

Simone Janson (ed.)

S P E A K



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Learn the Power of Rhetoric &
Communication, Introvert &
Strengthen Self-Confidence, Improve
Speeches Presentations & Moderations,
Speak out Loud Freely & Persuasive

Speak Up

To learn the power of rhetoric & communication, to strengthen introverts & self-esteem, to present better presenting, to speak freely with power of persuasion

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Sophia Dembling

Mark M. Galal

[Stefan Häseli](#)

[Simone Janson](#)

[Peter Kensok](#)

[Jens Korz](#)

[Dr. Sylvia Loeken](#)

[Michael Moesslang](#)

[Cristina Muderlak](#)

[Anita Hermann-Ruess](#)

[Petra Schächtele-Philipp](#)

[Natalie Schnack](#)

[Kathrin Sohst](#)

[Gero Teufert](#)

[Dr. Cornelia Topf](#)

[Malte W. Wilkes](#)

[Chris Wolf](#)

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Speak Up

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Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book

Dear readers,

glad we could convince you of the 4th, significantly extended edition, like thousands of readers before. Because this book makes your success tangible: In the following pages, you will not only encounter expert knowledge, but also a wealth of practical tools and resources that can help you achieve your goals and realize your full potential.

Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback

For its interactive concept, the publisher was not only awarded the Global Business Award as Publisher of the Year by Corporate Vision Magazine and supported by the Minister of State for Culture and Media of the Federal Republic of Germany, but also repeatedly recognized in renowned media such as **ZEIT**, **Süddeutsche**, **personalmagazin**, or the special magazine **Personalführung**. For example, the **FAZ**, one of the most influential Newspapers in Germany, attests to us "good actionable tips" and customers like the **Press and Information Office of the German Federal Government** are enthusiastic. You can find many more reviews as well as information on free review copies at <https://best-of-hr.com/press/>.

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At the top and still bad speakers: Obama's Pressesprecher does not convince

// By Michael Moesslang

Some people seem to think that if you only say the right thing, then it fits. That there is still a "how" does not seem to come to mind. Not even if he belongs to Barack Obama's staff. Or if he is CEO of a group.

The analysis of Obama's press officer

In this official video of the White House, Jay Carney can be seen, since February presser of Barack Obama. It is about important topics in these turbulent times. So some press representatives have appeared, the room is full, some are standing, numerous cameras are installed.

But the one who stands at the official US government panel, Jay Carney, looks like a timid intern or student. Although full of service, correct and always concerned about his words, but I am not surprised when experts long ago to replace him. What can be seen and heard?

Bad start

He almost apologizes for the fact that an employee has yet to bring his book, but you can still just start. What a weak entry! Does he really believe, as a representative of the President, to be able to begin so lightly and weakly? Either he waits until the book is there and begins only then.

Or he ignores the book and begins. Anyone who apologizes in this situation, and thus also points to the organizational error, weakens his position massively.

Fauxpas Read aloud

Some answers read Jay Carney. This may not be a problem in itself, because certain formulations are worked out in these circles in the team and tested in all directions, because only imprecise formulations could cause crises.

But reading aloud will be learned - and a man in this position should have learned it! He reads in a monotonous voice, in my opinion, something too soft, much too fast and too little articulated.

It reads off without keeping eye contact or making speech pauses. Instead, he completes the text unnecessarily by several Ähs. Professional reading allows only a

brief look into the manuscript and then a speech with eye contact to the audience. Otherwise, simply the credibility suffers.

Free speech?

Secondly, Press Secretary Jay Carney speaks freely. Then he begins with phrases and filler words: Ähs or Füllsel like "you know", "I think" and the like pile up. His (thinking) breaks are unmotivated (3: 14) .:

"And I think that's the speaker of the house's statement ... er ... expressed ... a sentiment that ... we share what we need to take action collectively to come together, democrats and republans, to ... further reduce our deficits and get our long-term dept under control. "

Wrong breaks and filler words

This sentence is too long a spoken text, the breaks sit in completely wrong places, the Ers disturb and weaken his words and credibility. And what is new to the content? Sometimes he breaks the sentence just before the last word, thinks how the sentence has to end and only speaks the last word (3: 45):

"The Amrican people - overwhelmingly support the balanced approach that the president er ... supports".

Missing eye contact

The word has long since been clear to the contemplative public. He does not set sensible breaks as much as directed eye contact. Times he speaks very quickly, then again these thought pauses with discreet but existing Uhs.

Now, though, he sometimes looks in part at the audience, but does not make the impression of actually making contact with someone. His body language is scarce. The little we see looks random.

The wrong man for the desk

All in all, he often interrupts the questioning journalists, responds too directly, justifies himself or the procedure and brings too little own messages. When asked critically, he should not respond directly, but should positively or objectively be sober as a matter of fact, and round off with a positive message.

Even if it is not easy to change facial expressions, it is arrogant and arrogant, with its slightly upward angle of the mouth (usually a signal for disgust) and its head.

Competence is not enough!