

what is the New Paradigm

What Is the "New Paradigm" of Speaking and Presenting?

I want to experience the New Paradigm...

The New Paradigm:

Recognizes the brain the primary focal point of any speech or presentation.

As such, it recognizes that the brain is, at any point, doing only one of three things: learning, stagnating or withering.

Therefore, audience members are either learning, stagnating, or withering.

The best presenters and speakers, therefore, recognize that audience members are, first and foremost, learners.

And they, themselves, are, first and foremost, teachers.

It recognizes that there are brain-antagonistic approaches of communication that facilitate stagnation and the literal destruction of neural connections—i.e. learning.

And that there are brain-compatible approaches of communication that facilitate learning—i.e. the growth of neural connections.

(This image is a neuron "enhanced" to show an electrical impulse shooting down its axon--indicating that learning is occurring.)

The New Paradigm of speaking and presenting therefore feeds the brain to optimize the learning function.

And then it accelerates learning (more neurons are firing, faster) by calling on many varying strategies based on research in neuroscience, psychology, neurobiology, chemistry, sociology and social psychology.

And finally, the New Paradigm makes the learning "sticky"—so information lasts.

Why Leave the Old Paradigm for Something Unfamiliar?

Well, let's take a quick look at what happens in the Old Paradigm:

- Audiences/groups are generally bored, irritated, or angry at worst.

- As a result, they take in a tiny percentage of your information—if that.
- As a result, they do not apply your information, or they apply it with devastating inaccuracy.
- Word of mouth about you is lackluster at best and hostile at worst.

Bottom line: Your reputation has been harmed and thereby all of your initiatives.

In the New Paradigm of Speaking and Presenting:

- Audiences feel good, stimulated and interested. They're even having (ssshh) fun.
- As a result, they comprehend what you're telling them.
- They are then inspired to take action (your #1 purpose for being in front of them).
- They can apply what they've learned—and accurately. As a result, your mission has been successful.
- They rave to others about you.
- As a result, your reputation soars as do all of your business initiatives.

Learn more...

How can I experience the New Paradigm?

