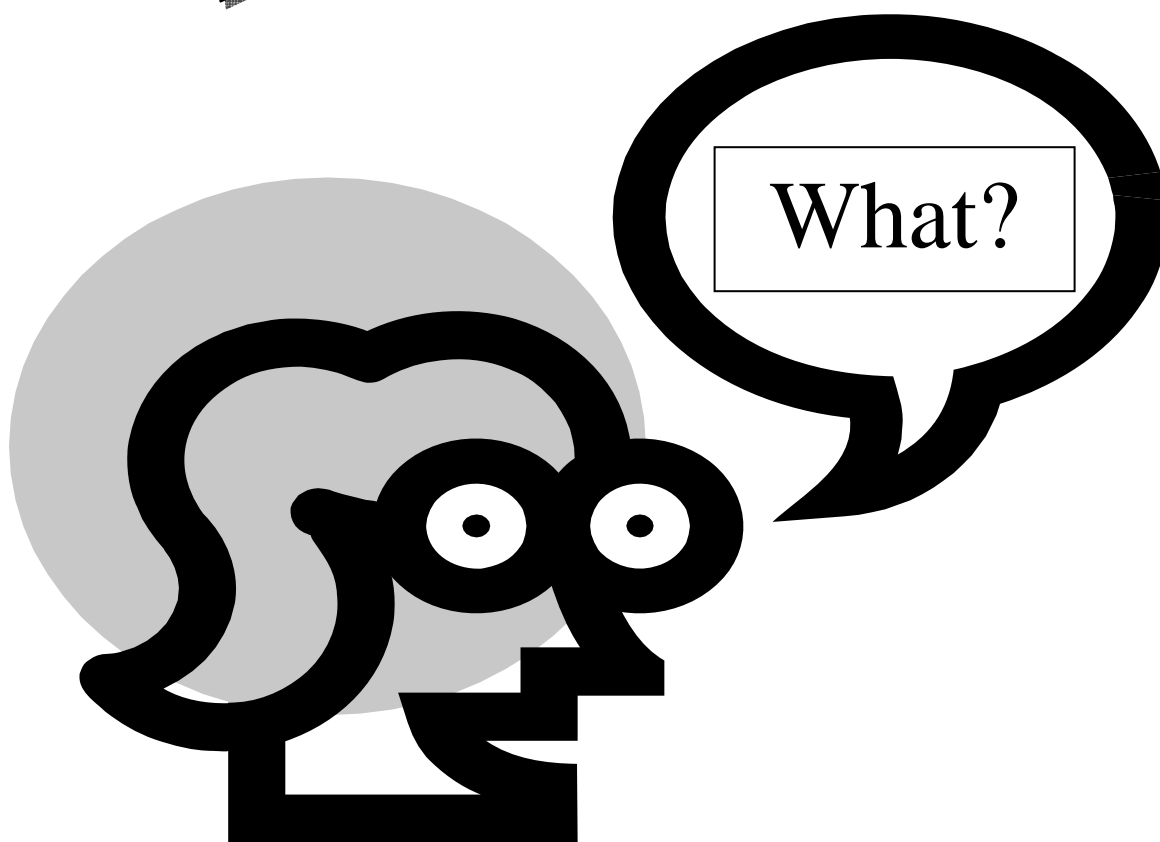


Say
W.H.A.T.

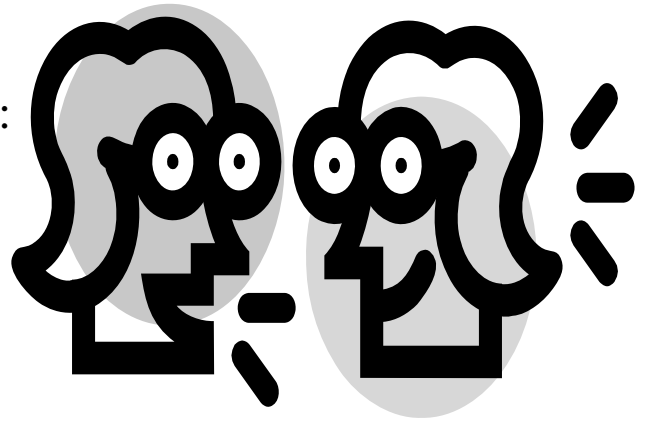


Kelsi Potts, State Vice President
Katy Connealy, State Reporter
2006 FBLA Nebraska Fall Leadership Conference

Communication

Communication is very important for:

- ❖ Getting Acquainted
- ❖ Public Speaking
- ❖ Conversations

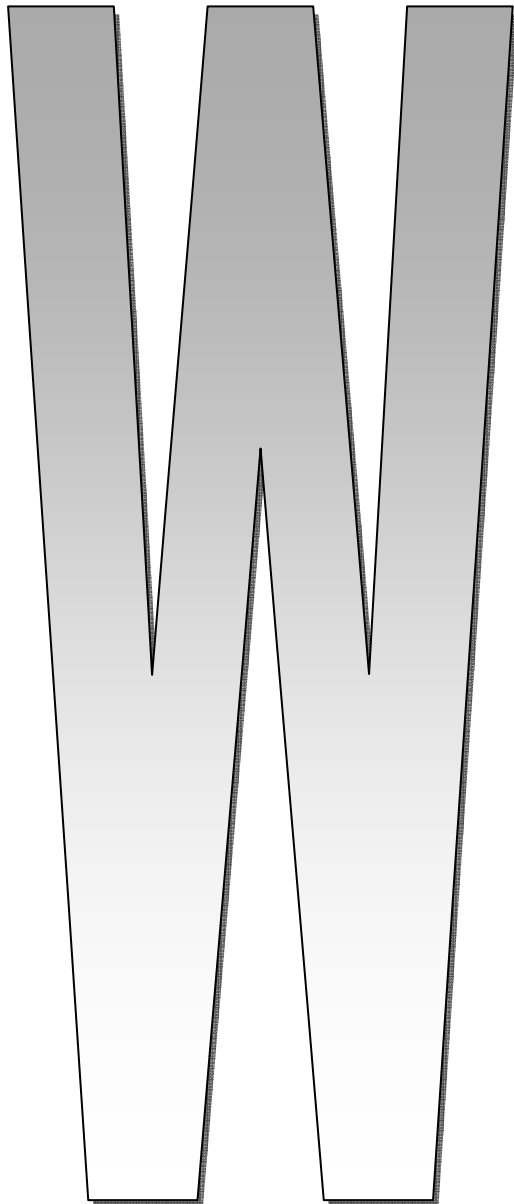


Four Pointers for each

1. Getting acquainted
 - a. Discuss great achievements and failures.
 - b. A viewpoint on which you would never budge.
 - c. Things people can do to make you happy.
 - d. Three words someone would use to describe you.
2. Giving a speech
 - a. Entertain.
 - b. Inform.
 - c. Convince.
 - d. Motivate.
3. Conversing
 - a. Avoid private subjects, put-downs, or multiple topics.
 - b. Be interested.
 - c. Be friendly and flexible.
 - d. Be tactful.

A great way to remember these steps is to look to a simple acronym: W.H.A.T. It gives you tips that help you remember exactly who your audience is. Just remember what each letter stands for, and you will be able to get acquainted with, successfully speak before, or have a pleasant conversation with just about anyone.

Ask questions like:



Who are you?

What are you into?

When did your interest start?

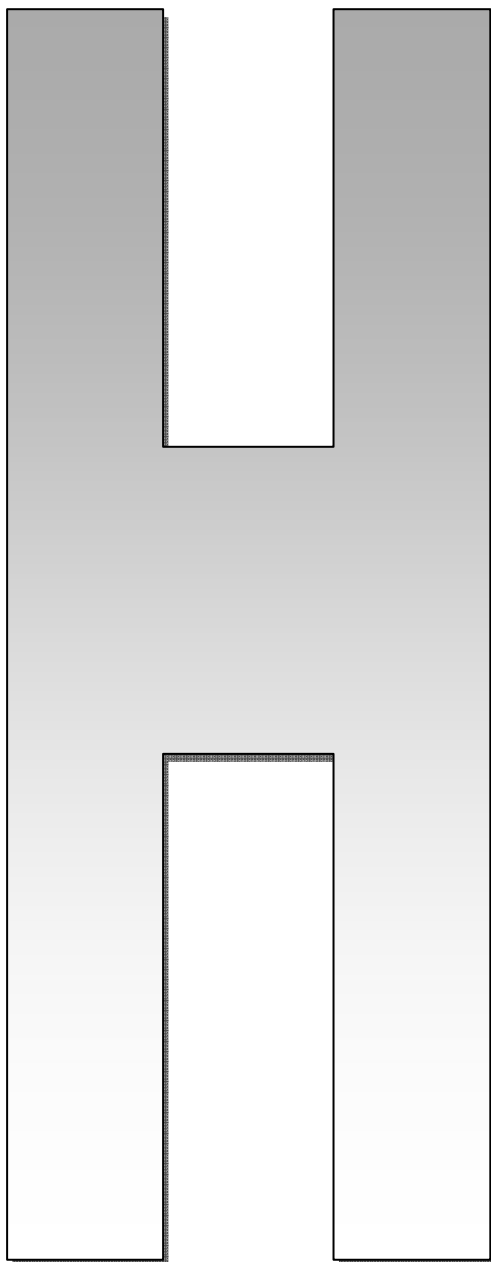
Where do you live?

Why? (to just about any question)

The “H” is possibly the most helpful letter in the acronym, although all are very important. If someone is very passionate about a subject, they want to share the details.

A bonus is that if you listen, you will most likely learn something.

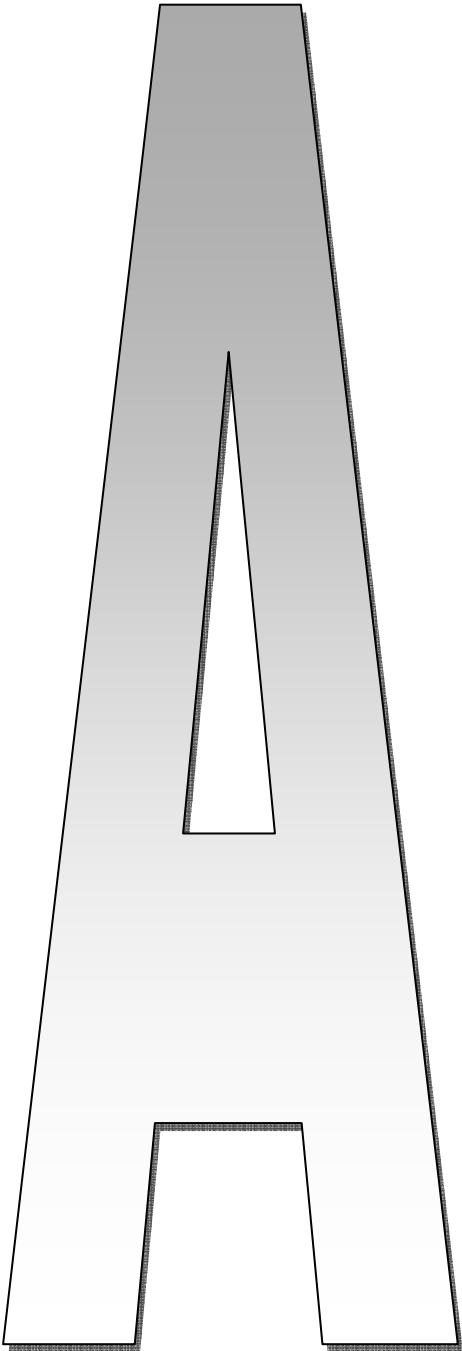
Just ask them to tell you:



HOW???

Now that you've gotten the conversation going, it is time to show that you've been listening. People will respect you for this next step and most people will notice what you are doing.

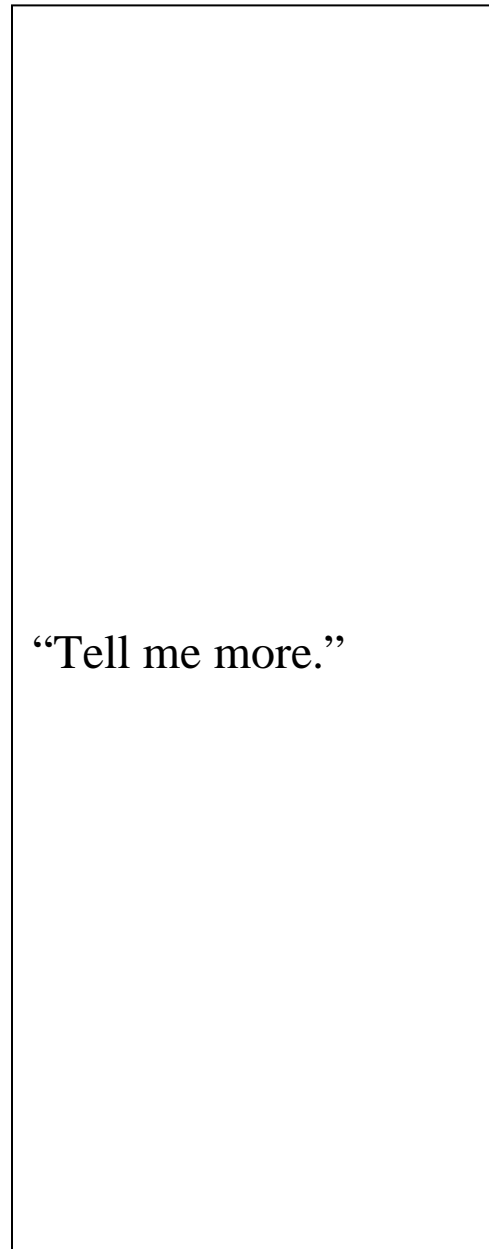
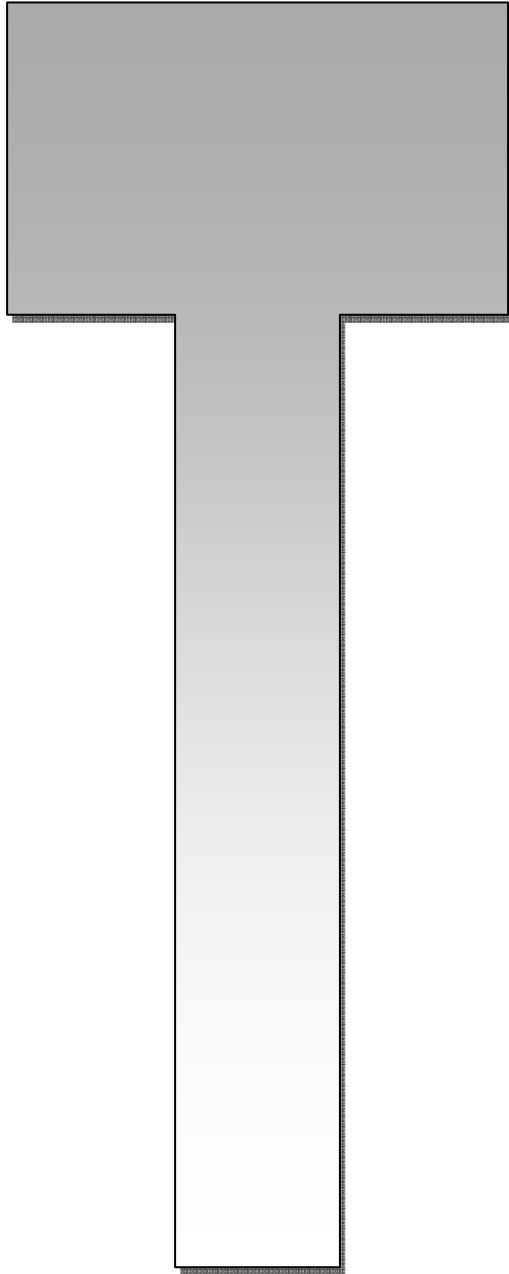
So make sure that you:



Ask follow-up questions.

This is the easiest part of the program... but also the most obvious.

All you do is say to them:



*Go out and try "what" on someone here after the workshop. See if you can get all the way to "tell me more" without them noticing.

Nonverbal

Head held high	Complete control
Eye contact	Attentive
Smiling	Pleasant
Shoulders upright	Energetic, determined
Arms hang loosely, straight at sides	Collected, poised
Arms swinging freely when walking	Cheerful
Arms crossed loosely at lower part of chest	Relaxed
Open palms	Friendly
Hands clasped behind back	Concentrating
Hand in one pocket	Calm
Hands on hips	Aggressive
Hands stroking chin	Thoughtful consideration
Hand on cheek	Interested
Sitting slightly forward in chair	Attentive
Firm handshake	Confident

