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# Speak 'The Language of Influence'

by Hedley Galt

“think  
learn?  
succeed”

Imagine talking to a group of people who are enthralled by what you are saying. Completely captivated and inspired, their eyes follow your every gesture. When they leave, they can't wait to act on what you have just said.

Sounds a little far-fetched? Not at all. Here are a few simple ways that will have you communicating with the style and impact of a great leader:

### 1. Remember to KISS

Keep what you have to say super simple!

### 2. Be imaginative

As Albert Einstein pointed out, “Imagination is more important than knowledge.” So use compelling imagery in your descriptions. Your audience will be able to picture what you are saying in their minds and connect with your message.

### 3. Include everyone

Everybody likes to feel part of a successful team. Engage and inspire others by using inclusive, positive language such as “we can...” and “we will...”

### 4. Make your message 'sticky'

In other words, make your message memorable. Do this by using relevant stories, examples, anecdotes and metaphors to highlight key points and have your audience relating to you emotionally.

#### For example:

Winston Churchill once described the barrier between Eastern and Western Europe as 'an iron curtain.' This simple metaphor highlighted the barrier's impenetrable nature. It also gave his message tremendous impact. After Churchill's speech, other people used the term 'iron curtain.' The message 'stuck' and became an everyday figure of speech.

## Learn More About It

If you want to build your team, TLS can help. We run a variety of teambuilding programs. One of the most popular is Personalities Working Together, in which you'll find out what makes your team tick.

First you'll discover how to make the most of your team's strengths. Then you'll hear why communication problems happen and what to do about them. Finally, you'll construct an action plan that will help you charge towards team success.

**Want to create a stronger team?  
Book Hedley Galt to run a course for your group**

