

Intention-Based Communication®

Getting your audience to react the way you want!

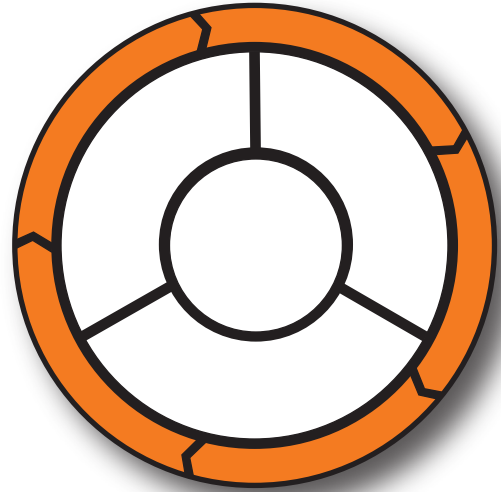
● The Pinnacle Method™ 3-Step Process:

1. _____

2. _____

3. _____

● The Pinnacle Communication Matrix:



If your audience is bored during a meeting or presentation, whose fault is it?

- According to a landmark study by Professor Albert Mehrabian, initial perceptions of one's communication breaks down in three ways:

Verbal _____

Vocal _____

Visual _____

- How long does it take to make a first impression: _____

FACE	BASE	PACE
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

- Objective: _____

Intention: _____

Intentions

Greet	Caution	Commend	Instruct	Calm
Persuade	Excite	Mock	Involve	Flatter
Challenge	Seduce	Frighten	Reassure	Intimidate
Apologize	Reprimand	Entertain	Confuse	Silence

Pinnacle Method Glossary

Acting As If: A technique used in acting or life that takes advantage of your natural mental and emotional responses to posture and behavior to impose a feeling of confidence or security

Belly Button Rule: A term coined by author Janine Driver stating that the direction a person's belly button faces can reflect their attitude and reveal their emotional state

Benefit: Something advantageous or positive that an audience will achieve or receive as a result of hearing your message

Body Language: Nonverbal communication such as gestures, postures, and facial expressions that help support a person's intention

Congruence: The state in which all aspects of voice and body language perfectly support a communicator's intention

Core Breathing: The low belly breath used by actors and singers for maximum support; also called diaphragmatic breathing

Engagement: A connection with an audience that finds them in a willing state of attentiveness during your communication

Gesture: Any movement of the hand, arm, body, head, or face that communicates a specific idea, opinion, or emotion

Home Base Position: The relaxed, open body position that serves as a communicator's physical neutral when not moving or gesturing

Inflection: The specific pitch in the voice (up or down) used at the end of a word or phrase

Intention: The purpose and emotion conveyed through your delivery that instructs your audience how to react

Intention Cues: Any aspect of a person's vocal or physical communication that conveys meaning to an audience or listener

Mirror Theory: The idea that people pick up on whatever emotion or intention a speaker projects and both feel and project back that emotion; see also, isopraxism

Monotone: A succession of sounds or words without change in pitch

Nonverbal Communication: Any aspects of communication: aside from the actual words spoken: that send messages or convey meaning to a listener

Objective: A goal you hope to accomplish with your communication

Pace: The rate, based on words per minute spoken, at which a person speaks

Pacifier: Any nervous behavior or activity displayed by a speaker that communicates discomfort or nervousness

Pattern Interrupt: Any action or behavior that breaks a pattern in an effort to maintain the attention of an audience

Personal Stamp: The uniqueness and individuality a speaker or actor brings to a presentation or performance

Posture: The position of a person's body when standing or sitting

Spatiality: The way in which a speaker uses space, movement, and distance when communicating a message to others

Stone-Face Syndrome: A condition whereby a speaker's facial expressions communicate virtually nothing, usually a result of nervousness or anxiety

Torso Tell: A concept that the direction your torso is facing signals interest and intent

Upspeak: The tendency to make your voice rise at the end of sentences so that statements sound like questions

Verbal Virus: Verbal fillers (such as ah, um, or I mean) that show up in speech and communicate uncertainty to an audience or listener

Vocal Dynamics: The ways in which you use the various qualities of the voice (pitch, tone, resonance, inflection, articulation, volume, and pace)