

If you're the person in power, that dimension is exactly the one that can draw you closer to your troops. Tell them what *you* do.

If you're a stranger, the personal dimension makes a great common denominator with which to identify with your audience. Of course, choose a *common* feeling or experience to personalize, not the one about diving with Cousteau or falconry . . .

### *Dramatize*

The best way to help people remember a concept is dramatization—accent, color, suspense, pulse-quickenning techniques that bring your message alive. This moves an alien idea into a place where people will want to follow and remember it. Now this sounds difficult to do with factual business issues. Just think of how you can present your concept as more of a story than a list.

## **Endings**

Endings should be inevitable and satisfying, because they follow the basic structure of life and nature. Not always *happy*, they are nevertheless in order. A natural culmination. They should give the feeling that this is what we set out for and now it's over.

The ending of your speech should feel like deliberate completion—not just stopping because you ran out of things to say. Unlike lots of current rock songs that don't deliberately end but just seem to dwindle away, your ending should be purposeful and memorable. End actively, with a flourish, or thoughtfully, with a whisper, but always with a flair.

### *Announce the Ending*

Tell them that you're coming to the end. "In conclusion," "To wind up," "So where have we been," "Well, we've come to the end . . ." They will listen harder, not in relief (I hope) but because you're now going to wrap up and put in order all they've heard and give them the bottom lines of your message. That's very reassuring.

### *Last Lines*

Try to make your last line or two truly eloquent. Meaningful, touching, accurate, and wise. Move it one step beyond your practical message to a deeper understanding of why you're saying this. Reach for an ultimate concept, a basic need, a universal truth.