

A publication of the  
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 Training Division

# Training *Helps*

## 10 Ways Great Speakers Capture People's Attention

By: Sims Wyeth

First you must grab your listeners' attention--then you need to hold it. There are two kinds of attention: neck down, and neck up.

Neck-up attention is when the listener has to make an effort to pay attention. Neck-down attention is when the listener is riveted to the speaker: she can't help but pay attention.

Here are 10 techniques that are guaranteed to earn you more attention without losing any of your professional credibility:

### 1. Start with the unexpected.

Start with bang, not a whimper. Listeners like presentations that ignite interest with the first sentence. Opening lines makes us lean in, lend an ear, and wonder where the speaker will take us. They jump right into the subject and create suspense, intrigue, curiosity. They capture *neck-down* attention.

### 2. Make it about them.

Now that you've gotten your *listeners' attention* with your magnetic opening, make the story about them. Talk about their goals, aspirations and anxieties.

### 3. Keep it concrete at the start.

Show a prop. Use language that appeals to the senses. Don't tax the audience right away with abstract reasoning or academic concepts. Better to hide your smarts than to wear them on your sleeve. *Storytelling* is a powerful way to get into a topic because we are hard-wired to absorb information through storytelling. Tell a good story and you'll get neck-down attention.



### 4. Keep it moving.

Not just in terms of pace, but in terms of development. Make sure that every new bit of information you provide builds on what came before. We lose interest in movies when nothing is happening, or novels that stop while the author describes a bucolic setting for two pages. Our brains are saying, "I want action! Drama. Suspense." The same holds true for your listeners. They are time-pressed, content-driven, and results oriented.

### 5. Get to the point.

One of the great pleasures the audience has is quickly grasping what you're getting at. They resent you when you rob them of this pleasure. Straight down the track of that single point. Give them only one point, make it early and often, and they'll carry you out on their shoulders.

### 6. Arouse emotion.

Humor is inherently *persuasive*. It gives the speaker an unfair advantage because it literally changes the chemistry in the room, & in the brain of everyone present. But don't try to tell jokes if you're not a comedian. Simply allow your natural sense of humor to be present in the moment, and when something comes to mind, allow your humor to reveal itself.

### 7. Keep it interactive.

The give and take between speaker and audience breaks through the reticence and reserve of listeners, encouraging them to engage with the speaker and play a part in the proceedings.

### 8. Write clear headlines.

Write headlines for your slides that express a point of view. The audience will get the big idea and look at the body of the slide for evidence that supports your point.

### 9. Keep it short.

Stop talking before they stop listening. The mind cannot absorb what the behind cannot endure.

### 10. Let there be you.

Listeners interpret everything a speaker does: they read your face, your inner rhythm, your posture, voice, and stance. In fact, the human mind ascribes moral intention to physical cues having the slightest hint of emotional expression. I am suggesting that your results, and your reputation, will improve when your audience finds you and your content fascinating.

Source: inc.com

# Incredible Facts About The Human Brain

Brain tissue has a consistency that's very similar to tofu.

Every day, you have about 70,000 thoughts.

Your brain is the fattest organ in your body. It's about 60% fat.

Your brain doesn't have pain receptors. It can't feel anything.

You have over 100,000 miles of axons in your brain. They could wrap around the Earth 4 times.

Your brain can generate about 25 watts of power at any given time. It could power a light bulb.

You could survive only having one side of your brain.

Actually, your brain is MORE active when you're asleep.


Your brain will continue to develop until you're in your late 40s.

Information can go in between parts of your brain at a speed of 260mph.

During pregnancy, a woman's brain will shrink. It will take up to 6 months to regain its size.

Having a bigger brain doesn't make you smarter. In fact, Albert Einstein had a relatively small brain.

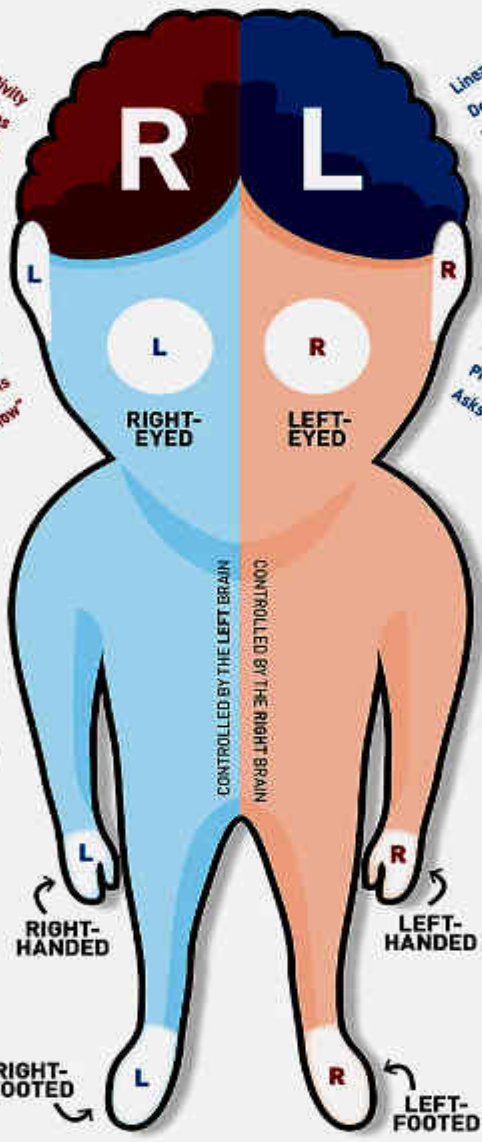
There are more than 100,000 chemical reactions happening in your brain every SECOND.



## Are You Right-Brained or Left-Brained?

**RIGHT-EARED** →

- Like shapes / patterns
- Singing / music / theater / art
- Visualizations
- Likes to see the "whole" picture
- Emotional
- Colors
- Active
- Prefers essay tests to true / false
- Willing to take risks
- Finds similarities
- Sensitive to thoughts / emotions
- Asks "why" more often than "how"



← **LEFT-EARED**

- Linear thinking
- Detail / fact oriented
- Reading / phonics / language / talking
- Auditory / listening
- Like the "parts" before the "whole"
- Logical
- Numbers
- Time-oriented
- Prefers true / false to multiple-choice
- Doesn't like to take risks
- Looks for differences
- Prefers things with concrete rules / definitions
- Asks "how" more often than "why"

### How to find your dominant brain

- Circle the **EAR** that you would use to listen through a door.
- Circle which **EYE** is stronger (see guide).
- Circle the **HAND** that you would use to write or eat.
- Circle the **FOOT** that you would use to kick a ball.
- Count all circled L's and R's.

**Mostly L's** = Right brained. **Mostly R's** = Left brained. **Equal L's and R's** = Balanced brain!

### How to find your stronger eye

- Extend your arms and make a triangle with your thumbs and forefingers.
- Center a light switch in the triangle.
- Close each eye.
- Which one keeps the switch centred? That's your stronger eye!

WWW.THEPREMIERTUTORS.ORG

Source: viralnova.com



# Why Your Philosophy of Success Is Important



It is a great metaphor that tells you that the road to success is not a paved path or a surfaced road. Just like the kite while it is strongly held by you, struggles against the wind and climbs higher and higher, people who succeed are strongly anchored to their philosophy of success that enables them to grow higher and higher.

This holds you in the right direction when roadblocks and obstacles are coming against you.

Choose to anchor a philosophy of success that ensures balance and poise of mind, in case the inevitable obstacles come in your way. On the journey to success, it's bound to happen.

The gust of wind will divert you from the right path, but if you know where you going, if you have a solid goal and purpose than the diversion of the blow of wind will not last long.

The stronger the gust the higher you will rise. The stronger obstacles come your way the richer you will become as a person and more you are going to grow.

If you want to become successful you have to grow to be the person who can be successful. Your philosophy of success is based on your personal foundation. It includes your *Values*, your *Needs* and your *Vision*. Once you explore and analyze them, then you can create your own philosophy of success.

You will be able to define success in a way that is aligned with your foundation and it will create balance in your mind.

Your enthusiasm is part of your philosophy of success and is the one thing that will keep you moving forward and building of your dreams for years to come.

Today that is true in business as well as in your personal life. If you love what you do and you love where you're going, there is very little that you can't accomplish. Your enthusiasm is going to show through every aspect of your life and it will continue to motivate you to do more and more for the business that you love.

Source: self-inspiration.com

## So, here are what you need to be cleared about:

- Explore your personal foundation.
- Create your philosophy of success and define your success based on your foundation.
- Develop a purpose and a strong goal.
- Never lose the direction of your success.
- Climb higher and grow bigger.

## In order to get motivated and stay motivated try the following:

- Identify your values, beliefs, and desires.
- Recognize your strengths & weaknesses and use this information to establish realistic goals .
- Understand the role of personal circumstance.
- Realize that success is the merger of all three factors.

## Maslow's Hierarchy of Needs



Source: simplypsychology.org

# HEALTHY TIPS FOR RAINY SEASON



Monsoon is season to rejuvenate all the living things on the planet. It is a refreshing season that makes you feel that beauty tips can be forgotten for some time. However as the intermittent showers pour high, you may notice some uneasiness with the skin.

You need to be careful about the food you eat and the water you drink. During the rainy season, our digestion is weakened. The infections during monsoon reduce the natural resistance level of the body. A few of the very common diseases of this season are cough, cold, flu, poor digestion, jaundice, typhoid, and dysentery. Besides, skin related problems such as abscess, prickly heat, and eczema are also very common.



## SKIN

Skin becomes dehydrated during the monsoon which is why you must moisturize it regularly. You need to be extra careful about cleansing your skin without stripping it of its natural moisture. The cleansing agent should be gentle and yet, it should be strong enough to remove every trace of dust and dirt from your skin.

Wash hands with soap and disinfected water before eating or handling food, after clean-up work and after handling flood water-contaminated items.

One should wear cotton and loose clothes. Use talcum powder that are anti-fungal in areas more prone to fungal infections.

Avoid wearing clothes like jeans which does not dry immediately. Wear cotton most of the time that is skin friendly. Those who have diabetes need to take extra care of their feet during rainy days. Please do not walk barefooted. Avoid wearing wet shoes.



## CLOTHES



## SAFETY

Standing water after floods is a breeding place for mosquitoes. Drain all standing water and empty water from outdoor items such as old tires, cans and flower pot bases. Protect yourself with an appropriate insect repellent

Malaria and jaundice are common due to stagnant water and contaminated food. Use mosquito repellants, creams and nets if you live in mosquito-prone areas or places with stagnant water.

Exercise is an important part of your monsoon health care regime and it's very essential to look at different options to regulate the exercise to stay active, fit and healthy. There are multiple exercise options you can try if you're comfortable working out indoors.



## EXERCISE



# Eat this and lose belly fat!

## Oatmeal

Your morning snack attack is caused by a dip in blood sugar levels. Fiber-rich oatmeal stays in your stomach for hours, staving off a doughnut run.

**Watch out:** Steer clear of the sugary flavored varieties. Choose the plain stuff, and sweeten it with berries.

## Almonds and Other Nuts

Go nuts! They slim your tummy by keeping it full. A Purdue University study showed that people who ate nuts felt full longer than those who ate rice cakes. Stick to 24 almonds a day to satisfy your hunger pangs without overloading on calories.

**Watch out:** Skip salted nuts; too much sodium raises blood pressure.

## Protein Powder

It's not just for gym rats! Protein powder contains amino acids that burn fat and build muscle. Add two teaspoons to a smoothie for a fat-busting drink. Find it at health food stores.

**Watch out:** Make that smoothie with fruit, yogurt, and low-fat milk — adding protein powder to a chocolate shake doesn't make it health food.

## Olive Oil

Everyone needs a little fat — it controls hunger. Go for monounsaturated fats like olive or canola oil. They will help keep your cholesterol under control and satisfy cravings.

**Watch out:** Steer clear of hydrogenated vegetable oils; they're loaded with unhealthy trans fat.

## Berries

Berries stuff a lot of filling fiber into a tiny package: Just one cup of raspberries has six grams.

**Watch out:** Jelly is the junk food of the fruit world. It has almost no fiber and contains added sugar.

## Eggs

Eggs contain vitamin B12, which your body needs to metabolize fat. In fact, researchers at Louisiana State University found that people who ate eggs for breakfast every day lost more weight than those who ate bagels.

**Watch out:** Talk to your doctor first if your cholesterol is high.



## HEALTHY LIVING!

### Beans and Legumes

Beans are low-cal and packed with protein and fiber, which help you tone up & lose weight. Make a bean-heavy dish, such as burritos, instead of meat once a week. You'll cut a lot of saturated fat and replace it with fiber.

**Watch out:** Refried beans are high in saturated fat. Choose plain black, pinto, or other varieties instead.

### Lean Meats and Fish

Your body burns more calories digesting protein than carbs or fat. Want the leanest meat out there? Opt for turkey, but to cut down even more on saturated fat, choose fish. Go for tuna and salmon; they are full of omega-3s, which help prevent stress chemicals that promote fat abs.

**Watch out:** Cured meats and sausage have a lot of saturated fat.

## Whole Grains

The right kinds of carbs are actually good for you. Choose whole grains — their fiber keeps you from getting hungry.

**Watch out:** Sometimes bread labeled "wheat" has been stripped of all of its fiber and nutrients. Look for "whole grain" or "100 percent whole wheat."

## Green Vegetables

If their vitamins and minerals don't persuade you, maybe their waist-whittling powers will do the trick. Veggies like spinach and broccoli are loaded with fiber and very few calories. Have a salad before a meal and you'll be satisfied with smaller portions later.

**Watch out:** Iceberg lettuce has almost no fiber. Fill your bowl with romaine, arugula, or spinach instead.

## Dairy

There's a reason the woman in the yogurt commercial fits into her bikini: Calcium helps break down fat and may even prevent it from forming!

**Watch out:** Always pick low-fat or fat-free dairy over the full-fat versions.

## Avocados

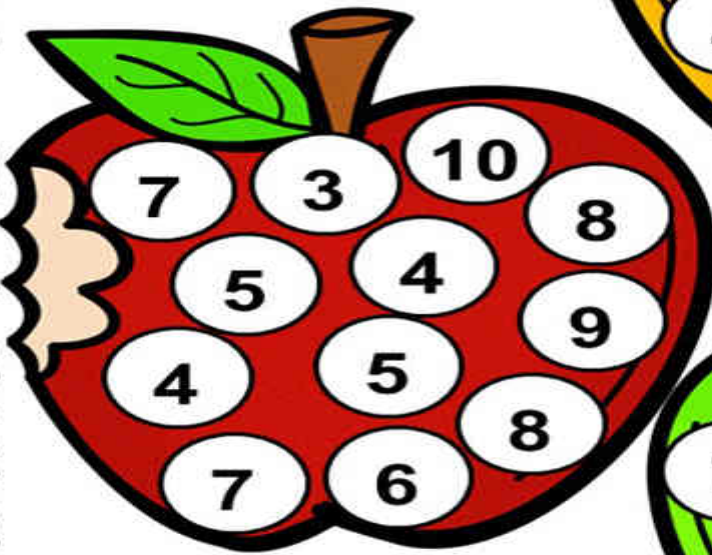
In addition to containing lots of heart-healthy monounsaturated fats, avocados are a terrific source of filling fiber (11 to 17 grams per avocado!), making them a great food for staving off hunger, says Bowden.

**Scarf down:** Half a cup daily

# Apple Crunch Make 21

a game for 2 players  
Need: Counters

Use counters to cover the numbers. Players take turns to cover 3 numbers that add to 21 covering one number from each apple on a turn, e.g. a player could cover 3, 8 and 10. Once a circle is covered it stays covered. The winner is the last person who can cover 3 numbers that total 21.



Games 4 Learning [www.teacherspayteachers.com/Store/games-4-learning](http://www.teacherspayteachers.com/Store/games-4-learning) ©Teresa Evans 2013 10

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