

# What Influential Speakers Routinely Do

By Judith Filek—President  
Impact Communications, Inc.

Everyone wants to be influential when in front of a client, a boss or even peers. For many of us, being persuasive is a crap shoot, where sometimes things go great, but, at other times, we wish for a “do-over.” Those who are known as powerful, motivating communicators do a number of things- and they do them consistently. Imitate what these are and you too will be influential.

- **They are clear on their goal.** They don't go into a meeting with only a vague idea of what they want to accomplish. They have the end game in mind at all times. They don't deviate.
- **They understand their listeners.** They know each group is different. By analyzing their audience ahead of time, they discuss what is important to them and come armed with proof.
- **They anticipate resistance and are prepared with relevant data,** facts and examples. They have hidden slides at the ready.
- **They listen well.** They acknowledge the other person's point of view and show respect at all points in time.
- **They directly link key points to benefits.** Obviously, people want to know how an idea helps them or the business. Influential communicators connect the dots. They clearly and logically state what people can expect as a result of taking or not taking their suggested action.
- **They speak simply.** Influential speakers work hard to explain complex ideas in terms anyone can understand. They use analogies, similes and metaphors when necessary.
- **They ask for what they want.** No one leaves a meeting wondering what has to be done. They are specific about “what and when.”

- **They are animated.** Their voice is louder, their gestures bigger, all in an attempt to gain and hold attention. No one would ever describe them as other than enthusiastic.
- **They are authentic.** They don't appear rigid or memorized. These genuine speakers smile, laugh and often weave in information about themselves to show that they are transparent.
- **They have strong relationships.** Others like them. Because of the strength of these relationships, people more readily trust and believe them.

Influencing others is achieved through hard work. Those that are successful prepare well and demonstrate their belief in their ideas through their voice and body language. They are well liked, clear and logical.

***Question:** What issues are you still unsure of related to being influential? We're interested in your reaction to this article – Click here – to comment on this article, share your concerns or ask questions. Judy will respond to all questions.*

*Impact Communications, Inc. consults with individuals and businesses to improve their presentation and telephone communication skills. It is not what you know but how you communicate it that makes a difference. When you have to have impact, phone (847) 438-4480 or visit our web site, [www.ImpactCommunicationsInc.com](http://www.ImpactCommunicationsInc.com).*