



Tips for writing an effective email

Emails are the primary means of communication in today's organisations, and therefore they have to be clear and action oriented.

- ✓ Work out what are the main elements of your communication, by writing out your Structured Thinking and Delivery Template.
- ✓ Identify the essence of your message, by capturing the Single Minded Message in a brief, action-orientated and punchy summary.
- ✓ Think of the receiver, and do not assume they have any knowledge of your subject matter. Write in a language that staff all over the world can relate to and understand.
- ✓ Emphasise on the positive aspects and persuade with your arguments.
- ✓ Be precise, check all numbers, dates and names.

What makes a great speaker?

You have probably wondered why some speakers simply can stand in front of an audience, deliver a speech and have the ability to persuade. How do these people differ from the ones who do not get the attention of their audience?

A great speaker has an equal balance between ethos, pathos and logos, or in leman terms; they speak to the heart, they challenge your thoughts and you find them credible. Let us take a closer look at these invaluable traits of a great speaker.

Pathos: Persuasive speakers, as well as good leaders, connect with their audiences and show them that they identify with their point of view. They have the ability to relate to all types of people and the audience are led to feel emotion by the speech. Arrogance rarely leads to success.

Ethos: Authority, ethical appeal, and credibility. Persuasive speakers must demonstrate their trustworthiness through their tone and style. As others decide whether or not you are a good speaker, they take into account your reputation, integrity, ethical behaviour, and experience. If they do not respect you, they will not listen to what you say, or follow your direction.

Logos: Logos means "word" in Greek. It refers to the internal consistency and logic of the speaker's message. It is the logical appeal that you offer to your audience. The use of reasoning is the most important technique in persuasive speech, and in business leadership as well.

Lets look at the three elements of the Obamas inauguration speech; there was ethos in establishing his bone fides alone by where the speech was delivered.

"...from the grandest capitals to the small village where my father was born..."

delivered by a man "...whose father less than 60 years ago might not have been served at a local restaurant can now stand before you to take a most sacred oath."

There was the logos of the argument, developed point-by-point: "Nor is the question before us whether the market is a force for good or ill. Its power to generate wealth and expand freedom is unmatched. But this crisis has reminded us that without a watchful eye, the market can spin out of control. The nation cannot prosper long when it favours only the prosperous.

Continued on the following page...



Business Tips

Manage your time ruthlessly.

In a sense, it is what you are selling.

Ask the Editor

Do you have a question you would like us to answer or a topic you would like us to discuss, please send an email to

newsletter@nota-bene.com

The success of our economy has always depended not just on the size of our gross domestic product, but on the reach of our prosperity; on the ability to extend opportunity to every willing heart — not out of charity, but because it is the surest route to our common good.”

Finally there was pathos – establishing an emotional bond with a global audience: “To the people of poor nations, we pledge to work alongside you to make your farms flourish and let clean waters flow; to nourish starved bodies and feed hungry minds.”

In every speech, there needs to be an equal balance between the Logos, Pathos and Ethos. Depending on your audience, there might be more emphasis on one. In order for you to become a great leader, you need to balance between being passionate, credible and logical. This fair balance will lead you to becoming a persuasive and great speaker.

Book recommendation

“Everyone Communicates Few Connect”, by John C Maxwell, 2010

How can you make your words matter and influence any outcome? You need to connect with others and that is a skill, which anyone can learn.

John C Maxwell offers a proven method - Five principles and Five Practices – so you can connect one-on-one, in a group or with an audience.

Five Connecting principles:

Connecting - increases your influence in every situation, - is all about others, - goes beyond words, - always requires energy and finally connecting is more skill than natural talent.

Five Connection Practices:

Connectors connect on common ground, - do the difficult work of keeping it simple, - create an experience everyone enjoys, - connectors inspire people and finally connectors live what they communicate.

The author to this exciting and very pragmatic book is a New York Times bestseller and an internationally recognized leadership expert, founder of Equip, a non-profit organization that has trained more than 5 million leaders worldwide.

Notabene recommends this book to anyone who seeks to really connect with people.



NotaBene Newsletter Issue 04 March 2011



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