



Smart Talk: The Public Speaker's Guide to Success in Every Situation (Quick & Dirty Tips)

By Lisa B. Marshall

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Have you ever lost out on a promotion? Struggled with a difficult conversation? Been put on the spot and blanked? Imagine if...

...you were better at persuading others and negotiating for what you want.

...you were more fluent at introducing yourself, making conversation, and following up.

...you were better at delivering feedback, receiving criticism, and using positive language.

...you were perceived as more diplomatic and charismatic.

Smart Talk applies up-to-date communication research to everyday situations and gives smart, practical, step-by-step directions to achieve results. *Smart Talk* is no ordinary book—it's the Swiss Army Knife of communication—a comprehensive set of tools to build strong relationships and avoid communication breakdowns.

With proven strategies and practical action plans, *Smart Talk* will help you resolve conflicts, strengthen your natural charisma, and master the art of persuasion. Never again will you dread a holiday party or be rendered speechless at a business meeting. Backed by solid research and written in an engaging narrative style with a warm sense of humor, communication expert Lisa B. Marshall translates her wealth of experience into practical, fresh advice to help you navigate any complex situation, and achieve professional success.

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Editorial Review

Review

"Lisa Marshall, reading her idea-packed guide with charm and clarity, goes well beyond the topic of giving speeches in this breezy, fast moving audiobook...she engages her listeners with her laid-back earnestness and frequent invitations to practice these techniques, quiz themselves, and put her suggestions into practice...her writing and speaking have the humanity needed to make listeners want to devour this material and take their communication skills to the next level." ?*Audiofile Magazine*

"The author narrates with a strong voice and conversational style and uses appropriate pauses to stand in for pacing in the written text. Occasional humor and engaging scenarios are delivered in a personal manner. This title would be a good addition to self-help collections in college and public libraries." ?*Library Journal*

About the Author

Lisa B. Marshall is a communication strategist, author, and professional speaker who has been helping organizations improve productivity by improving their communication skills for over a decade. Her award-winning podcast, *The Public Speaker's Quick and Dirty Tips for Improving Your Communication Skills*, has earned nearly 7 million downloads since launching in 2008! Lisa has been featured on CBS Money Watch, Ragan.com, "Woman's Day", "Cosmopolitan", and many other media outlets. Her clients include Roche, Genentech, The American Heart Association, Merck, Exxon Mobile, Harvard, and Stanford, just to name a few. Lisa produces a daily business newsletter, "Communication Success," for the Hewlett-Packard ePrint Center, which reaches up to 500 million enterprise printers globally in three languages. Lisa is also the author (and reader) of the audiobook "The Public Speaker's Guide to Ace Your Interview." She holds a master's degree in interpersonal and organizational communication from the State University of New York. She lives near Philadelphia with her husband and two children.

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The (Not So) Hidden Cost of Saying the Wrong Thing

"You teach best what you most need to learn."

—Richard Bach, *Illusions: The Adventures of a Reluctant Messiah*

Have you ever been surprised to find out you weren't as good or as smart as you thought? I'll always remember the day I was called into Bob Goodman's office. He was a very senior manager and I was just a young management trainee at General Electric. I could feel my stomach doing flip-flops as I apprehensively entered his office. After some small talk he told me something I have never forgotten.

He said: "Lisa, you are like a big ship, like a cruise liner, coming into port. You rock all of the other small ships and you don't even realize it. We'd like to help you with that. We want to send you to some training." It turns out GE wanted to send me to a training course to improve my interpersonal communication skills. I was mortified!

Obviously, at that time, I didn't know what I didn't know.

We're taught reading and writing in school, yet rarely (if ever), are we taught to be smart about what we say and how we say it. We aren't taught communication skills.

For example:

- Do you know specific methods of introducing yourself that will form positive first impressions and lead to strong relationships (and the ways an introduction can limit your chances of ever building a relationship)?
- Do you know all the specific ways to shake hands that instill confidence and trustworthiness (and the common mistakes that many people make)?
- Do you know how to move beyond initial conversations? Beyond collecting friends or fans, to sincerely and effectively engage with people and create significant, meaningful relationships?
- Do you know what to say when someone is going through a difficult time?
- Do you know how to deliver effective feedback without using the old "sandwich approach"—which, by the way, doesn't work?
- Do you know how to respond to criticism?
- Do you know alternative ways to say "no" yet still develop and build a relationship?
- Do you know how to respond with diplomacy, tact, and grace?
- Do you know how to deliver difficult news or how to handle a difficult conversation?
- Do you know what to say when dealing with a bully, a whiner, or any other difficult person?
- Do you know what makes a master negotiator different from a novice negotiator?
- Do you know what to say to effectively persuade and influence others?
- Do you know how our brains are wired to cause attraction, likability, and trustworthiness?

Too often, the answer to all of these questions is "no." Or worse, we have some vague notions that trick us into thinking that we know the answers. And we realize that we really don't know what to say only when we have a problem . . . after we've significantly damaged a relationship.

That leads me to the rest of my story . . .

The man sitting next to me at the communication skills training seemed very unhappy—a curmudgeon. He explained that he worked for the post office and that every year there is a communication skills survey among the employees and the managers who score the lowest are forced to come to this course. "Charm school" he called it.

At the training, our first task was to take an inventory of our communication style, adding up points for different measures. After hearing his story, I couldn't help myself. I was dying to see the scores for this rough-edged guy from the post office, so I peeked over to see his scores. What I noticed immediately was that our scores for each and every category were exactly the same! (I even double checked and triple checked his scores against mine. It's a moment in my life I've

never forgotten.)

I was stunned.

It was then that I realized I needed to change. I promised myself that I would commit myself to practicing and improving my communication skills. I promised that I would polish my people skills. I promised that I would learn as much as I could to become smart about communication. That was just the very beginning of my journey.

I learned a lot in the next twenty-five years.

Finding My Passion

After finishing the initial two-year management training program at GE, I was asked to join GE's corporate audit staff, an accelerated leadership development program. That was when I first noticed that the root cause of many organization issues stemmed from problems in communication. (Interestingly, much later, in 2009, I read a small study¹ that reported that the cost of poor communication was approximately \$35,500 per worker per year.)

Fortunately, at the time, GE recognized the importance of communication and encouraged me to get a master's degree in organizational and interpersonal communication to bring that knowledge into the organization. (They even paid for it. Thanks, GE!)

On the personal side of things, this was also about the time that I met John. He was the kind of person who naturally attracts other people, like a magnet. His passion and enthusiasm for life was contagious. Unfortunately, he was terminally ill. He was dying from a horrible disease, yet he was the most alive person that I have ever met. That's why I eventually married him.

During my years with John, I gained a different kind of education in communication. John had AIDS in the late 1980s, a time when there was significant social stigma associated with people who were HIV positive. Even medical staff were often extremely insensitive. That's when I first became painfully aware of the communication issues within the healthcare industry. Of course, very personally, I was also learning how to deal with difficult and emotionally charged interpersonal communication.

Who I Am Now

It's been many years since then and I've dedicated my professional life to helping individuals and organizations improve productivity by building and enhancing communication skills. I've developed and delivered hundreds of communication workshops, keynotes, and seminars in areas such as teambuilding, public speaking, networking, conflict, and leadership, both as a corporate employee and as an independent communication strategist.

In 2008, I wanted to expand my reach to help more people than just the ones who came to hear me speak. So I created The Public Speaker's Quick and Dirty Tips for Improving Your Communication Skills, a free weekly podcast on the Quick and Dirty Tips network. The episodes have been downloaded more than eight million times in over 200 countries. In 2009, the show was nominated as a top five business podcast by the Podcast Awards and a year later it was also nominated in the education category. (Yay!) In 2012, I partnered with Hewlett-Packard to offer a free daily, bite-sized communication-building briefing called Communication Success: Tips For Busy People, that is delivered directly to printers worldwide! I'm very excited because for the first time, my work is available in several languages.

My goal with all of my programs is to provide proven, evidence-based strategies and practical techniques that have an immediate impact in your organization, in your career, and in your life. I want to help you have the competitive edge to get things done, big and small. I want you to be a master of communication. I'd like to help you be more:

- Confident—so you are comfortable in your own skin and accepting of others
- Passionate—so you live life based on what's important to you
- Sensitive—so you can easily tap into your emotions and the emotions of others
- Consistent—so you constantly demonstrate how much you value your relationships
- Persistent—so you keep communicating even with obstacles in your way
- Energetic—so you create and attract positive energy
- Diplomatic—so you always consider the perspective of others
- Visionary—so you know exactly what you want and how to share your vision with others
- Positive—so you always focus on the positive and expect good outcomes
- Successful—so you achieve your goals, financial or otherwise, while creating, developing, and growing strong relationships

I believe a true master communicator, a smart talker, is able to demonstrate all of these abilities in every interaction. And if you are able to become a true master of communication, either as an individual, as a team, or as an organization, then you're unstoppable!

That's why I wrote this book. What's been missing from the shelves of your bookstore (or the files on your e-reader) is a communication reference resource, a guide that takes up-to-date communication research and applies it to practical, everyday situations that we all face, and gives smart, step-by-step directions on how to achieve results and success...

Users Review

From reader reviews:

Donald Rose:

Why don't make it to become your habit? Right now, try to ready your time to do the important action, like looking for your favorite reserve and reading a guide. Beside you can solve your trouble; you can add your knowledge by the publication entitled Smart Talk: The Public Speaker's Guide to Success in Every Situation (Quick & Dirty Tips). Try to make the book Smart Talk: The Public Speaker's Guide to Success in Every Situation (Quick & Dirty Tips) as your friend. It means that it can to become your friend when you feel alone and beside those of course make you smarter than previously. Yeah, it is very fortunate for you. The book makes you far more confidence because you can know anything by the book. So, let's make new experience as well as knowledge with this book.

Tod Espitia:

Now a day people who Living in the era wherever everything reachable by interact with the internet and the resources included can be true or not call for people to be aware of each data they get. How individuals to be smart in receiving any information nowadays? Of course the answer is reading a book. Reading through a book can help folks out of this uncertainty Information particularly this Smart Talk: The Public Speaker's

Guide to Success in Every Situation (Quick & Dirty Tips) book because this book offers you rich info and knowledge. Of course the information in this book hundred per cent guarantees there is no doubt in it you know.

Rosalyn Kendall:

The book untitled Smart Talk: The Public Speaker's Guide to Success in Every Situation (Quick & Dirty Tips) contain a lot of information on that. The writer explains your girlfriend idea with easy method. The language is very clear to see all the people, so do not necessarily worry, you can easy to read that. The book was authored by famous author. The author provides you in the new time of literary works. You can easily read this book because you can read on your smart phone, or gadget, so you can read the book in anywhere and anytime. If you want to buy the e-book, you can available their official web-site along with order it. Have a nice go through.

Tim Walton:

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