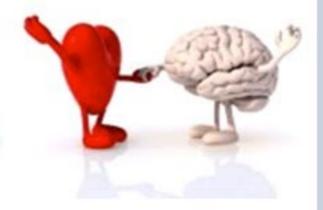
## Welcome to my 2013 Autumn newsletter!



## Hello,

You've probably heard the old maxim 'people may forget what you said, and they may forget what you did, but they will never, ever forget how you made them feel.'

'Inspired' and 'motivated' is not my usual experience at business meetings and yet that was what I was lucky enough to feel at a meeting this week. The speakers told powerful, relevant stories that engaged and motivated the audience. Stories that touched our hearts - our emotions.



How people feel **during** your speech is important, but much more important is how they feel **after** you finish. Will they go away remembering you and inspired by your message?

They will - if you tell stories and anecdotes that are well crafted, relevant and have an **emotional impact**. Then you are on the fast track to influencing what people **do**.

And remember, it's the ending that's the most important part of your speech in order to give your audience a worthwhile 'take-away.'

A clear call to action is not enough. It's how people **feel** that determines whether they **act** on it. For example, if you close with 'exercising three times a week will greatly reduce your chance of a stroke' **and** you tell a very poignant story about losing your father to a preventable stroke, then you may **affect** the audience's **feelings** when you finish and **inspire** them to take up regular exercise.

A good beginning, a few honed, relevant stories and a powerful ending can create a memorable, inspiring and effective speech - if it affects your audience emotionally!

In your next speech ensure you touch our hearts to influence what we do. Warm regards,

## Jane

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