

# The dynamic communicator: strategies for effective performance in business settings

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# INTRODUCTION

Business settings requiring oral communication skills:

*Primary:*

- Presenting
- Participating in meetings
- Negotiating

*Secondary:*

- Telephoning
- Socializing

# Necessary knowledge and skills

Ability to present/perform in public is related to:

- Interpersonal communicative competence
- Intercultural understanding
- Verbal dexterity
- Appropriate tone of voice
- Fluency and accuracy
- Persuasion and a clear purpose

# I. STUDENT TRAINING

## A. CLASS PREPARATION

- ANALYZE KEY TERMS – dualisms (“bipolar approach”):
  1. VISIBLE – NONVISIBLE/verbal - nonverbal:  
Learning to trust the infinite spiritual and mental power of the individual
  2. Learning to adopt an attitude enabling one to move out of their COMFORT ZONE. *Aim*: increasing students’ self-confidence + teaching them to set goals.

# CLASS PREPARATION

3. Employing COGNITIVE and METACOGNITIVE techniques

4. Building up a profile based on values such as those stemming from **integrity** and altruism - the desire to “**give**”:



- Learning to empathize
- Overcoming “self-consciousness”

## B. CLASS PERFORMANCE

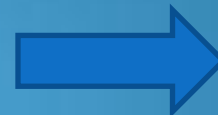
- METAPHOR OF THE ICEBERG
- BEING MONITORED BY A 'BUDDY'
- SIMULATING IN 'LABORATORY CONDITIONS' ("deliberative practice")
- INSTANT AND CONSTANT FEEDBACK
- PRACTICE



DISCIPLINE



CONSISTENCY



SUCCESS

## II. PRESENTING - PERFORMING

- Presenting is linked to a written “script”: information relevant to the **content** and **purpose** of our presentation.
- Performing, on the other hand, is related to **how** we deliver (“animate”) our presentation: it is connected with more “practical” aspects, such as **body language** (“**eye contact**”, gestures, etc.), **attitude**, **enthusiasm**, tone of **voice**, **emotional** impact, etc.
- All of the above should be appropriately “pitched” to the specific audience we address.

# A. Presenting: the “what”

## 1. Cognitive aspects:

- content, subject matter
- Analyzing
- Establishing positions – agree/disagree
- Sequencing, linking
- comparing, contrasting
- Concluding

**AIM: Coherence + Cohesion**



# ... Presenting

## 2. Metacognitive strategies:

- Reflecting about what we think – and say.
- Using positive thoughts – and self-talk!
- Changing our “software” and adopting more appropriate ideas – e.g. giving vs. getting
- Trusting our “subconscious”
- Using “visualization” as a technique – before “verbalization”.

## B. Performing: the “how”

- Be enthusiastic (Aristotelian “*pathos*”): what is your “passion statement”?  
e.g.: **“Total Makeover” – “Playing to win!”**
- Use body language (including enunciation – intonation)
- Develop “certainty within uncertainty”
- Expand your comfort zone – by “growing”
- Build up “sound mechanics”, so as to attain consistency.

# Platonic “tripartite soul”

- Fight fear of public performance – learn to be exposed and to offer – develop self-confidence
- Use emotional intelligence: achieving co-ordination of body, mind and emotions
- Perform by being “in the zone”
- *Presenting with dynamism is equal to giving a convincing performance: “**quality enhancement approach**”*

# “Failure is not an option!”

Presenting well depends on performing well:

- A poorly delivered – however well-prepared – presentation will fail to hold viewers’ attention even if it is full of useful information.
- Results depend on:
  - a. thorough **preparation** of the body of the presentation (written “script”) and
  - b. **exhaustive rehearsals** (verbalization), as “stage performance” will determine the final outcome – and applause!

# EPILOGUE

- Platonic **ideal** of “beautiful words” – stemming from “beautiful ideas”
- Establishing/transporting model conduct: “meaningful discourse” (*Symposium*)
- Thinking “BIG” – Performing “BIG”
- Expanding our vision + contributing **beyond** ourselves

# Total quality people

- Aiming towards building up dynamic, long-lasting business relationships – based on **integrity**
- Creating emotional impact – **INSPIRING OTHERS** (giving “**life**” to the “script”!)
- Making the difference in our world
- Ultimate purpose: “**Best quality**” - effectiveness.

THANK YOU!

ΕΥΧΑΡΙΣΤΩ!