



**Presents:**

# **Emotional Eloquence**

## **The Lost Language of Leadership**

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# The Lost Language of Leadership

## 8 Core Elements

### 1. Engage first, then motivate.

Engagement: total mental, physical and emotional concentration and participation

The Oscar Story:

- What did you see?
- What did you feel?
- How long did you stay engaged?

**Formula for Engagement:**

\_\_\_\_\_ + \_\_\_\_\_ + \_\_\_\_\_

### 2. Emotion is the Fast Lane to the Brain

In his book, *The Owners Manual for the Brain*, Pierce J. Howard, Ph.D., explains how memory is formed. The *immediate memory* is like a buffer area that can hold thousands of pieces of data for two seconds or less. The *short-term memory* is like a broker that selects chunks of data to remember, but it takes about eight seconds of attention to add one new chunk of *short-term* memory. A new chunk of *short-term* memory becomes *long-term* memory when your attention is engaged over a sustained period of time.

How long do you spend \_\_\_\_\_ home your most important points? \_\_\_\_\_ minutes

**All content is not created equal!**

*Flip the Emotional Trigger Switch*

## 3. Use Metaphors and Stories to Frame Your Content

*“The best way to get humans to venture into unknown terrain is to make that terrain familiar and desirable by taking them there first in their imagination.”*

Noel Tichy, The Leadership Engine

**Metaphor:** Combining two words, concepts or dissimilar things in a way that makes them similar or relatable. To identify a metaphor, choose a \_\_\_\_\_ or ask yourself, “What’s this \_\_\_\_\_?”

**Metaphor Exercise:** Find metaphors for the following. What are they like?

Boss or co-worker: \_\_\_\_\_

Metaphor: \_\_\_\_\_

Recent organizational change or challenge: \_\_\_\_\_

Metaphor: \_\_\_\_\_

## Storytelling: Personal or third party

- Look for a moment of crisis, challenge or obstacle.
- Start with the \_\_\_\_\_ in mind. What’s the lesson?
- Your stories need not be literal. They are metaphors.
- Show and Tell. Create mental images. Make motion pictures.
- Strategically crafted stories contain \_\_\_\_\_ triggers.
- The event of the story need not be profound or dramatic.

Possible stories:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**Story continued:**

Identify two moments from your personal life around which you can craft a story:

1. \_\_\_\_\_
2. \_\_\_\_\_

R U STUCK?

Pick a specific time and place.

Example: What apartment, house or dorm were you living in when you were 20?

Example: Where were you working when you were 29? - 34? - 43?

Example: Think of a vacation or adventure. Think of a job or a boss.

## 4. Brand Your Message By Weaving a Theme

**The Phrase That Pays** – Mental Velcro for your point!

Examples:

*Get Over It, Walk Your Talk, Back It Up with Data, Make Your Move, Ask Questions, Be Brave, Invest in Your Employees, Flip the Emotional Trigger Switch, Brand Your Message...*

The Phrase That Pays:

- Short and sweet, musical and rhythmic
- Make the first word a \_\_\_\_\_ whenever possible.
- It's a call to \_\_\_\_\_. Use positive commands.
- Use alliteration and rhyme.

***Zoom Zoom*** \_\_\_\_\_

***Expect More. Pay Less.*** \_\_\_\_\_

***Save money. Live Better.*** \_\_\_\_\_

***Invest with Confidence*** \_\_\_\_\_

Possible Phrase That Pays:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## 5. Design Your Speech or Presentation Yourself

You cannot delegate what you \_\_\_\_\_ and \_\_\_\_\_ to someone else.  
Be a wisdom sharer. Focus on the **why** as well as the what.

*“People don’t care how much you know, until they know how much you care.”*  
Zig Ziglar

## 6. Go Deep, Not Wide

*“A good presentation informs.  
A great presentation influences.”*

1. Repetition aids \_\_\_\_\_. Less is more. Simplify.
2. \_\_\_\_\_!
3. Go deeper into the meaning of your main points. Less text, more context!
4. Use stories, metaphors and examples to engage attention and increase retention.
5. Your job is to motivate and influence as well as educate.

**60 / 40**

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- What content can be covered by someone else?
- What content is redundant?
- What data is absolutely essential versus that which can be provided in written form?
- What content is boring and creates disengagement?
- Given your job title, what content is worthy of your position?

## 7. Appeal to people's higher aspirations and moral convictions.

- Their desire to be part of a winning team
- Their need to make a difference
- Their need to be acknowledged
- Their quest for meaning and purpose
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## 8. Close Your Speech, One-on-One / Group Meeting or Presentation with a Message of Hope

Devote the last 10%, or 3-5 minutes of your presentation, to a positive, uplifting and motivating message. While the body of your speech was about your content and your thoughts and feelings, the final minutes should be about them.

What do you want them to feel as a result of your presentation?

List the positive emotions that you want them to feel:

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“A good presentation delivers content.  
A great presentation delivers results.”

## Additional Resources:

- Daniel Pink, *A Whole New Mind*, Riverside Books, 2005  
Annette Simmons, *The Story Factor*, Basic Books, 2001  
Chip Heath and Dan Heath, *Made to Stick*, Random House, 2007  
David Armstrong, *Managing by Storying Around*, Doubleday Currency, 1993  
Mary Wacker and Lori Silverman, *Stories Trainers Tell*, Jossey Bass, 2003  
Kerry Patterson, Joseph Grenny, *Influencer, The Power to Change Anything*, McGraw Hill 2007  
Marilee Adams, *Change Your Questions Change Your Life*, Berrett Koehler, 2004  
Thomas Crum, *The Magic of Conflict*, Touchstone - Simon and Shuster, 1987  
Roxanne, Emmerich, *Thank God It's Monday*, FT Press, 2009  
Laura Lopez, *The Connected and Committed Leader*, Living Leadership Press, 2008  
Pierce J. Howard, *The Owner's Manual for the Brain*, Leornian Press, 1994

## The Story Theater Newsletter:

monthly articles and tips on presentation skills and storytelling in business

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Podcasts: Recordings of Doug Stevenson's articles and musings on speaking and life

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- [www.selfgrowth.com](http://www.selfgrowth.com)
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and  
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