

***The Language of Leadership:
Building Rapport & Relationships for Results!***



The Lenny Zakim Fund
BRIDGING COMMUNITIES



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for:

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9:15 AM-12:45 PM

John Hancock Conference Center Trinity Place, Boston

Coach & Trainer

Lau Lapides company offers over 25 years of award-winning training to executive clients. They include interactive workshops, seminars, and as a keynote speaker she has worked with organizations such as Fidelity Investments, Partners Healthcare, MassMutual, Women's Business Network (WBN), International Data Corporation (IDC), International Data Group (IDG), Monster, Apple, Not Your Average Joe's, Harvard University, Network of Executive Women (NEW), Radius Product Development, Center for Women and Enterprise (CWE), and many others.



Lau is currently head of faculty at Connecticut School of Broadcasting (partnering with Channel 5) in Needham, MA specializing in Voice & Speech for Broadcasting and Radio Performance and currently holds a board member position connected to the Performing Arts Department at Orange Coast College in Coast Mesa, CA. Past faculty positions include Babson College (Undergraduate & MBA Programs), Bentley University, Boston University School of Mass Communication, University of California, Irvine, and Merrimac College.

She is the recipient of The Babson College prestigious *Women Who Make a Difference Award* in 2003 and again in 2004 honoring innovative, entrepreneurial women leaders of the Babson College community. She has held positions as VP of Marketing & Public Relations with Toastmasters International and holds an Advanced Toastmasters Speaker's Award for Excellence. She currently is a Director and Producer for stage, film & television projects around New England and as a Voice Over artist can be heard selling Milky Way Light to Eukanuba Puppy Chow! She is proud to be a featured New England Director in the upcoming anthology of New Plays of Playwrights' Platform to be published by Heuer Publishing this year.

Good Morning!

Welcome to our workshop, ***The Language of Leadership: Building Rapport & Relationships for Results!*** My name is Lau (pronounced "Law") Lapedes, and I am excited to meet and work with all of you as your communication trainer! I have put together valuable tools and techniques to help you polish and enhance your communication skills. This dynamic and energizing interactive workshop is designed for emerging and established leaders looking to strengthen and polish their interpersonal communication style and ultimately create instant impact on your audience. This practical, hands-on training and fast-paced workshop experience will give you the tools for a cutting-edge advantage in learning how to become a powerful communicator who is able to present your experience, objectives and mission with authenticity and passion! In literally seconds you make the pitch...your smile, body language, first few words, voice, energy, presence, initial eye contact--all of these ingredients create the successful chemistry of verbal and nonverbal messaging that determines your future rapport and relationships as a business leader and educator.

Using tools and techniques of the broadcasting industry, we will cover advanced level delivery and networking skills, and work with exercises to help you think fast on your feet, and become creative storytellers of your message. You will build and transmit your message with clarity and power in order to educate, persuade, and entertain your audience. Whether you capture their attention or they tune you out and turn you off depends upon how competent and confident you are at persuasively transitioning from one audience to another with speed and grace--as well as your ability to inspire, motivate, and engage your audience with memorable presence and energy. We will learn and practice the skills and strategies for high impact communication and leadership skills that allow for immediate application and results! We will be sure to build in practice time for exercises, and participants will be invited to raise questions and discuss particular situations.

So relax, participate, and enjoy!

Lau

MINDSET

Are you open, available, and present in the moment? How do you respond to the needs of the moment? How do you choose to react to your situation? Are you making moment to moment choices and observing the other?

*Every now and then go away,
Have a little relaxation,
For when you come back
To your work
Your judgement will be surer;
To remain constantly at work
Will cause you to lose power
Of judgement...*

*Go some distance away
Because the work appears smaller
And more of it
Can be taken in at a glance,
And a lack of Harmony
Or Proportion
Is more readily seen.
- Leonardo DaVinci*

OBSERVE

Are you in a state of noticing the world around you or are you absorbed with self?

Notice details in life that are easy to miss that can have the potential to define you and the world around you:

Color

Temperature

Spacial Relationship

Energy

Movement

Patterns & Rhythms

A Simple Object

BREATHING

There are three types of breathing that we control. If you can learn to control your breathing, you can virtually eliminate the physical symptoms of fear and excess stress:

Clavicular Breathing: Used by an athlete who has competed a vigorous workout. It is panting- heavy breathing that gets its name from the movement of the clavicles (shoulder muscles) and the effort to inhale and exhale quickly. It is appropriate breathing for Vigorous Exercises, but not for speaking.

Upper-Thoracic Breathing: Used by a weight lifter about to lift a 300-pound barbell. He fills his chest (thorax) with air to increase the pressure and lifting capacity of his upper-thoracic muscles. Upper-thoracic breathing is appropriate breathing for lifting, pulling, throwing, and other upper body activities, but not for speaking.

Diaphragmatic Breathing: The best method for speaking! Designed for the normal inhalation and exhalation process. It is controlled by the diaphragm, a huge dome-shaped muscle just below the rib cage. Because it is the body's natural method of breathing, diaphragmatic breathing is instrumental in natural childbirth, yoga exercises, singing lessons, and many other control and relaxation situations.

Breathing Exercise:

1. Holding the bottom of you chair, inhale using diaphragmatic breathing. Which muscles are you using? Repeat.
2. Inhale diaphragmatically. Produce the “s” sound in an even and controlled exhalation. Do NOT strain yourself. Once the breath is exhausted, inhale and start again. Your are practicing controlled exhalation, not straining your breath.
3. Inhale, and on exhalation say, “one by one and two by two and three by three” see how far you can go on breath (inhale diaphragmatically, vocalize on exhalation).
4. Start with the letter “a,” see how you can control one breath. When you reach “z” start with “a” again.

In our years of coaching we have found more often than not that it can be a challenge to actually locate the diaphragm and target the specific area to engage for breathing. Sometimes we will say you need to “belly breathe” but that doesn’t really help for the long term when you are home practicing alone. Here is an active exercise to help you locate and consistently target the diaphragm:

- 1) Take a small object like a cell phone.
- 2) Lay down on the ground back on the floor facing up.
- 3) Place small object on top of the diaphragmatic belt located under the last rib of your ribcage. It is a soft pliable area.
- 4) Mentally focus your mind and work yourself all the way down your body starting with the top of your head to the bottom of your toes.
- 5) Take a moment to align and re-align your spine as you melt into the floor and allow the floor to completely take your weight.
- 6) Tighten each muscle group for a count of 1001, 1002, 1003 then release. Move all the way down the body. Do this 1,2, or 3 times through until you are fully focused and relaxed.
- 7) Pay attention to the up and down movement of the object on the diaphragm. Feel its’ weight. Inhale and hold for a count of 1001, 1002, 1003 then release.
- 8) Now you are working on breath support.

5 MINUTE WARM-UP

Begin every morning with a Warm-up routine to awaken the body, mind, and focus your energy.

- Stand up and stretch both arms toward the ceiling. Drop your arms to your sides. Repeat four times.
- Lift both shoulders. Try to touch both ears. Hold for four seconds and drop shoulders. Repeat four times.
- Drop your head to your chest. Gently roll your head, first to the right four times, then to the left four times.
- With your feet apart and knees bent slightly, swing your right arm in a circle, from floor to ceiling eight times (be sure to stay loose during this). Now repeat with your left arm.
- With your feet apart and knees bent, stand upright and drop your head to your chest. Let your arms hang loose. Continue to let the weight of your head carry you down toward the floor, vertebra by vertebra, until you are as far down as you can go. Do not force it. With everything extremely loose, bounce gently.
- In the same position, imagine you're all jelly-like and loose. Shake everything freely. Repeat until you are very loose.
- Slowly come up, vertebra by vertebra, breathing all the way and head being the last thing to come up-now shake out entire body.
- Stand against a wall with your heels, buttocks, shoulders, and head touching it. Keep your chin straight. Now step away from the wall and loosen up a bit.
- Tighten your face into a little ball, and open up your face really wide. Stretch it out as far as possible, stretching out your tongue. Repeat three times.
- Yawn big, full yawns and allow sound to come out. Repeat three times.
- Blow air through your lips to sound like a horse for articulation. Repeat three times.
- Trill your tongue inside of your mouth for articulation, repeat three times.
- Massage the muscles in your upper and lower jaw, all the way down the periphery of your face to relax and release facial muscles.
- Gently take your chin into your hand, mouth open. Shake out your loose lower jaw, vertically only.
- Create a vocal vowel chain including "A," "E," "I," "O," and "OO."

Look Confident (Visual)

1.

2.

3.

Sound Confident (Aural)

1.

2.

3.

NON-VERBAL SIGNALS/CUES

As much as 75 percent of what you say does not present itself through speech or sound, but rather through non-verbal signals and cues. You emit presence, image, confidence, and intention mainly with your physical gestures, eyes, movement, and other important physical signals that let people know almost immediately if you are open to connect, communicate, and collaborate.

Posture/Movement/Stance:

Physical Gestures/Anchoring

Eye Contact/Focus

Image/Style

Attitude

Mindset

Energy

* Exercise: Record & Re-Record Your Voicemail

THE SMILE

Smiling is a very important and effective non-verbal communication tool for helping you and your audience feel more comfortable with you. The smile connotes friendliness, amiability, flexibility, and kindness. It also aides the physiological articulators (the lips, teeth, tongue, lower jaw) to widen and expand lifting upward to help raise your pitch, vocal inflections, and over create a positive attitude! This has been a customer service phone tool used to create rapport and relationship.

Here are a few smiling tips:

- 1) Smile only when appropriate to the situation. Be careful of smiling during during serious, sad or controversial moments.
- 2) Be sensitive to the fact that some people may misinterpret the smile.
- 3) Be careful of the nervous smile, the guilty smile, the flirty smile, or the oversmile.
- 4) Learn and practice a natural, comfortable and real smile. Check in a mirror to see what you actually look like vs. what you feel you look like.

A warm natural smile can go a long way in making you and your listeners feel comfortable. It can create:

Rapport

Relationship

Positive Mindset

Better Health

More Energy

Happiness

NON-VERBAL BEHAVIOR

Non-Assertive:

- Non Verbal: Actions instead of words hoping someone will guess what you want. Looking as if you don't mean what you say.
- Eyes: Averted, downcast, tearing, pleading.
- Stance & Posture: Leaning for support, stooped, excessive head-nodding.
- Hands: Fidgety, fluttery, clammy.

Assertive:

- Non Verbal: Attentive listening behavior. General assured manner, communication, caring and strength.
- Eyes: Open, frank, direct. Eye contact, but not staring.
- Stance & Posture: Well-balanced, straight-on, erect, relaxed.
- Hands: Relaxed motions.

Aggressive:

- Non Verbal: Exaggerated show of strength. Flippant, sarcastic styles. Air of superiority.
- Eyes: Expressionless, narrowed, cold, staring, not really "seeing you".
- Stance & Posture: Hands on hips, feet apart, stiff and rigid, rude, imperious.
- Hands: Clenched, abrupt gesturing, finger-pointing, fist-pounding.

VERBAL SIGNALS & CUES

As listeners, we are searching for cue words that we pick up in a fraction of a second that allow us to comprehend, engage, and get excited about what we are hearing. We look for vocal variety in the shape of “color words” and “paralanguage” to offer us insights into the true meaning or subtext of the language.

- Pitch/Tone

Color Language

Paralanguage/Color Language

Projection of Voice/Attitude

Rate & Pace

Rhythm & Intonation

Monotone/Mono-Pattern

Vocalized Pauses/Power Pauses

Non-Concrete/Tentative Language

* Exercise: Record & Re-Record Your Voicemail!

PLOSIVES & ASSIMILATIONS

Plosive sounds are “Power” sounds created when a stop, or closure of the lips creates a buildup of air stopping the airflow in the vocal tract. The stop can be through the mouth and released through the nose. They are very powerful and authoritative sounds. Assimilation is a common phonological process by which plosive sounds at the end of words can blend together with plosive sounds at the beginning of words, thus creating a lazy, colloquial sound-ultimately a new language!

<u>P</u>	<u>K</u>	<u>T</u>	<u>CH</u>
<u>B</u>	<u>G</u>	<u>D</u>	<u>J</u>

Practice Plosive Sentences:

- A. Top management tends to concentrate on public image and technique.
- B. One trend, which won't shift, is the benefit of outstanding service.
- C. Fast-paced speech is often interpreted as articulate and intelligent.
- D. Monique Reed has a technical background and an excellent work ethic.
- E. The Fortune 500 list can provide a prospect with a basic scope of current hot businesses.
- F. What's Not Your Average Joe's Dress Code?
-Now add in your own sentence!

*Are you dropping your volume at the end of sentences?
If volume is not the problem, are you jumbling words together?*

Practice Assimilation Sentences:

This mile	This smile	uzhly	usually
Joe's Near	Joe's sneer	wanna	want to
Ten notes	Ten oats	wuncha	wouldn't you
A weak cough	A week off	shuda	should have
The same week	The same ache	probly	probably
cancha	can't you	I dunno	I don't know
cudja	could you	howzitgon	how's it going
generly	generally	havta	have to

TOOLS FOR THE TIP OF THE TONGUE

Delivery Tool for Articulation and Tone: Smile! Smiling requires your mouth to open and helps with articulation. We can “hear” a smile over the phone and is very important in “selling” your message and yourself! This exercise allows you to stretch your facial muscles and allow your full flow of sound to reach your listener. They will never ask you to speak up or repeat what you said again!

*Peter Piper Picked a Peck of Pickled Peppers
A Peck of Picked Peppers Peter Piper Picked
If Peter Piper Picked a Peck of Pickled Peppers
Where’s the Peck of Pickled Peppers Peter Piper Picked.*

*Dunna Dunkin Dunked a Dozen Donuts
A Dozen Dunkin Donuts Donna Dunkin Dunked
If Donna Dunkin Dunked a Dozen Dunkin Donuts
Where’s the Dozen Dunkin Donuts Donna Dunkin Dunked.*

*Marco Menendez Made Some Marvelous Marmalade
Some Marvelous Marmalade Marco Menendez Made
If Marco Menendez Made Some Marvelous Marmalade
Where’s the Marvelous Marmalade Marco Menendez Made.*

*Whether the Weather be Cold
Or Whether the Weather be Hot
We’ll Weather the Weather
Whatever the Weather
Whether We like it or Not.*

*Swan Swam Over the sea
Swim Swan Swim
Swan Swam Back Again
Well Swum Swan.*

**Big Black Bugs Bleed Blue Blood.*

**Red Leather, Yellow Leather.*

**September Was Memorable for Demonstrable Reasons.*

VERBAL BEHAVIOR

Non-Assertive:

- Verbal: Apologetic words, veiled meanings, hedging, failure to come to point. Rambling and disconnected. At a loss for words. Failure to say what you really mean “I mean, you know...”
- Voice: Weak, hesitant, soft, sometimes wavering.

Assertive:

- Verbal: Statement of wants. Honest statement of feelings. Objective words. Direct statements, which say what you mean. “I” messages.
- Voice: Firm, warm, well-modulated, relaxed.

Aggressive:

- Verbal: “Loaded” words. Accusations. Descriptive, subjective terms. Imperious, superior words. “You” messages that blame or label.
- Voice: Tense, shrill, loud, shaky, “deadly quiet”, authoritarian.

Practice these diligently for a smooth, clear, and pleasant delivery every time you communicate!

THE ART OF STORYTELLING

As communicators we all function with two basic patterns of reasoning which we use as the structure we give to our speaking patterns. We tend to be a mix of both *Inductive* and *Deductive* processes, but tend to feel most comfortable with one process. Do you present your ideas Inductively or Deductively? How does your listener *receive* the information?

Patterns of Reasoning:

INDUCTIVE vs. DEDUCTIVE

General to Specific vs. Specific to General

Which are you most comfortable with? Which is your listener most comfortable with? How do *they want to receive information?*

STORYTELLING: THE PLE

You want your listeners to empathize with you and your ideas and believe that they hold credibility and value. The Greek philosopher Aristotle divided the means of persuasion into three categories to help speakers support their statements and deliver them with strength and conviction. Truth of your story is held only in the perception of your audience.

Pathos: (Emotional) is appeal based on emotion. Advertisements tend to be Pathos-driven. Pathos refers to both the emotional and the imaginative impact of the message on an audience, the power with which the writer's message moves the audience to decision or action.

Logos: (Logical) Logos is to persuade or appeal based on logic or reason. Documents, data, facts, statistics, case studies are logos-driven. Scholarly documents are also logos driven. Giving reasons is the heart of argumentation, and cannot be emphasized enough.

Ethos: (Credibility) Ethos is an ethical appeal based on the “character” and reputation of the speaker. We tend to believe people whom we respect. One of the central problems of speaking and communicating is to project an impression to your audience that you are someone worth listening to, in other words transforming yourself as a speaker/communicator into an authority on the subject. As well as someone who is likable and worthy of respect. You must persuade your listeners that you are an “Authority” on the subject at hand.

ROLE PLAY & REAL PLAY

Everyday we slip into pre-established social roles. As you *play* your social roles with others, you relate as who you *think* you are and the others relate as who they *think* they are. We attempt to be authentic within true artifice. Cogito Ergo Sum: I think, therefore I am.

How many roles do you play in one day?

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

More?

Roles? Which are you happier doing? Define which roles you are playing the “Role” and which you are playing the “Real”...

What Roles are you playing in life? Are the Roles who you really are?

How do you see yourself separate from the Roles you play? Which are you happier playing?

ACTIVE STAGES OF LISTENING

Listening is more than the physical process of hearing. It is an active process that involves thinking WITH people instead of FOR or ABOUT them. This means that you must try to UNDERSTAND what the speaker wants to communicate -- not what you want to understand.

Active listening involves the following three stages:

1. HEARING: Hearing the message received by your ears -- “What does it mean?”
2. UNDERSTANDING: The meaning of the message -- “What does it mean?”
3. RESPONDING: Letting the speaker know that you got the message. Asking, “Is that what you meant?”

Prepare to:

Listen

Pay attention

Control Biases

Separate Fact from Feelings

Pick up Cues (verbal & non verbal)

Paraphrase



Thank You!

Thank you so much for your participation! Now that you have learned the tools designed to increase your confidence and strengthen your communication skills, you're ready to practice and perfect your story!

So practice, practice, practice and feel free to reach out to us at any time with questions or comments on today's workshop. We welcome the opportunity to stay connected with you and help you along way in your pursuit of leading the way in presentation and communication.

Lau

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What lau lapides company clients say...

"Your session was a big hit"

-Thom Robbins, MSDN Developer Program, Microsoft

"She is an engaging public speaker. Her positive attitude is contagious. She has the ability to put her workshop attendees at ease and helps to guide them to personal insight and better understanding of the subject matter. Thank you Lau for sharing your tips, tools, and knowledge, making it easy to take what I gained from your workshops and apply it to my life."

-Janine Cavanaugh, Women's Business Network

"A warm and charismatic performance artist and teacher, who can get the shy to speak, the blinkered to look around, and the frozen to thaw. She changes lives!"

-Fritz Fleischmann, Dean of Faculty, Babson College

"Just wanted to say a HUGE thank you, again, for your wonderfully inspiring workshop for our rhetoric faculty last Thursday. From all reports, everyone got a lot out of it. Thanks for your energy and your willingness to adapt to our needs."

-Mary Pinard, Rhetoric Faculty Babson College, 2002

"I wanted to let you know again how much I enjoyed the class! I've read the handouts, and have been practicing my breathing and voice exercises. I'm looking very much forward to another session with you."

-Danielle Murr, Traffic Reporter, WBZ radio

" You provided such "vitality" as facilitator this training is for absolutely anyone who needs to "connect" with an audience. You gave me a much better appreciation for helping my team apply the material to all communication situations. Terrific Lau! Thanks!"

-Dave Roach, Business Owner



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