



# RiseZi

A Publication of Pleasef

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Welcome to *RiseZine* my quarterly electronic magazine (ezine) that can help you solve problems in your business and your life. It is my desire to bring you inspiration from the experiences I gained during the twenty (20) years I spent as a Judge of the Denver County Court participating in the transformation of lives. I'm convinced that those experiences will heighten your knowledge, sensitivity and outlook on the issues you face in your business and your life. I am honored to share your precious time with you.

## **Begin With POP!**

Over the past few months, several audience-members have come up to me after speeches, trainings and workshops and tell me how nervous they are about coaching, training and conducting staff meetings for their junior staff members, administrative

assistants and other employees because they can't seem to start the meeting in a very productive way. Other students I mentor, Toastmasters and clients I coach have expressed the same hesitation about beginning speeches, leading staff meetings and preparing for their evaluations. I tell them I have a strategy about starting my sessions that will make those sessions and meetings start off with a BANG. Today I am sharing a tool I use that will help you overcome the stodgy, mundane and ineffective openings to your meetings, seminars, workshops and training sessions. Of course, there is a mnemonic (acrostic) to help you remember the tool. For the first time in *RiseZine* history there is also a video of this presentation I delivered at my local Toastmaster's meeting. I hope you read the article; but if you are a visual person, you can see the presentation on YouTube at: [http://www.youtube.com/watch?v=d8zjqc\\_DOkY](http://www.youtube.com/watch?v=d8zjqc_DOkY)

You can print the article and follow along.

# POP

# P reparation

## Openness

## Passion

A Psychology Today article said the 1<sup>st</sup> time you take the stage the audience doesn't hear a word you say for the 1<sup>st</sup> 10 seconds because they are too busy checking you out....so I'll wait. "Oh so he chose black today? Are those new shoes?" Anybody need more time?

The first moments of the speech are critical to the success of that speech because it is where you connect with the audience or lose them. Today I want to share with you some of the techniques I use to make that first impression a lasting impression. I love acronyms, words that are made up of letters that define the word. Today's word and our three tools I want you to consider for beginning a successful speech is POP:

Preparation, Openness and Passion.

My opening today was more intuitive, but did it POP? It got your attention; it previewed the subject and it gave you something the smile about. That's a triple play.

## Preparation:

First I consider the audience. To whom am I speaking? My secret weapon is to interview a few of the attendees weeks before I arrive at the venue to get a sense of their demographics, interests and the culture of the organization. I either plant seeds for the opening, or gather information that can be used in the opening. E.g., I deliver ethics presentations for purchasing agents who work in government purchasing organizations so they can meet their certification requirements. I have asked those attendees "what keeps their ethical compass pointing true north?" One response I heard was, "I won't look good with handcuffs in that orange jumpsuit." Another was, "I don't want to see my name on the front page of the Lexington Journal." Those are priceless gems that are understood by the audience that you may incorporate into your opening. It takes preparation to mine those gems, but they give you a big return with that audience, especially if you use the name of that audience member. Let the person know in advance, but say, "I promised her I wouldn't mention her name but Jill Conley told me she didn't want to see her name on the front page of the Island Packet."

I also use a RAP to begin some of my speeches. But the RAP must be integral to the work, ethos, or culture of the group and include a preview of your speech. Using the purchasing agents again, I have walked out to sound of clapping, shouting agents, standing on their feet due to the preparation of an introduction that induces the audience to “Get off their feet!” Again, that requires working with the meeting planner to read verbatim your introduction. E.g., I recently had this call at the end of my introduction before speaking to the Rocky Mountain Purchasing Agents Meeting: (of course, you must prepare to have a copy in front of each member)

“Please Rise and pick up your RMGPA RAP and join me in welcoming Judge Beau Patterson”

With preparation you are sure to get your audience’s attention. What do you use?

### **Openness:**

[I put out gorilla prop and begin “Walls” story]

A Gorilla will get your audience’s attention, but what does it say about you and your message. You can use a prop, like Bobo the Gorilla. But you

must be careful. Ultimately, the opening is about connecting with your audience. Connection occurs when you are communicating with your audience. When you begin your speech, are you nervous. I am; Cindy Pettit is. Can I share our conversation, Cindy? Cindy said she is most nervous in the beginning of the speech. She has to find a way to capture the audience in a way that she’s comfortable.” She is likely to pause at the beginning to get the audience to quiet down. Thank you, Cindy. When I bring out the gorilla I have to make him human, vulnerable because that is what will connect with the audience. What do you have as a prop? Does it represent who you are, the authentic you? Audiences are pretty good at separating fake from authentic. Openness and vulnerability establishes rapport with the audience. The Gorilla story connects with the audience because it shows vulnerability.

Another vehicle I use is my robe.

“And I do solemnly swear that I will faithfully perform the duties of the office of Denver County Judge, to which I have been appointed and upon which I am about to enter so help me God.” The message is mentoring young people or junior

staff members and I use my speech, “Who’s Watching You?” This message is about the many people whose lives you touch and you may never know it. It’s introduced through a story about discovery of someone’s life I touched, but it could be any member of the audience.

The openness tool is great for disclosing your own failures; challenges; even hero’s journey. There is the story of the farmer who found an eagle’s egg and put it in the chicken-coop to hatch with the barnyard hens. This can be a great beginning for a speech to the right audience.

The last tool is **Passion:**

What makes you get up in the morning and want to shout from the rooftops? That’s your passion. If you don’t feel that way about the subject you are talking about, don’t speak!

Passion is that important to your ability to connect with your audience. What are you doing to announce to the world that you are “in the house?” Remember Bill Cosby’s character, “Fat Albert” and how he entered the room, “Hey, Hey, Hey” Are you announcing yourself when you arrive at the door to...wherever you go?

“Chad’s in the House and I have something to say. When you speak from passion, you’re enthusiastic, energetic, and impressive. You’re the bird that flies high in graceful majesty with scarcely a beat of your strong golden wings; the Eagle.

*OUR  
CLOSING RAP:*

**GET ON YOUR FEET, TAKE  
COMMAND**

**GET TO THE CENTER STAGE,  
THEN STOP;**

**YOUR TONGUE WON’T  
QUIVER AND YOUR PALMS  
WON’T SWEAT,**

**IF YOU START YOUR SPEECH  
WITH POP!**

Can’t your organization use a healthy infusion of inspiration, motivation or training in Leadership, Decision-making, Communication, Ethics or Team-Building? I can provide a keynote, workshop, seminar or individual coaching tailored to meet your needs and help you and your team **RISE**. Email [Beau@PleaseRise.com](mailto:Beau@PleaseRise.com).

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