



# As We Speak: How to Make Your Point and Have It Stick

*Peter Meyers, Shann Nix*

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*The world is full of brilliant people whose ideas are never heard. This book is designed to make sure that you're not one of them.*

Even for the most self-confident among us, public speaking can be a nerve-racking ordeal. Whether we are speaking to a large audience, within a group, or in a one-on-one conversation, the way in which we communicate ideas, as much as the ideas themselves, can determine success or failure. In this invaluable guide by two of today's most sought-after communication experts, Peter Meyers and Shann Nix offer a comprehensive approach for tackling the underlying obstacles that almost all of us experience when faced with speaking in public. In *As We Speak*, you'll learn to master the three building blocks at the core of their approach:

**Content:** Organize the information you want to convey and construct a clear and lucid architecture of ideas that will lead your listener through a memorable emotional experience.

**Delivery:** Use your body, voice, eyes, and hands in ways that engage your audience and naturally support your message.

**State:** Bring yourself into peak performance condition. Your state is the way you feel when you perform, and it is both the most powerful and most frequently overlooked component of communication.

Meyers and Nix show how to apply these principles in a wide variety of situations. You'll learn how to handle difficult face-to-face conversations with colleagues, friends, and family; how to make the best use of e-mail, phone, video conference, and other technology; and how to communicate in a crisis, when all eyes are on you and emotions are running high. Meyers and Nix also emphasize that effective communication is impossible without first becoming aware of your own true goals and personal beliefs, and they offer helpful tools and exercises that will lead you to greater clarity and self-knowledge.

Accessible, inspiring, and laden with useful tips, *As We Speak* will help you discover your authentic voice and learn to convey your ideas in the most powerful and memorable way possible.

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