

8. *Disarm*

Use that greatest element of surprise and persuasion—the truth! And don't do the expected: Try a new approach to get attention. And, most of all, don't forget the power of humor.

Fore-Thought for Larger Audiences

All the processes the Exec went through to understand and better prepare for his one-on-one meeting with Mike work equally well when planning to speak to small group meetings or larger audiences. Here you'd look at the broad picture of what the most common sets of Goals, Needs, and Expectations would be, given the topic and circumstances of your presentation.

You'll find more specifics about how to use the Fore-Thought Chart to plan meetings and design speeches in the upcoming chapters specifically devoted to those topics. Right now, let's turn to the next series of steps in developing successful communications at work: How to organize and structure any business encounter.