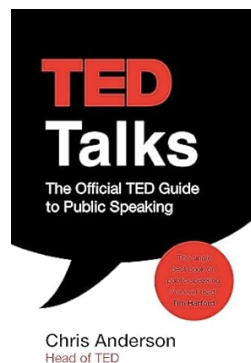
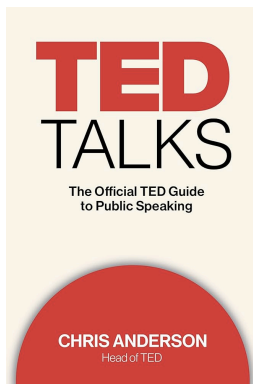


PUBLIC SPEAKING AND LEADERSHIP DEVELOPMENT_2



Rosita Deluigi

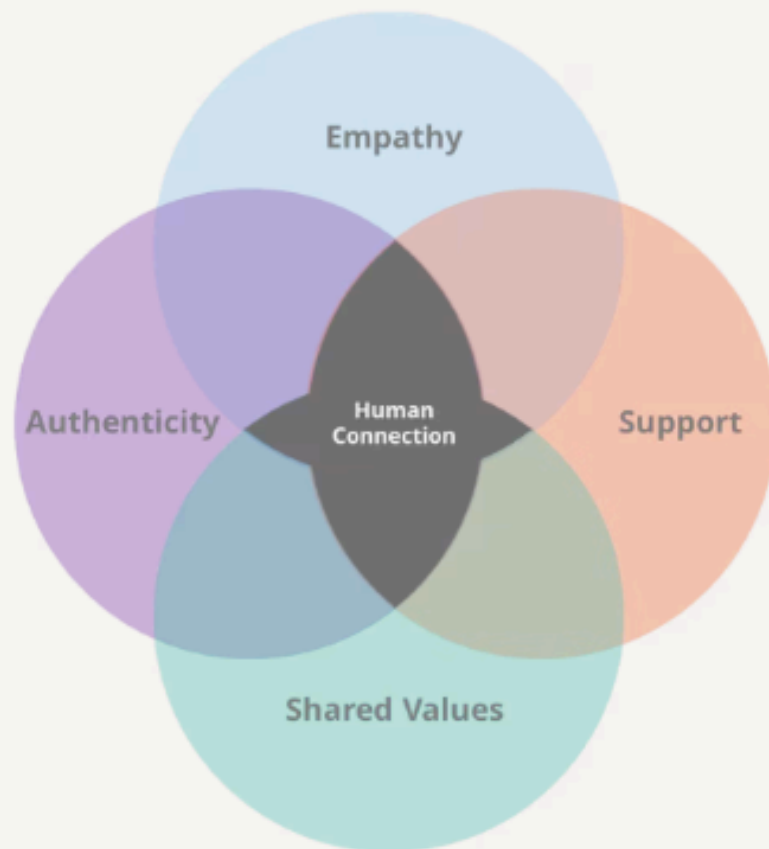
rosita.deluigi@unimc.it

Talk Tools– reflexive windows

1. Connection

- *Get Personal*
- Human Connection
- Build trusting human bond
 - Human connection is a deep bond that's formed between people when they feel seen and valued. During an authentic human connection, people exchange positive energy with one another and build trust.
 - Human connection makes you feel heard and understood and gives you a sense of belonging.

Four Principles of Conscious Connections



Empathy: feel as if you can understand what another is feeling

Authenticity: acting genuinely, sharing human emotions, and being “real” to allow others to relate better

Shared values: having commonalities in beliefs, purpose, and/or goals

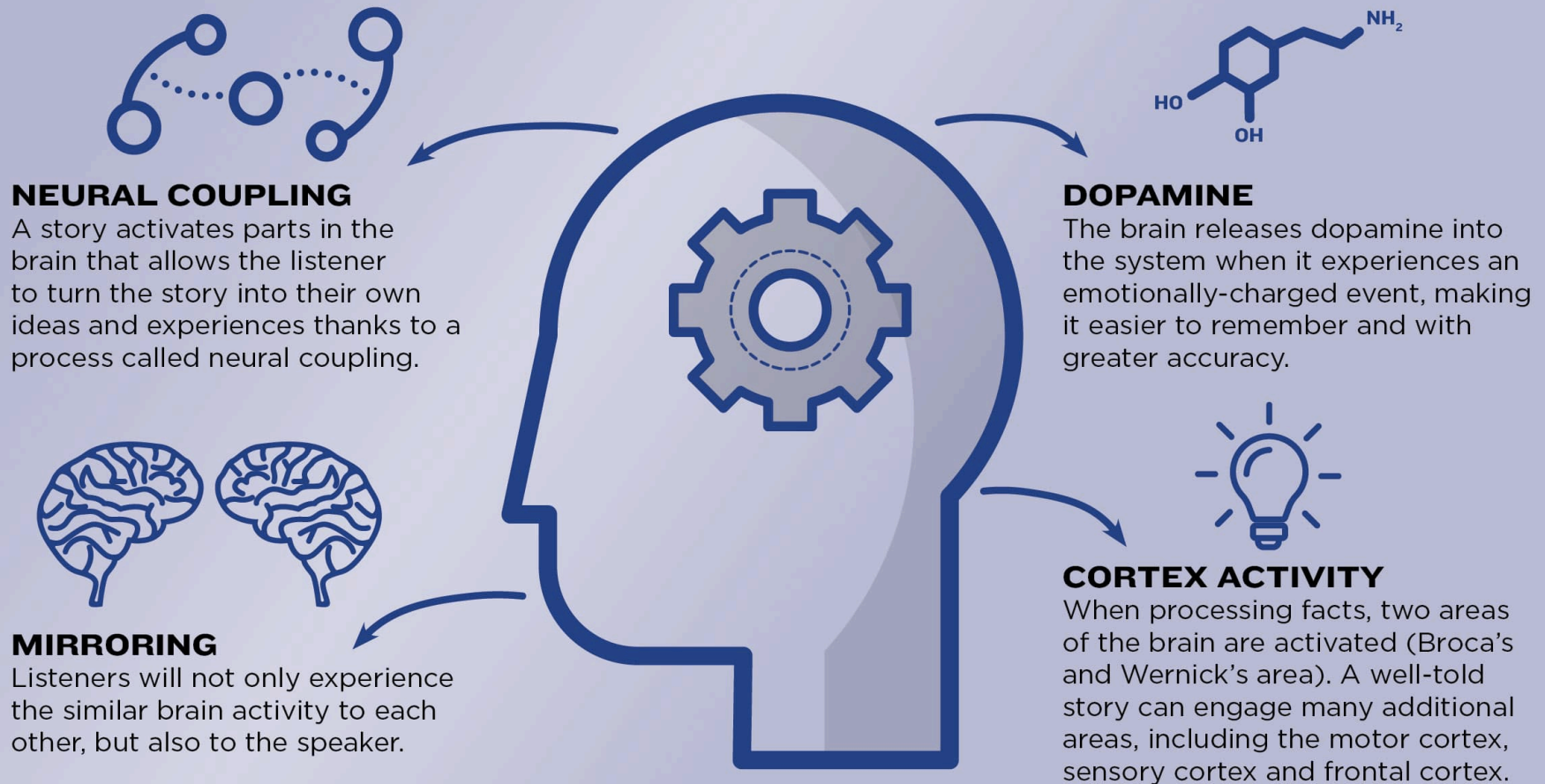
Support: providing psychological safety or help, especially during times of distress

Talk Tools– reflexive windows

2. Narration

- *The irresistible allure of the stories*
- Authenticity
- Emotional connection
- The power of stories

HOW STORYTELLING AFFECTS THE BRAIN



Talk Tools– reflexive windows

3. Explanation

- *How to explain though concept*
- Synthesized Happiness

TED talk 2004

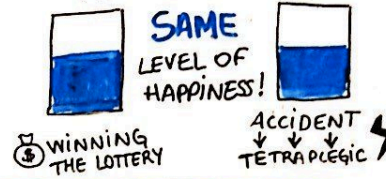
Dan Gilbert



INSIDE BRAIN
WE HAVE:
**PRE-FRONTAL
CORTEX**

THE SURPRISING SCIENCE OF HAPPINESS

AFTER ONE YEAR



**SAME
LEVEL OF
HAPPINESS!**

WHY?



BECAUSE WE CAN SYNTHESIZE HAPPINESS!
(...BUT WE THINK IT HAS TO BE FOUND)



**Natural
HAPPINESS**

(WHAT WE GET WHEN
WE GET WHAT WE WANTED)

VERSUS

**SYNTHETIC
HAPPINESS**



(WHAT WE MAKE WHEN
WE DON'T GET WHAT WE WANT)

**FREE CHOICE
PARADIGM**

TEST: HAVING TO CHOOSE BETWEEN 2 ITEMS
REACTION "SOMETIME" LATER

IRREVERSIBLE CONDITION
"THE ONE I GOT IS BETTER"



**FREEDOM IS THE
FRIEND OF NATURAL
HAPPINESS**

REVERSIBLE CONDITION
"I DON'T LIKE IT"

**FREEDOM TO CHOOSE
IS THE ENEMY OF
SYNTHETIC HAPPINESS**



THE PSYCHOLOGICAL IMMUNE SYSTEM WORKS BEST
...WHEN WE ARE STUCK!

Our longings and our worries are both to some degree
overblown because we have within us the capacity
to manufacture the very commodity we are constantly
chasing when we choose experience

Talk Tools– reflexive windows

4.Persuasion

- *Reason can change minds forever*
- Construction and Demolition



3 elements of **PERSUASION**

CREDIBILITY

master the subject matter, have valuable experience in your field

LOGIC

support your arguments with facts and data, make reasonable suggestions

EMOTION

a good speech involves a combination of practical and emotional appeal

Talk Tools– reflexive windows

5. Revelation

- *Take my Breath Away!*
- Gifting an idea to an audience
- Images, demo, videos, photos...

