



KYA Course Outline

How To Use This Study

Some Thoughts Before We Begin

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Appendix

Some Thoughts Before We Begin

“You can have brilliant ideas, but if you can’t get them across, your ideas won’t get you anywhere.”

Lee Iacocca

“The finest words in the world are only vain sounds if you cannot understand them.” Anatole France

This study is dedicated to your success in making your thoughts and feelings known so that you can achieve all that God desires for you. He has given you abilities and dreams and aspirations. What He gives you, He gives for a reason. If you lack the skills to be able to use your gifts to serve Him, you lose some of what the Lord had intended for you. Take the time this semester to learn to express your ideas in such a way that each of God’s children will be able to hear what you say.

“Communication is all anyone ever gets paid for ultimately...and if you cannot effectively communicate you will pay...not get paid!” Doug Firebaugh

Your success depends upon your ability to get your thoughts and ideas across to others whether that is to persuade someone to buy a product you sell or to hire you as an accountant. Communication is important in everything you do from persuading your boss to give you a promotion or a raise to persuading your spouse that the furniture they like is too expensive a purchase.

“The right to be heard does not automatically include the right to be taken seriously.” Hubert Humphrey

People ask “Just hear me out!” and they may have that right before action is taken either against them or in their favor. However, how you communicate has consequences and if you present yourself in a way that does not inspire confidence in your ideas, you will not obtain your desired result. Many times it is not what you say, but how you say it that will make or break a persuasive argument.

“When written in Chinese, the word ‘crisis’ is composed of two characters-one represents danger, and the other represents opportunity.” John F. Kennedy

“Honest disagreement is often a good sign of progress.” Gandhi

“The true spirit of conversation consists in building on another man’s observation, not overturning it.” Edward Bulwer-Lytton

Many times God’s blessings are wrapped in difficulty. Remember that if you encounter a challenge or opposition to your idea, as you persuade your audience, you may unwrap a staunch supporter. The key is in openly engaging in an exchange of ideas where one builds upon the ideas of the other. When you tear down an idea, you tear down the spirit of he who uttered it and thus his mind is closed to lick the wounds you have inflicted.

“Kind words can be short and easy to speak, but their echoes are truly endless.” Mother Teresa

It takes so little effort to bless someone with a kind word of encouragement and very often your words, long forgotten by you, are remembered for a lifetime by the one who heard them.

“A word is dead when it is said some say. I say it just begins to live that day.” Emily Dickenson

The words you speak have consequences long after you speak them. Once said, words have a life of their own and your words may, years later, be a blessing or a curse to those who have heard them.

“Words represent your intellect. The sound, gesture and movement represent your feelings.”

Patricia Fripp

“If you wish to know the mind of a man, listen to his words.” Chinese Proverb

Everything you say and how you come across as you say it will show others your character, your compassion and your heart. It is vitally important that your body language be congruent with your words. At times you will find that it may even take precedence over the words you use. People are usually willing to forgive a poor choice of words, but are usually unwilling to forgive what they believe are bad intentions on your part.

Week 8: Radio Address to a Large Audience of Christian Moms

"The lips of the righteous know what is fitting..." Proverbs 10:32

Assignment 7:

This week you will be on the radio! A radio star is born! No, you won't be singing the theme from New York, New York! You will be giving a radio address to the same type of audience you spoke to last week. This is a Christian radio station with a show for moms. Since this is a local radio station, you will only be speaking to approximately 2000-2500 moms this time. So don't be nervous! Keep in mind that your audience can hear you, as in the case of your speech, but they cannot see you as in your letter. Again this is a 3-5 minute radio advertising spot! So sell it! You paid lots of money for this ad so make it count!

What you should know about your audience:

1. They are still all women.
2. There are many more of them, but this shouldn't affect your speech as much as the fact that they are all only able to hear you and not see you!
3. The radio station says that their audience is made up mostly of women from their early twenties with young children to women in their early forties with teenagers.
4. You know that this is a Christian radio station so you are safe in assuming that your audience is mostly Christian.
5. The cultural beliefs of your audience may not be known to you.
6. Their values would probably be in line with their Christian faith.
7. We have already discussed the fact that most of the listeners have young children or teenagers.
8. The radio station tells you that most of the women come from middle to upper middle income families so they would be good potential customers for you!
9. The radio station has some statistics that show that their average listener is a high school graduate or has two years of college and owns their own business. This might mean that you may have some business uses for your product or service to talk to them about.
10. Again, you should take the middle of the road when thinking about communication/personality styles here due to the size of your listening audience.

What you might want to change about your communication:

1. Vocabulary: These customers understand business so they understand what it is like to start a company from nothing. They understand what it is like to have to educate your customer about your product or service. They are eager to hear the bottom line. Use powerful words, not hype. Be direct and deliberate with your words. Choose words that are descriptive not flowery fluff. Be concise.
2. Examples: Use examples that these women would be familiar with and relate to. They are conservative probably in many of their views. They are pro business and appreciate a good product or service. Give them examples of how their business or their children will benefit from your idea.
3. Jargon: Explain any technical terms that they will need to know and don't bother introducing jargon that doesn't matter to them. You may need to think about this a little bit. Ask yourself if a Christian mom and business partner would care about this feature or technical term you want to brag about? If not, skip it! You only have 3-5 minutes of air time that you have paid dearly for! Use it wisely.
4. Quotes/Facts: Again, you will want to back up your claims with facts and quotes carefully and as completely as you can. Use quotes from other Christian business men and women who have used your product or service.

5. Issues: Does your product or service present any cost issues that a business would have to contend with? Does it have any cost that a family would have an objection to? Address this before it becomes an objection. For example you may say that you know that the Teleporter 2000 uses a large amount of electricity when running, but that the cost of electricity is greatly exceeded by the cost of having to buy plane tickets, their time while in flight, and the fact that they could attend meetings halfway across the world for a solid month and be home every night to spend time with their families!
6. Body Language: There would be no way to convey anything with your body, facial expression, or gestures. Keep that in mind! Don't say something like "It's about this big." And hold your hands about shoulder length apart because no one will be able to see how big "this big" is on the radio!
7. Dress: You could arrive at the radio station wearing your PJ's if you wanted and none of the listeners would be the wiser. However, I suggest you dress up for the occasion anyway for two reasons. You might want to impress the people who work at the station with your professionalism because they are potential customers as well! And secondly, you may feel more able to give a powerful sales commercial wearing your power suit than you would wearing fuzzy slippers!
8. Visual Aides: Need I say more?
9. Tone of Voice: This needs to be upbeat, powerful, strong, positive and charismatic! Change your inflection and vary your speech pattern to sound more animated. Be deliberate, but not slow. Be peppy but don't speak too fast either.

Tips for your radio commercial:

You might want to try your speech out on a Christian mom that fits the demographics of your radio listeners and ask her opinion before you give your "real" commercial address. See if you can get some feedback before you tape your commercial. I suggest you go find a blank cassette tape and record yourself so that you can go back and listen to your commercial and experience it more like one of your pretend listeners would have.

Practice Exercise:

Make all the necessary changes to your speech so that it is appropriate for your radio spot and record a 3-5 minute ad. Be even more careful not to use a lot of "non words" such as "um", "uh", "ya' know"...etc.

Evaluation:

Play the tape back and see how you did. Would you have been excited to buy your product if you had been the listener? What did you do well? What could you have done better?

Second Practice Exercise:

Try it again. Take two! See if you can be even better this time! What did you change the second time around? Did it work better? What do you think you might still want to change?

Compare:

Compare your radio address, your speech, your presentation, your letter, your email and your conversation. Which one was better? Which one was more effective? Which one was easier? Which one was more fun? Why?