

POWER TALK

Using Language To Build Authority And Influence

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MAIN IDEA

In business, you are what you say – because spoken language is the most influential type of business communication.

Thus, being a good communicator means understanding how a situation dictates what style of speech will be most effective, and how the style of speech used, in turn, influences the business situation that arises. Knowing the two basic business language styles available and choosing the best allows you to borrow authority from your vocabulary and increase your influence until such time as your expertise and experience levels catch up.

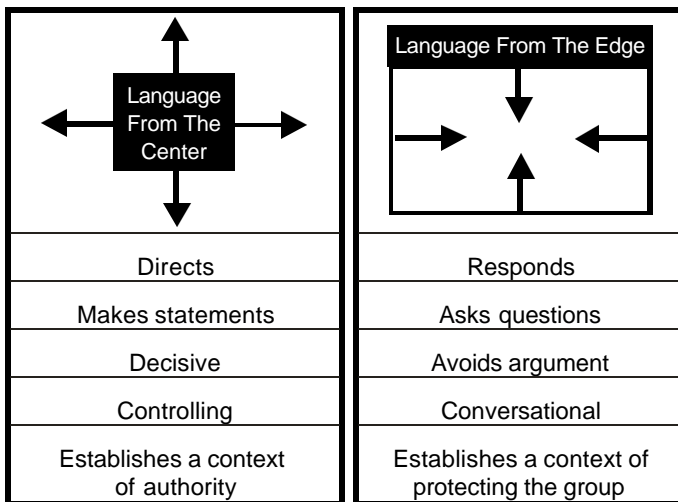
While it is true great language skills cannot offset poor work indefinitely, excellent work and sound results are generally uncovered and amplified in the workplace through good verbal communication skills. By understanding how language actively shapes every situation, you place yourself in a position to build power and credibility as your excellent work is examined. Language is power – and thus, knowledge of language is effectively a political tool. By building great language skills, you:

- Gain control over the impressions you create.
- Learn the best way to convey the right message.
- Accomplish your goals.

In short, by understanding the language of business, you can increase your power and influence.

Section 1 – The Two Basic Business Language Styles Pages 2 - 3

In spoken business communications, there are actually only two language styles which can be used:



Both styles are important, and choosing which style to use appropriately in any given situation will immediately enhance your ability to communicate well.

Section 2 – Linguistic Cross-Training Pages 4 - 5

To become a better, more effective business communicator, try a little cross-training in the linguistics field. This is a four-step process:

To Enhance Your Ability To Communicate	Looking In	Note your present speech patterns
	Looking Out	Study how high achievers speak
	Trying In	Test new ideas in a small way
	Trying Out	Use new pattern in a public setting

By being aware of and competent in both language styles, you greatly enhance your ability to be effective in the style you feel most comfortable with.

Section 3 – Putting Language To Work Pages 6 - 8

Enhanced business communication skills allow you to showcase your ideas more effectively and ensure your excellent work gets the credit it deserves. By understanding the language you use better, you can create power and credibility with everything you do. This is especially relevant to specific situations:

Business Language Strategies	Job Changes	Adjust style and language to suit
	Electronic	Realize the rules are still evolving
	Gender	Understand the differences
	Geographical	Be aware of your audience
	Linguistics	Study the evolution of language

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