



2012 Communications Resolutions

1. Get in Shape

Build your speaking "muscles" with regular exercise. Technique matters (perfecting poor skills is worse than not practicing at all!). Work with a professional coach privately. *Grant and Associates* offers a six-month *Executive Presence coaching program* as well as options tailored to suit specific requirements. Practice weekly. As little as 10 minutes three times per week will produce results.

2. Lose Weight

Lighten up by using fewer words. Try this simple tip: state your points aloud 3 times in advance. You'll trim, on average, 30% of the words. Remember, short is sweet. No one ever complains that a speech or remarks are too brief!

3. Stick to a Budget

Setting and adhering to a time budget for a speech or presentation will reduce stress, increase your confidence, ensure your points are all made and provide adequate time for questions/answers. Include time for your opening statement, summary and closing statement as well as your main points and Q&A. Practice and, if necessary edit your remarks, until you can comfortably and reliably deliver them on budget.

4. Get Organized

Prepare. While it sounds basic, it is common for people to "wing it." Don't make this mistake. Organize your thoughts in advance. Try this simple exercise: take 10 minutes before your next meeting to identify your key points and put them in priority order. Write them down. Have evidence to support each and a story or analogy to help drive them home. Practice making your points aloud. You'll be delighted by how much more effective – and efficient – you will be in the meeting. For a speech or presentation, you can follow the same basic structure but allow more time to write/refine remarks, practice them and finalize the timing.

5. Find a Better Job

Excellent speaking skills will help to generate new career opportunities and to secure a position you want. It is no accident that most senior executives and leaders are good – even great – speakers. Continuous cultivation throughout your life is an investment in your career. We work with many CEOs to up their game. They know that no matter how good they already are, they can get better. Follow their lead!

Take a positive step toward continuing your development as a superior communicator in 2012! Attend *Speaking for Impact*®, our breakthrough program for executives and leaders or contact us about private one-to-one coaching.

