



## **Frippicisms**

### **Communication Skills**

There are no boring subjects. Just boring speakers.

There are some who claim that public speaking is merely knowing your subject. That is not at all true.

Merely knowing your subject is as far from public speaking as knowing the words of a song is from singing.

Knowledge of your subject is vitally essential; yet that alone does not give you the ability to be an interesting speaker who can hold your audience's attention.

We speak to be remembered and repeated. Do this well and we communicate with the audience of our audience when they repeat what they heard.

Outside of the privacy of your own home, all speaking is "public speaking." There is no "private speaking."

"The Rule of Three" is a writing principle suggesting that a trio of events or characters is more humorous, satisfying, or effective than other numbers.

Today's audiences are stimulation junkies with short attention spans.

The first thirty seconds and the last thirty seconds have the most impact in a presentation.

Your communications must be emotionally and intellectually satisfying.

Your audience will not remember what you say, but what they see in their minds. Tell stories.

The purpose of speaking is to order, clarify, and intensify the experience for the audience.

Your audience of one or 1,000 will forgive you anything except being boring. Being too predictable is boring.