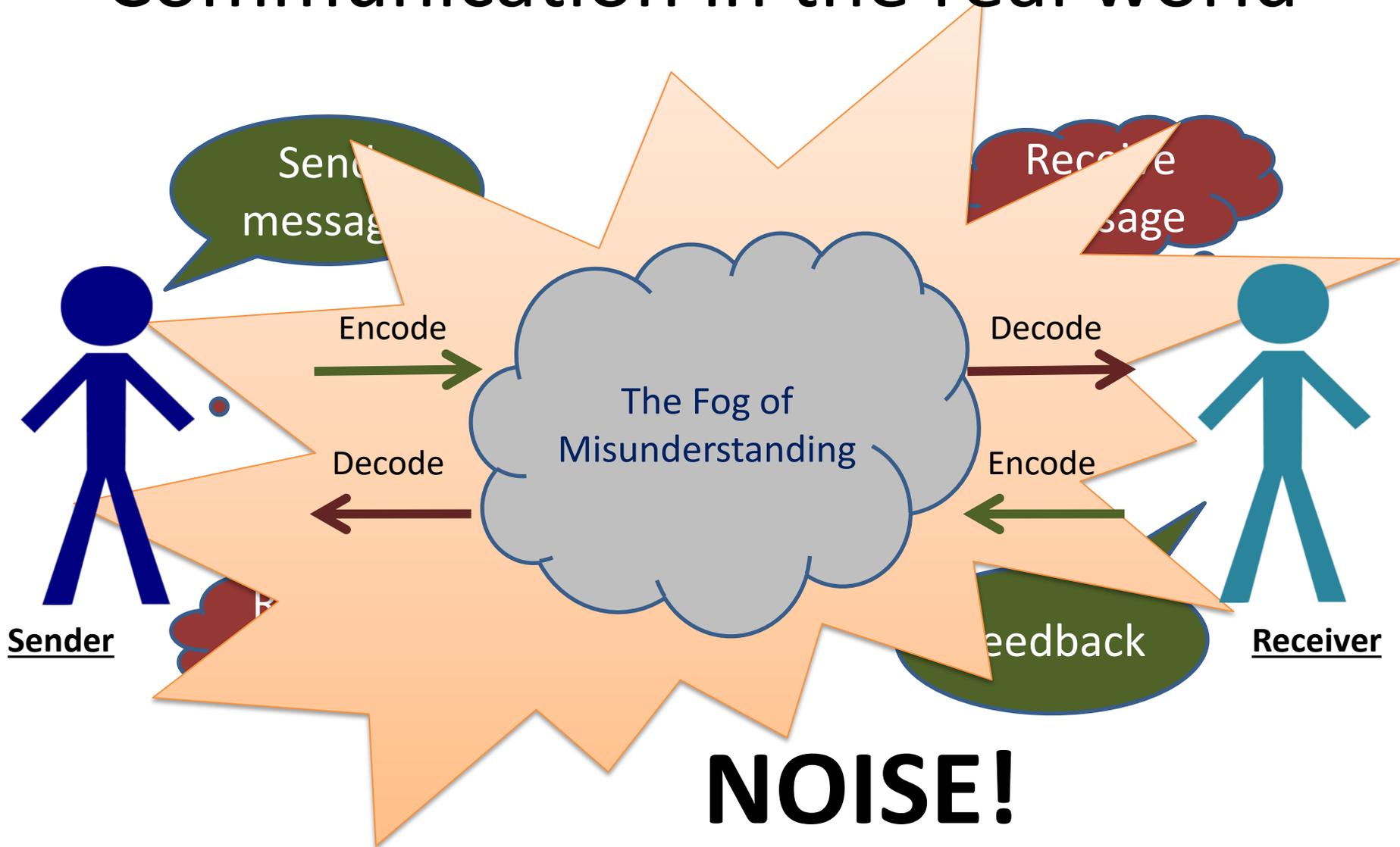
**The Mehrabian Myth
BUSTED!**

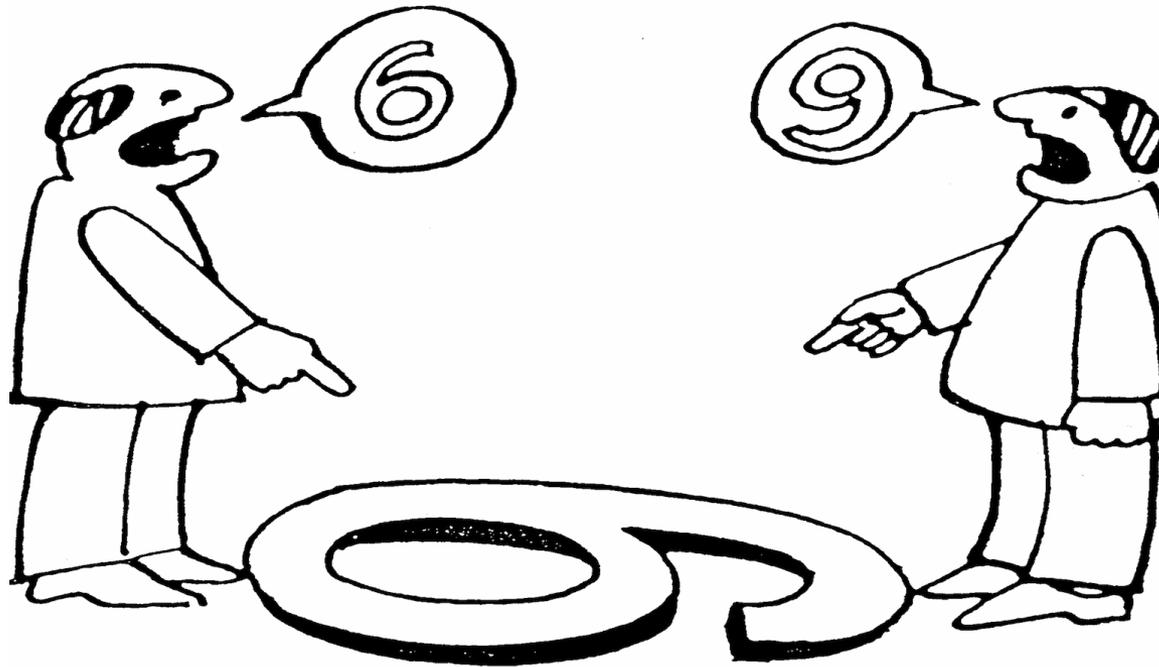
I am really interested in what you are saying.....



- MISMATCH?

Communication in the real world





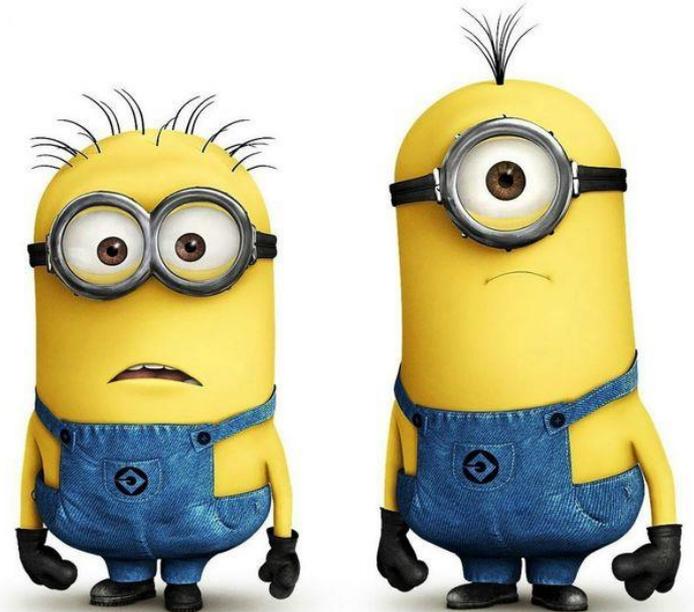
Intent vs. Impact

The role of perspective in communication

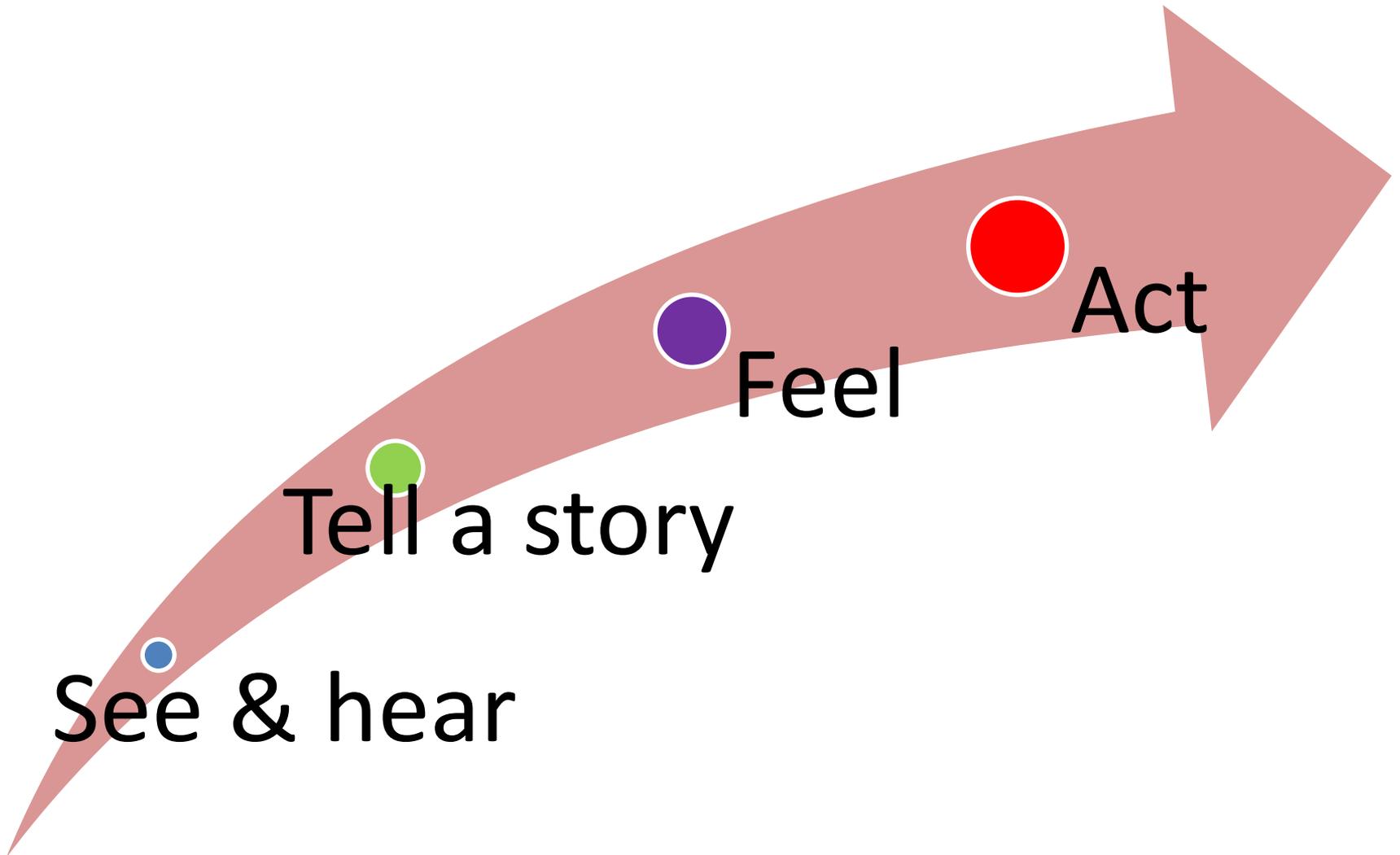
Make your purpose clear

Lost in Transmission

- Dog For Sale: Eats anything and is fond of children
- Tired of cleaning yourself? Let me do it
- Used Cars: Why go elsewhere to be cheated? Come here first!
- Illiterate? Write today for help



Storytelling-Impact!



“I’ve learned that people
will forget what you said,
people will forget what you did,
but people will never forget
how you made them feel.”

Maya Angelou
1928 - 2014



PRESENT YOUR BEST SELF

Dr Orla Duffy

What do most
people **feel**
about presenting?

Aaahhhh!
Anything but presentations!



HOW WONDERFUL WOULD IT BE TO HAVE A MORE POSITIVE EXPERIENCE??

- TO APPEAR MORE CONFIDENT AND IN CONTROL?
- EACH ONE OF YOU CAN



NOW FOR THE SCIENCE BIT..

- Anxiety is normal



Physiological changes

- Adrenalin
- Fight or flight
- Blood flow
- This is good!



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Adrenalin

- Increased breathing
- Dry mouth
- Butterflies in your stomach
- If it continues it can make you feel unwell, cramps in stomach, dizzy....
- More adrenalin and more cortisol is produced
- Evolution – adrenalin and cortisol were only meant to be there for short periods of time infrequently!!

- You can minimize your nerves...
- What works for you???



YOU CAN
MINIMISE
YOUR NERVES
BY....

PREPARATION

WHAT IS YOUR MESSAGE?

..if there are 3-5 facts/views/thoughts
that the audience should take away

.....

WHAT ARE THEY?

But how should I prepare?



- Brainstorm
- Highlight 3 – 5 key items
- Section and organise talk
- Plan verbal talk to match visuals
- Practice, practice practice



- Choose your words carefully
 - Stir curiosity
 - Ask questions
- Identify their disconnection
- Make your idea worth sharing



- Check out the room
- Know your equipment
- Research the audience
- Have back ups
- Where will you stand?
- Minimise the barrier
- Promote engagement



Video record your rehearsal, play back and reflect



Think about your Audience



- Allies NOT judging

Hanging on every word

Credible

Genuine

THINK ABOUT

Motivating

YOUR

Captivating

PREFERRED

Comfortable

PRESENTATION

STYLE

Authoritative

Inspiring

Hook them in

**You have the Tools to present
your best self!**



WORK TO YOUR STRENGTHS.....

MINIMISE

**YOUR “BARRIERS” TO GETTING
THE MESSAGE ACROSS**

What TOOLS do I have?

They come in different categories



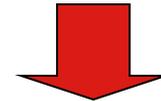
VERBAL



VOICE

STYLE

FILLERS



NON VERBAL



EYE CONTACT

DISTRACTING MOVEMENTS

NO FACIAL EXPRESSION

What does my voice sound like??

VOICE

STRONG

ATTRACTIVE

PERSAUSIVE

MATCHES THE LISTENER'S EXPECTATIONS

MATCHES THE MESSAGE

- Quality
- Power
- Breath
- Strength
- Resonance
- Pitch
- Articulation
- Variety and range
- Silence



What is my natural style?

ARROGANT

DISINTERESTED

UNDER-CONFIDENT

STYLE

PROFESSIONAL

**TOO TALKATIVE
AND “WOOLLY”**

HOLDS THE AUDIENCE’S ATTENTION

MESSAGE AND STYLE MATCH...OR DO NOT

WORDS ARE TOO TECHNICAL

FILLERS

em...em...em...

and...and...and...

ah...ah...ah...

EYE CONTACT

Powerful tool of engagement



COMFORTABLE EYE RANGE

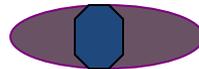
INCLUDE ALL

- DON'T STARE
- DON'T LOOK AT THE
- CEILING

DO LOOK AT
YOUR AUDIENCE

DON'T LOOK AT
THE SCREEN

YOU



DISTRACTING MOVEMENTS



1. DON' T DANCE IN FRONT
2. DON' T WALK CONSTANTLY IN FRONT
3. DON' T TWITCH
4. DON' T FIDGET
5. DON' T RATTLE IN YOUR POCKET
6. DON' T PLAY WITH YOUR HAIR
7. DO PREPARE HOW YOU WILL BE.....
8. WHAT WILL YOU WEAR?

FACIAL EXPRESSION

OVERLY ANIMATED.....NO FACIAL EXPRESSION



EXHAUSTING



**BORED; BLAND;
NO INTEREST**

THERE IS A HAPPY MEDIUM!

Power Pose



Lab Experiment- Took on Pose for 2 mins-Amy Cuddy

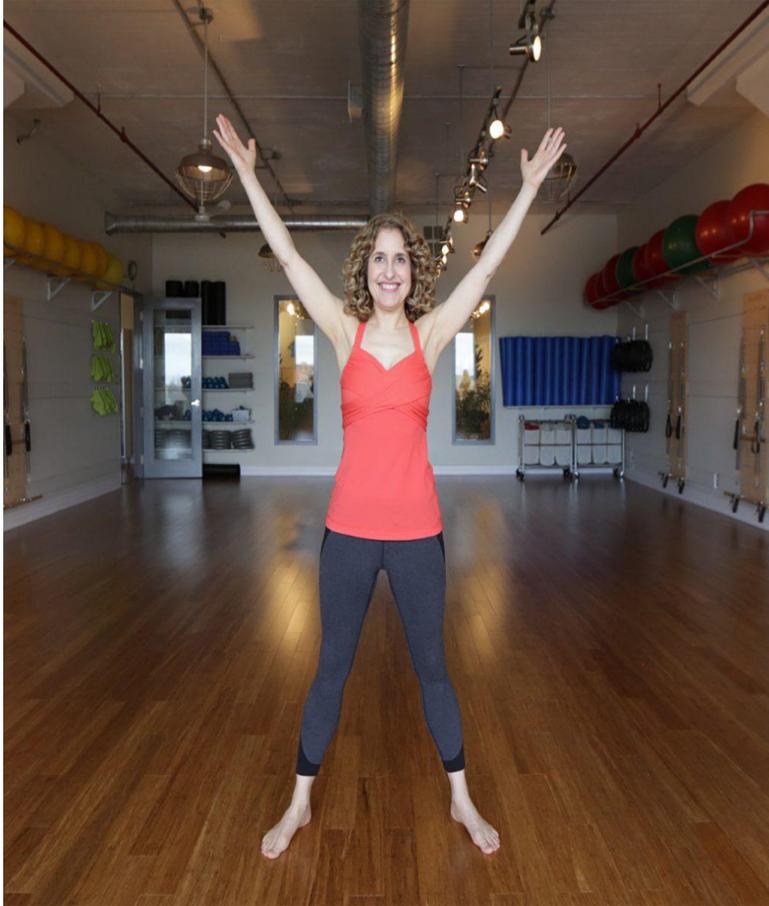
High Power Pose

- Rated themselves more powerful
- 86% opportunity to gamble-risk tolerance
- Saliva- 20% Increased testosterone and 25% decreased Cortisol
- Ready and primed

Low Power Pose

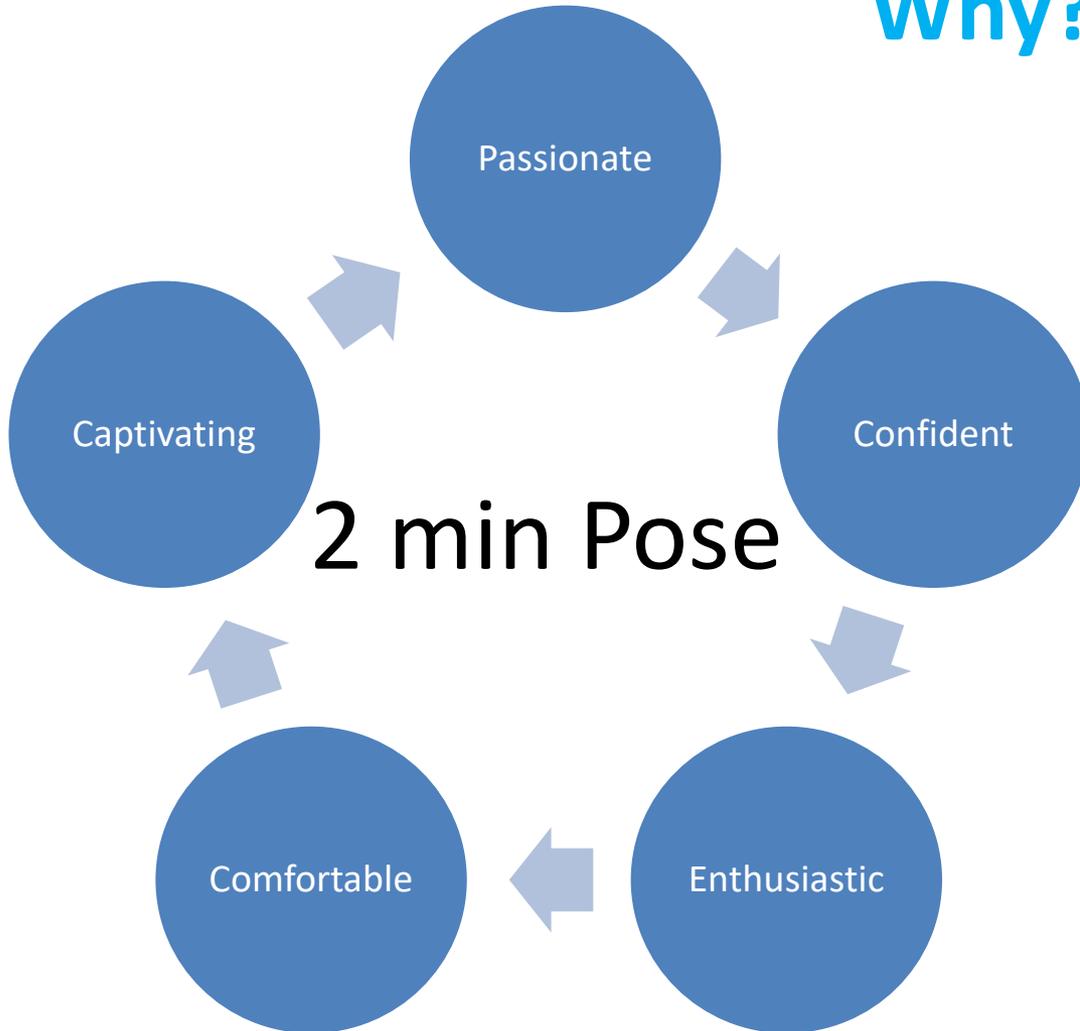
- Rated themselves less powerful
- 60% ready to gamble-risk tolerance
- Saliva-10% Decreased testosterone and 15% increase Cortisol
- Feel shut down

2 Minute Pose!



Blind Interviews-offer the High Power Posers the job

Why?



KEY CHECKLIST

HAVE I PREPARED WELL?

WHAT ARE MY KEY MESSAGES?

HAVE I CHECKED OUT THE ENVIRONMENT?

**HAVE I MAXIMISED MY STRONG
COMMUNICATION STYLE?**

**HAVE I MINIMISED THE BARRIERS TO MY MESSAGE?
i.e the things I do that distract**

**HAVE I USED ALL TECHNIQUES OF VOICE AND
FACE TO HOLD INTEREST?**

DO MY VISUAL “AIDS” ADD TO MY MESSAGE?

Top Interview Tips

- Preparation-sample questions- Job Description
- -Desensitise -video self/practise . Remember the panel can be nervous too!
- Dress Well!-the devil is in the details-neat and tidy
- Visualisation
- Power Pose
- Don't be late!
- Verbal skills
- Body Language
- Shake hands
- Try not to fidget



Top Interview Tips continued

- Have real examples-story telling-Purpose
- Buzz words-scoring out of 10
- Questions
 - Answer ALL the questions
 - Split time over the questions
 - Ask for repeats
 - Come back to a question
 - Prepare a question
- Sell yourself-bring your passion and enthusiasm
- Be Authentic!!!!



Finding a job!

- WWW.HSCRecruit.com
- Professional – R.S.C.L.T. (Bulletin).
- Recruitment Agencies

CRITERIA (Pre-application form)

- Diploma or Degree in Speech and Language Therapy
- Current registration.
 - R.C.S.L.T.
 - H.C.P.C.
- Current driving licence

Speed Dating!

- Written question
- 1 question per room
- 3 on Panel
- Score
- Rank
- Ask for Interview feedback





**KEEP
CALM
AND
DO YOUR
BEST**

**Give to the world
the best you have
and the best will
come back to you.**

-Madeline Bridges

WWW.LIVELIFEHAPPY.COM