



2014 NATIONAL RISK
MANAGEMENT CONFERENCE

JUST BECAUSE YOU'RE AN **EXPERT...**
DOESN'T MAKE YOU ***Interesting***



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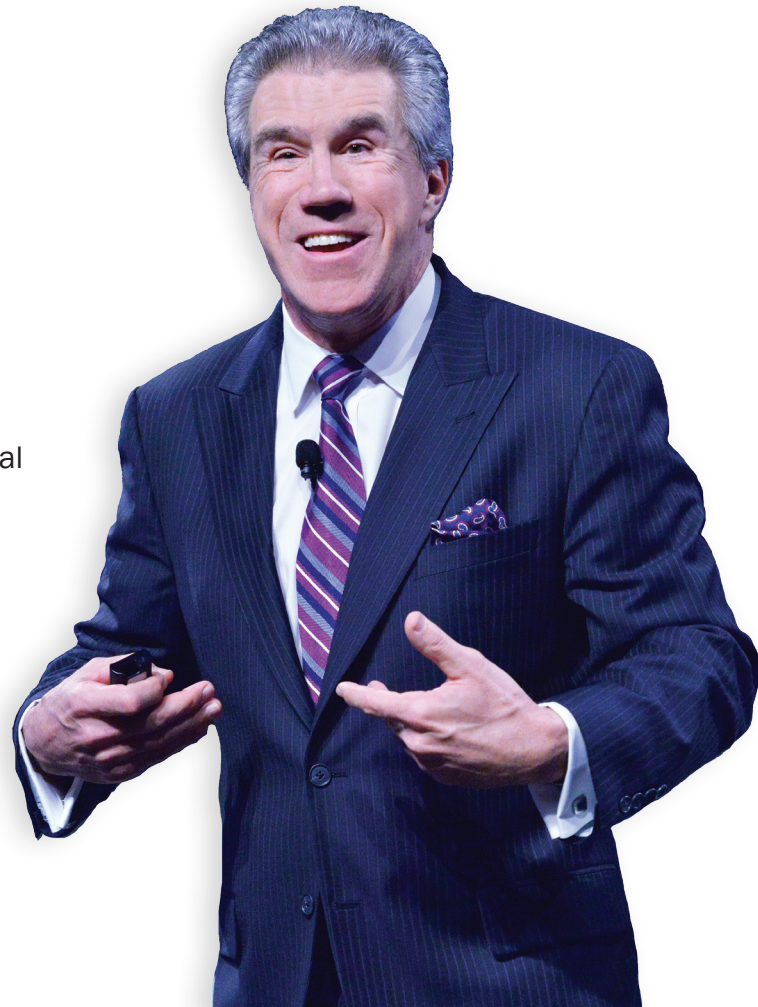
Dr. Paul Homoly, CSP, is a world-class leader in coaching leadership and communication to highly educated professionals – financial service providers, health care practitioners, engineers, CEOs, attorneys, entrepreneurs, manufacturers, and sales / marketing teams.

He brings a fresh voice to the field of leadership and communications springing from his 20 years of experience, and offers a unique communication process valuable to every provider and leader of sophisticated services.

His book titled ***Just Because You're Leading... Doesn't Mean They'll Follow*** has become a classic and his clients are now raving about his latest book, ***Just Because You're an Expert... Doesn't Make You Interesting***.

Paul holds the highest earned designation in professional speaking – Certified Speaking Professional (CSP) – from the National Speakers Association; fewer than ten percent of professional speakers are distinguished at the CSP level.

Dr. Paul Homoly is President of Homoly Communications Institute and helps professionals master their businesses, giving them more freedom in their work and life.



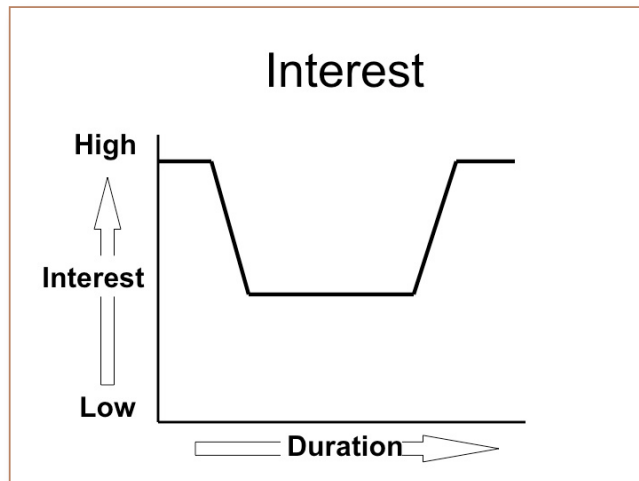
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EARNING INTEREST

Earning Interest

Listener interest typically peaks at the beginning and the end of your talk with a slump in listener attention in between.

David A. Peoples,
Presentations Plus, 1992



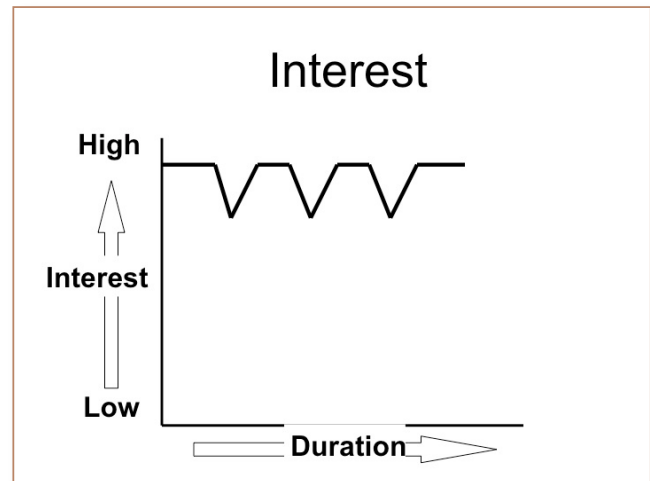
Here is why listeners' attention slumps

- They have a lot on their minds
- They think much faster than we talk
- Time of day invites slumping
- Poor food choices
- Multitasking habits

PEAKS OF INTEREST

Creating Peaks of Interest

The key to becoming an effective leader-speaker is creating peaks of attention. Every time you create peaks of interest and earn listeners' attention you put them in a position to grow, easing their ability to succeed.



Earning Interest Cycle

Get in sync with the natural rhythm of your listener mind. Periodically create peaks of interest to pull listeners in – just before critical points.

Get their attention

Deliver the content

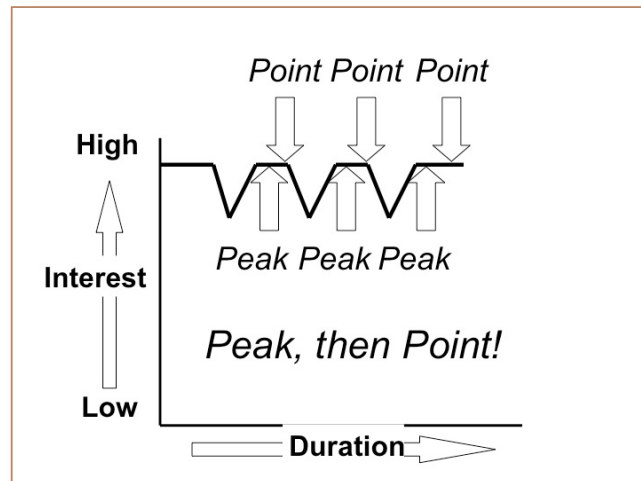
Let up a bit, let them relax

Just before your next critical point, grab their attention again

PEAK, THEN POINT™

Peak, then Point™

Peak, then Point™ means earning listener attention just before you make a critical content point: peak their interest, then make your point.



Remember:

Get interesting, then get relevant

The Peak, then Point™ process makes it compelling for people to listen to you

Interest is earned, not given. Too many experts / leaders feel entitled to attention and interest

The path to influence? Combine wisdom with interest!

No one ever lost credibility by being interesting

THE EXPERTS' ASSESSMENT™

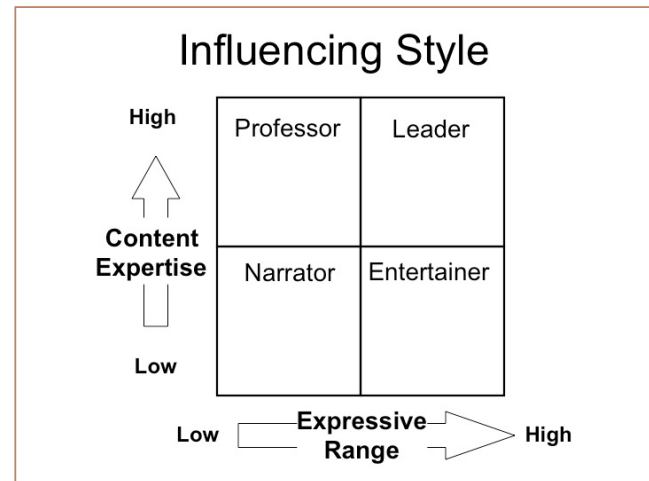
The Experts' Assessment™

The Experts' Assessment™ is a speaking style assessment based on two variables

Content expertise

(topic knowledge)

Delivery (expressive range)



Narrator: Modest content expertise and minimal expressive range

Professor: Content expert with minimal expressive range

Entertainer: Modest content expertise with broad expressive range

Leader: Content expert with broad, expressive range

FOCUS/FEAR CYCLE™

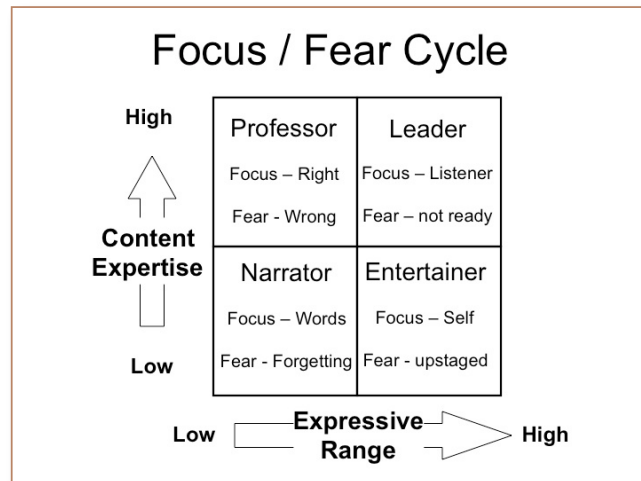
Focus/Fear Cycle™

Narrators memorize their presentations. They read their speech word for word. Narrators are so fearful of forgetting they focus on memorization, driving up their fear.

Professors focus on being right, overloading their presentations with data and references supporting their position. The professor is always adding more content to avoid being wrong.

Entertainers focus on themselves, using stories and humor to impact their audiences. The entertainer fears being upstaged.

The **Leader** is the only category where the focus is on the listeners. This creates an environment where it's easier for the listeners to succeed and feel better about themselves. The fear of the leader is the listener is not ready to grow or act. A leader's role is to support listeners while they become ready to grow and act.

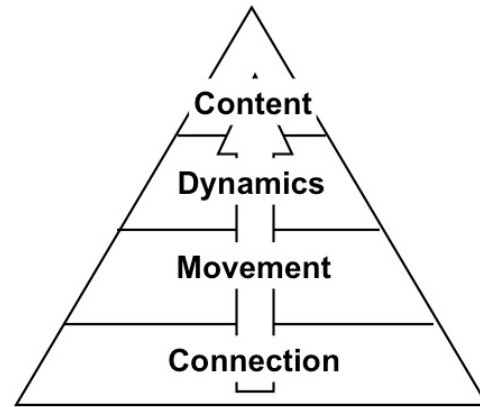


THE LEADER'S PYRAMID™

The Leader's Pyramid™

There's a foundational process (process vs. personality) for creating peaks of interest, called The Leader's Pyramid™.

Think of this process like it's a pyramid with four distinct layers. Each layer represents a specific aspect of the listener's experience.



The first layer of the Leader's Pyramid™ is connection. Connection is when the listener feels they're having a personal experience with you. Another word for connection is relationship.

The next layer is movement. Movement gives the listener a sense of your confidence.

The third layer is dynamics. Dynamics is the sound of your voice enabling your listeners to feel your energy/emotion.

The top layer is content. Content is the intellectual value of your talk creating logical appeal.

REHEARSAL

Rehearsal

Proper rehearsal spawns confidence in your presentation. By minimizing performance anxiety, we become our most authentic selves and are most influential to listeners.

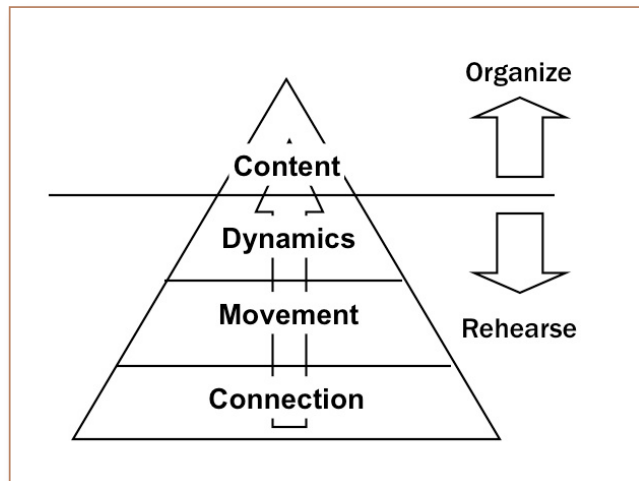
Great speaking is not about being perfect - it's about being authentic.

When you properly rehearse you'll find that delivering your talk is like *déjà vu*; you've experienced it before. Any performance anxiety doesn't get in your way. Your words come with clarity and confidence.

Excellent rehearsal distances you (and your energy) away from performance anxiety and into those "present moment opportunities".

Generally experts don't need to rehearse content: they need to organize it, e.g. topic one, two, three....

Experts need to organize above the line and rehearse below the line on the Leader's Pyramid™.



StorySelling®

Stories are at the heart of helping your listeners feel your words, making this one of the most important tools of influence. Stories make it easy for your ideas to break through and move people to follow your advice/vision.

If you're not telling stories, chances are you're not influencing your listeners at the gut level and are less likely to stay committed to your vision.

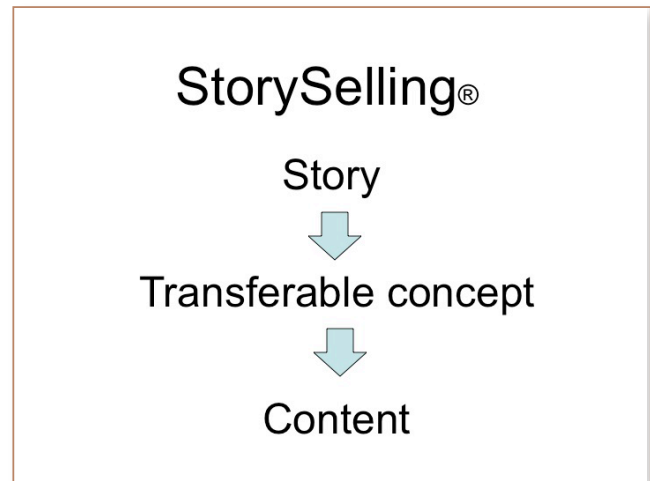
Here's why telling stories are important to experts.

Stories:

- Provide disclosure
- Produce visual experiences
- Offer emotional domain content

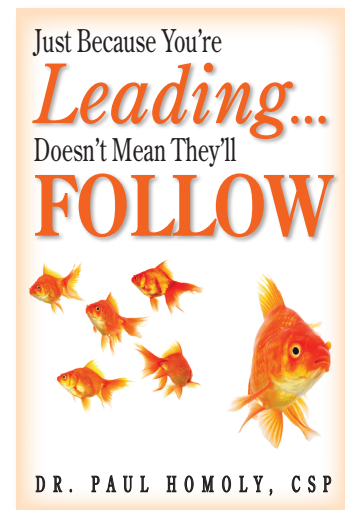
Disclosure is critical for experts seeking to influence novices.

Disclosure is the experience of the listener when they discover a bit of who you are, aside from your role as an expert.



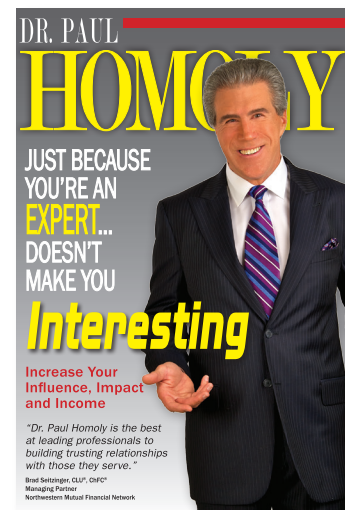
Just Because You're Leading...Doesn't Mean They'll

Follow is a business novel. In it you'll read a story about one leader's challenges and the lessons he learned using the principles developed by Dr. Paul Homoly, CSP. Read this book first.



Just Because You're An Expert... Doesn't Make You

Interesting takes you step-by-step through the process of becoming an interesting expert. Read this book second.



Order online at www.TheInterestingExpert.com
or call 800-294-9370