

Business idioms & corporate terms

The most common idioms/phrases/jargons

- ▶ **Win-win:** A situation or result that is beneficial/good for everyone (involved).
- ▶ **In the pipeline:** Something being in process, in queue.
- ▶ **Downsizing:** make (a company or organization) smaller by eliminating staff positions.
- ▶ **Read between the lines:** To understand something that is not obvious or something that is not directly communicated. I read between the lines and all I see is empty white space.
- ▶ **Think outside the box:** Thinking differently, creatively, outside of normal possibilities.
- ▶ **Going forward:** From now on. In the future.
- ▶ **I have a lot on my plate:** Having more work or responsibilities beyond one's capability.
- ▶ **Reach out:** Attempt to communicate. *Metaphorically to move forward or upward in order to touch.*
- ▶ **Touch base :** Briefly make or renew contact with someone.
- ▶ **Give 110% :** To give beyond the standard, to exceed expectations. *Mathematically, irrational expression!*
- ▶ **Paradigm Shift:** An overused term since last century, to mean "fundamental change", "critical adjustment".
- ▶ **At the end of the day:** Unless it is really the end of the day, say "Finally", "Ultimately".
- ▶ **Raise the bar:** To expand the limits and reach for the top.
- ▶ **Ball is in your court:** It is up to you to make the next decision or step, *(it took a while to realize that we were playing a game).*
- ▶ **Best of breed:** Used to describe the best representative of a breed, a category, a product.
- ▶ **Take it to the next level:** to make something better.
- ▶ **It is what it is:** To mean, "It is not going to change".
- ▶ **The bottom line:** Meaning, the essential point, inference from something
- ▶ **The 80-20 rule:** It is a rule of thumb that states, "80% of outcomes can be attributed to 20% of all causes for a given event". In business, the 80-20 is often used to point out that 80% of a company's revenue is generated by 20% of its total customers. Therefore, the rule is used to help managers identify and determine which operating factors are most important and should receive the most attention, based on an efficient use of resources

Identify the Biz-words
within 5 minutes



Public speaking

- ▶ The process of speaking to a group of people in a structured deliberate manner intended to inform ,influence or entertain the listeners.
- ▶ Public Speaking is a 'formal' face-to-face communication method where a person uses the medium of speech to inform and or influence a group of listeners .
- ▶ Public speaking, also called oratory or oration, has traditionally meant the act of speaking face to face to a live audience.

Five basic elements of public speaking

- ▶ Public speaking requires the ability to develop & present ideas in a persuasive & organized manner.
- ▶ In public speaking ,as in any form of communication , there are five basic elements, often expressed , those are :
- ▶ Who is saying
- ▶ What is he/she saying
- ▶ To whom is he/she saying
- ▶ Which medium is using while speaking
- ▶ With what effects

3 pillars of public speaking & persuasion

- ▶ Persuasive speaking is a skill that you can apply regularly throughout your life, whether you are selling a product or being interviewed. 2,300 years ago, [Aristotle](#) determined the components needed for persuasive speaking. They are referred to as the three pillars of persuasion - ethos, pathos and logos.

What are ethos, pathos and logos?

- ▶ Ethos, pathos and logos are modes of persuasion used to convince and appeal to an audience. You need these qualities for your audience to accept your messages.
- ▶ **Ethos:** your credibility and character
- ▶ **Pathos:** emotional bond with your listeners
- ▶ **Logos:** logical and rational argument

Why is ethos important?

High Ethos	Low Ethos
Audience will concentrate and listen	Audience will not concentrate or listen
Audience assumes you will share something useful and they respect you	Low expectations and if you start poorly the audience will not listen
Audience are more likely to be persuaded	Audience are less likely to be persuaded
You can give a bad speech but you are still able to persuade the audience	Your speech needs to be very good to persuade the audience

Pathos - The Emotional Appeal

- ▶ Pathos is Greek for suffering and experience. Empathy, sympathy and pathetic are derived from pathos.
- ▶ Pathos is to persuade by appealing to the audience's emotions. As the speaker, you want the audience to feel the same emotions you feel about something, you want to emotionally connect with them and influence them. If you have low pathos the audience is likely to try to find flaws in your arguments.

Why is pathos important?

- ▶ Emotions are motivators so the audience is more likely to be persuaded and act on your requests by using pathos. Pathos is more likely to increase the chances of your audience:
- ▶ Understanding your point of view.
- ▶ Accepting your arguments.
- ▶ Acting on your requests.

Logos - The Logical Appeal

- ▶ The word “logic” is derived from logos.
- ▶ Logos is to appeal to logic by relying on the audience's intelligence and offering evidence in support of your argument. Logos also develops ethos because the information makes you look knowledgeable. Ask the following questions to decide if you have achieved logos:
 - ▶ Are my messages coherent?
 - ▶ Does the evidence support my claims?
 - ▶ Will the audience's actions lead to my desired outcome?

Why is logos important?

- ▶ Essentially, logical arguments that make sense are not easily dismissed.
- ▶ Improving logos
- ▶ **Be comprehensive:** Make sure your points and arguments can be understood
- ▶ **Be logical:** Ensure that your arguments make sense and that your claims and evidence are not implausible. Have a plan for dealing with opposing viewpoints that your listeners may already believe.
- ▶ **Be specific:** Base your claims on facts and examples as your arguments will be accepted quicker than something nonspecific and non-concrete. The more easily the evidence is accepted, the more easily the conclusions will be accepted.

Why do you need public speaking

- ▶ To present your ideas properly
- ▶ To convince people
- ▶ Motivate listeners to make a change
- ▶ To win over the crowd
- ▶ To inform
- ▶ It allows us to form connections
- ▶ To leave a strong & lasting impression
- ▶ It allows us to influence decisions
- ▶ To win confidence of people

Benefits of public speaking

- ▶ Career advancement
- ▶ Boost confidence
- ▶ Critical thinking
- ▶ Personal development
- ▶ Improve communication skills
- ▶ Make new social connections
- ▶ Personal satisfaction
- ▶ Expand your professional network
- ▶ Learn to persuade
- ▶ Build leadership skills
- ▶ Learn performance skills
- ▶ Develop your vocabulary and fluency
- ▶ No fear of impromptu speaking
- ▶ Learn to argue
- ▶ Helps you drive change

Skills required for public speaking

- ▶ Planning & Preparation
- ▶ Positive Non-Verbal Communication
- ▶ Communication = 55% of body language
+ 38% of vocal quality + 7 % of content = 100% communication
- ▶ Confidence

Tips of public speaking

- ▶ Know your material
- ▶ Pick a subject you are interested in.
- ▶ Have thorough knowledge about your topic
- ▶ Use humor
- ▶ Use stories
- ▶ Use conversational language
- ▶ Practice
- ▶ Know your audience by greeting some of the audience personally.
- ▶ Check the arrangements in advance
- ▶ Before you say anything say good buy to nervousness pause, smile & count
- ▶ Visualize yourself giving a speech
- ▶ Imagine your voice , loud , clear & confident
- ▶ Concentrate on the message not the medium.
- ▶ Gain experience by speaking publically.