

COACHING SESSION #4

VOCABULARY SPOTLIGHT & SPEECH WARM-UP

Speech Focus: Stressed and unstressed words in sentences. Examples of stressed words: question words, nouns, adjectives, verbs, and adverbs. Examples of unstressed words: articles (a, an, the), personal pronouns (I, you, he, she, it, her, him, we, they, them).

- If you **HAD** to **PERSUADE** SOMEONE to **TRY** your **FAVORITE FOOD** or **APP** in **THIRTY SECONDS**, **WHAT** would you **SAY**?
- **ART** of **PERSUASION**
- **WHAT MAKES PERSUASION FEEL LIKE** an “**ART**” rather than a **SCIENCE** in your **PROFESSIONAL EXPERIENCE**?
- **MENU** of **OPTIONS**
- to **FRAME**
- **HOW** can **CHANGING** the **WAY** you **FRAME** an **IDEA MAKE** it **MORE PERSUASIVE** in a **MEETING**?
- **ASK VERSUS TELL STRATEGY**
- **WHY** might **ASKING QUESTIONS LEAD** to **MORE PERSUASION** than **GIVING INSTRUCTIONS**?
- Have you **EVER FALLEN FOR A PERSUASIVE SALES PITCH** or **AD**? **WHAT MADE** it **CONVINCING**?
- **WHAT** are the **RISKS** of **ALWAYS GOING ALONG** with GROUP **DECISIONS** at **WORK**?
- **WHY** can it be **DANGEROUS** to **TAKE PERSUASIVE MESSAGES** at **FACE VALUE**?

SPONTANEOUS LANGUAGE USE FEEDBACK

- The gasoline **gas** station
- It was a good-looking salad. For a salad, it's more common to say: *It was a **beautiful** salad* or *It was a **visually appealing** salad*. To describe a person, you can use “good looking.” *He was a good-looking man* or *She was a good-looking woman* or *They were good looking*.
- I ~~like to listen the radio~~. I like to listen **to** the radio.
- Everyone ~~were~~ **was** aligned about (or **with**) what he proposed.

- ~~My husband received a call convincing he did something wrong.~~ My husband received a call convincing **him** he did something wrong. OR My husband received a call **that convinced him he** did something wrong.
- Afterall, the fake policeman was very **convincing**.
- I told my husband, "**that sounds fishy.**"
- If you are emotional ~~to~~ **about** an issue, ...
- We changed the way to ~~assembly~~ assemble the products.
- ~~It's just a country that thinks this.~~ It's just **one** country that thinks this.
- ~~We haven't no more this type of coffee.~~ We **don't have** this type of coffee anymore.
- Talking about global warming makes many people ~~stressful~~ **stressed**.
- Talking about global warming is **stressful**.