

# The 10-Second Rule:

## How to Speak

### So that People Listen to You



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Ever shared a brilliant idea, only to be met with silence and scepticism?

Meanwhile, someone else says something similar - and everyone listens.

Because here's the uncomfortable truth: **People don't listen to what's important.** They listen to what's clear, compelling, and concise.

Ready to master the **10-Second Rule?**

Lets go!

# 1. Deliver your main idea within 10 seconds.



## Why:

The human brain can't process long-winded explanations. Clarity and brevity work better.



## Try this:

🚫 “So, the other day I was thinking about...”

✓ “We’re losing leads because our emails aren’t personalized. Here’s how to fix it.”

## **2. Use their name - it increases engagement.**



### **Why it works:**

Research from McKinsey shows that hearing one's own name triggers instant attention and deeper focus.



### **Try this:**

Instead of “I have an idea,” say  
**“David, here’s a strategy that could work.”**

### **3. Lower your voice slightly for emphasis.**



#### **Why it works:**

Studies show that deeper, slower speech signals authority. People subconsciously associate it with leadership.



#### **Try this:**

When making a key point, slightly lower your pitch and slow your pace.

## 4. Pause after key points - let them land.



### Why it works:

Silence makes your words feel weightier. Confident speakers let their points breathe instead of rushing to the next sentence



### Try this:

After saying something important, stop talking. Let the silence work for you.

## **5. Look for nods or engagement before continuing.**



### **Why it works:**

Meetings are conversations, not monologues. Engaged listeners nod, lean in, or make eye contact - if they don't, adjust on the spot.

### **Try this:**

If people look confused or distracted, pause and ask, “Would you like an example help here?”

## 6. Use short, clear sentences.



### Why:

The brain filters out complexity to save energy. Clarity lowers cognitive load, making ideas easier to process and remember.



### Speak in bullet points:

🚫 “I was considering the potential benefits of streamlining our processes to improve efficiency and reduce bottlenecks.”

✓ “We need to simplify our workflow. Let's focus on 3 levers: points A, B, C... ”

## 7. Make it about them, not you.



### Why it works:

People care about their priorities, not yours. Frame your message in a way that solves their problem.



### Try this:

Instead of:

🚫 “I think *this* is a great idea.”

✓ “This will help you hit your Q2 targets faster.”

## 8. Speak as if telling a story.



### Why it works:

Stories engage the brain 22x more than facts alone, according to Stanford research.



### Try this:

Instead of listing data, frame it as a quick narrative:

🚫 “Customer satisfaction dropped 10% last quarter.”

✓ “Last quarter, we had 100 frustrated customers who didn’t get a resolution in time. Here’s what changed.”

## 9. Pause for 2 seconds before speaking



### Why it works:

It signals confidence and commands attention. People who hesitate or rush to fill silence seem unsure.



### Try this:

Next time you're about to respond - count “1,2,3...” in your head - then speak.

**Confident speakers  
make it easy for others  
to understand them...  
  
and that's power!**

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