



# 7 STEPS TO CAPTIVATE & CONTROL EVERY CONVERSATION

SPEAKR.

# PRESENCE & POISE

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Your demeanour lays the groundwork for effective communication. Before words are exchanged, your body language, posture, and facial expressions convey a world of meaning. Stand confidently, maintaining appropriate eye contact. Your authentic presence ensures your words carry weight, while your poise keeps you centered, ready to adapt to the conversation's flow.

## TIPS

**Work environment:** During meetings, avoid slouching. Sit or stand up straight, and lean slightly forward when someone is speaking to show active interest. Your body language can command respect.

**Social:** Practice entering a room with a smile. It's a non-verbal cue that you're approachable and open for interaction.

**Romantic:** Maintain soft eye contact during intimate conversations. It's a subtle gesture that says, "I value this moment with you."



# 2

## KNOW YOUR AUDIENCE

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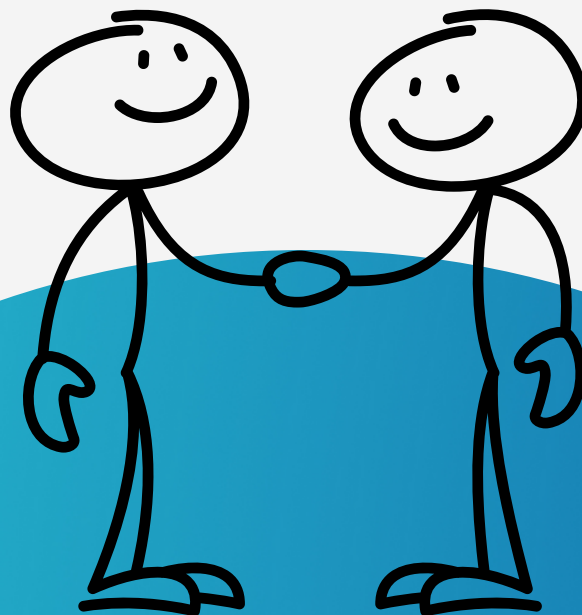
Every conversation is a bridge, connecting diverse perspectives. To build this bridge, understanding the person or group you're addressing is paramount. This means recognising their cultural background, personal interests, and values. Personalise your approach; every word, tone, and gesture should reflect a deep appreciation of your audience's uniqueness.

### TIPS

**Work environment:** Before a presentation or discussion, research the attendees' backgrounds and professional interests. Tailor your content to resonate with them.

**Social:** In social gatherings, ask open-ended questions. It's a chance to learn more about someone and adapt the conversation accordingly.

**Romantic:** Pay attention to what your partner is passionate about. Surprising them with a related topic shows that you care and pay attention.



# START STRONG

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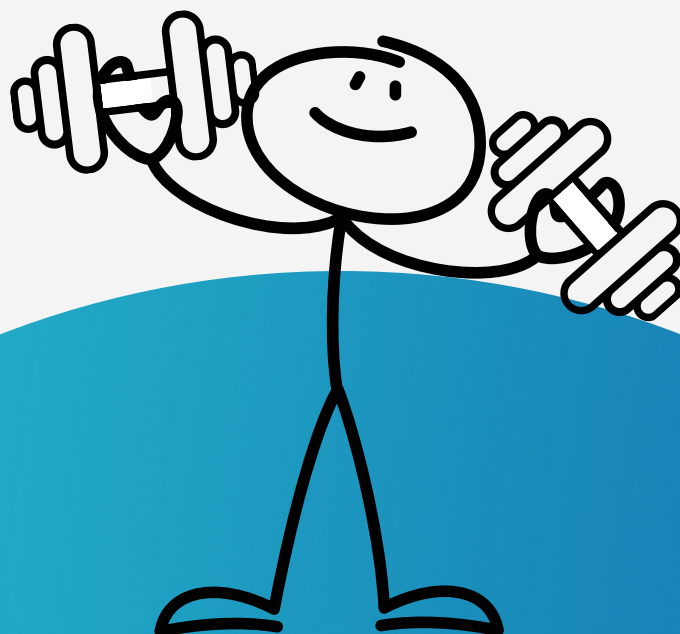
Engagement is won or lost in the first few moments. A compelling opening, whether it's an insightful statement, provocative question, or relatable anecdote, not only captures attention but sets the trajectory of the entire conversation. Make your listener feel that every second spent with you is a second worth their while.

## TIPS

**Work environment:** Begin meetings with a concise summary of the agenda. It sets clear expectations and purposes.

**Social:** When introducing a topic, relate it to a current event or a mutual interest to spark immediate engagement.

**Romantic:** Start conversations with genuine compliments or reflections. It sets a positive and intimate tone.



# 4

## ACTIVE LISTENING

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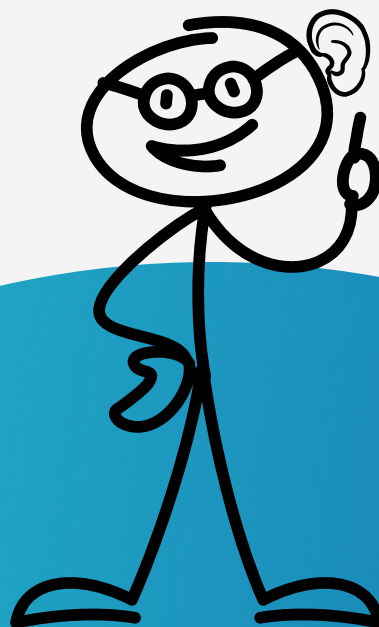
Beyond the sounds, true listening encompasses understanding intent, emotion, and nuance. This requires full immersion into the speaker's world, devoid of judgment. In doing so, you create a safe space for genuine expression, fostering mutual respect and understanding.

### TIPS

**Work environment:** Take concise notes during meetings. It not only helps retain information but also shows you're engaged.

**Social:** Paraphrase or summarise what someone said before giving your input. It validates their contribution.

**Romantic:** Reflect emotions. Saying "It sounds like you felt..." can deepen the connection.



# NAVIGATE & DIRECT

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Every conversation has its currents. Sometimes it flows smoothly; other times, it requires guidance. Be the gentle hand that guides it back if it strays. Introduce relevant topics, ask poignant questions, or share relatable experiences, ensuring the conversation remains enriching and on track.

## TIPS

**Work environment:** If a discussion is veering off, use transitional phrases like "Going back to our main point..." to steer back on track.

**Social:** Introduce new topics by connecting them to what's already been discussed, ensuring smooth transitions.

**Romantic:** If conversations become heated or sidetracked, pause and express your feelings using "I" statements to refocus.



# 6

## EQ & EMPATHY

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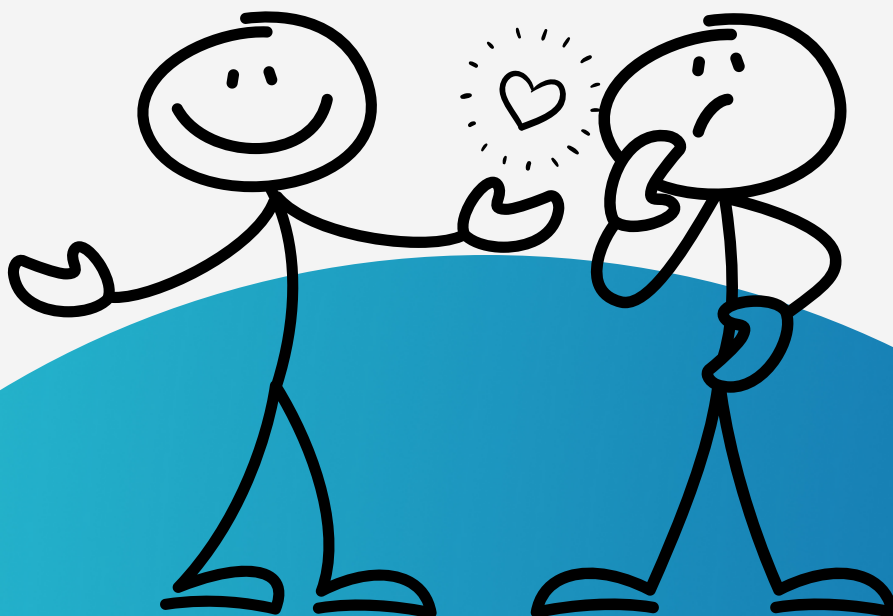
Every spoken word carries an emotion, and beneath this emotion lies a need or desire. Recognising these emotions, validating them, and responding with genuine empathy is a testament to one's emotional intelligence. It's this deep-rooted connection that turns a simple chat into a heart-to-heart dialogue.

### TIPS

**Work environment:** If a colleague seems upset or stressed, offer a short break or change the topic temporarily. It gives them space and acknowledges their emotions.

**Social:** Active affirmation, like nodding or simple affirming words, can make the speaker feel truly heard and understood.

**Romantic:** Practice "emotional checking" regularly. Ask your partner how they feel and genuinely listen.



# CONCLUSION & CTA

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Every conversation, like a story, deserves a memorable ending. Sum up the discussion's essence, reaffirm its value, and point the way forward. Whether it's a thought-provoking statement or an actionable suggestion, ensure that your listener feels enriched and motivated by the interaction.

## TIPS

**Work environment:** End meetings by summarising decisions made and assigning clear next steps.

**Social:** Conclude friendly chats by referencing a highlight of the conversation, ensuring it's memorable.

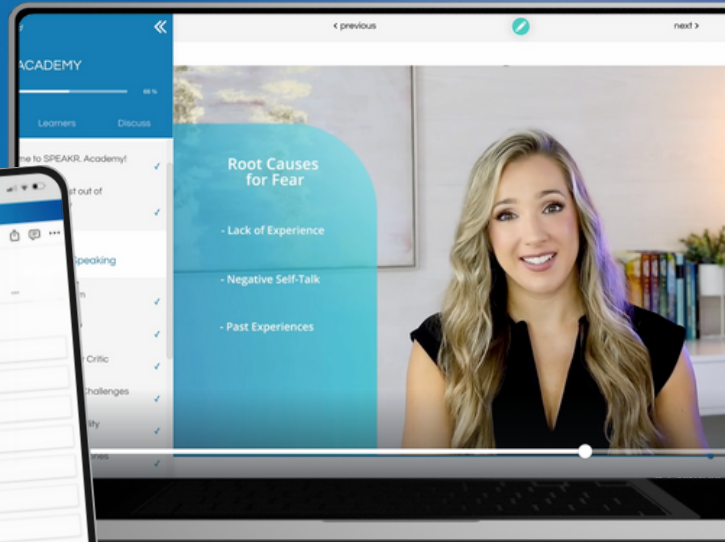
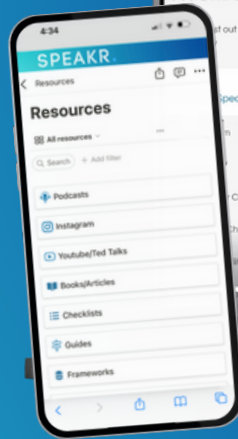
**Romantic:** Summarise heartfelt conversations by expressing appreciation and suggesting a related future activity or topic.





# SPEAKR. ACADEMY

100+ VIDEOS



25+ RESOURCES

## MODULES

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|------------------|----------------------------------|
| <b>MODULE 1</b>  | THE FEAR OF SPEAKING             |
| <b>MODULE 2</b>  | THE POWER OF EFFECTIVE LISTENING |
| <b>MODULE 3</b>  | THE ART OF STORYTELLING          |
| <b>MODULE 4</b>  | DYNAMIC VOCAL TECHNIQUES         |
| <b>MODULE 5</b>  | THE LANGUAGE OF BODY LANGUAGE    |
| <b>MODULE 6</b>  | ADVANCE YOUR WORD POWER          |
| <b>MODULE 7</b>  | FACE, FUN AND HUMOUR             |
| <b>MODULE 8</b>  | DATING AND RELATIONSHIP MASTERY  |
| <b>MODULE 9</b>  | EFFECTIVE CONFLICT RESOLUTION    |
| <b>MODULE 10</b> | PERSUASION AND INFLUENCE         |
| <b>MODULE 11</b> | COMMUNICATION IN LEADERSHIP      |
| <b>MODULE 12</b> | MASTERING PUBLIC SPEAKING        |

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LET'S GET STARTED!