



57 WAYS TO IMPROVE YOUR CONTENT

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Florian is an international speaker, trainer, author and the co-creator of the world's first public speaking board game RHETORIC. A collaborator of IESE Business School Barcelona and author of four books, Florian offers transformational communication seminars, keynote speeches and presentation coaching, in English, German and Spanish mainly to international brands like Banco Santander, Chupa Chups, Danone, Microsoft, Moët Hennessy or Zalando.

In the book PLUSPLUS – Patterns for Better Communication you learn about 108 “boosters” and “brakes”. “Boosters” will improve the quality of your communication, if you use them more often. “Brakes” will improve the quality of your communication if you avoid them. Here is the summary of the book’s 57 content patterns:

BOOSTERS: DO IT MORE

- 1 Demand a symbolic act from your audience.
- 2 Use the Speech Structure BuildingTM.
- 3 Start your speech with a quotation, one word (or number), a bold statement, a closed question or a personal story.
- 4 Mention your message during your introduction.
- 5 Welcome and thank after your introduction (if you have to).
- 6 Add climax to your communication.
- 7 Build a drainpipe.
- 8 Create smooth and clear transitions.
- 9 Use one (metaphorical) theme throughout your speech.
- 10 Less is more: Write six-word stories like Hemingway.
- 11 Write shorter speeches.
- 12 Make your speech relevant to your audience.
- 13 Share a vision.
- 14 Tell stories.
- 15 Be more descriptive.
- 16 Touch all five senses of your audience.
- 17 Switch to the I-form.
- 18 Give people names.
- 19 Add dialogs.
- 20 Include soliloquy (internal dialog).
- 21 Build passion bridges.
- 22 Share your feelings.
- 23 Tell ethos-building anecdotes.
- 24 Use rhetorical devices.
- 25 Mention three points.
- 26 Use metaphors.
- 27 Give concrete examples.
- 28 Let your audience hang on that cliff.
- 29 Add many pauses.
- 30 Twist into other directions.
- 31 Use patterns of humor.
- 32 Speak in foreign languages and dialects.
- 33 Use active phrases.
- 34 Say it in a more attractive way.
- 35 Include sound bites.
- 36 Turn verbal concepts into mathematical formulas.
- 37 Mention uneven numbers.
- 38 Prove your excellence with credible facts.
- 39 Add social proof to your self-celebration.
- 40 Add popular and surprising quotations.
- 41 Ask closed questions.
- 42 Make references to other speakers or people in the room.
- 43 Start one-to-one dialogs with individuals in your audience.

BRAKES: DO IT LESS

- 44 Don't mention an agenda.
- 45 Kill the pause killers.
- 46 Throw out your message reducers.
- 47 Stop seeking for affirmation.
- 48 Take out redundant phrases.
- 49 Avoid jumping around in your speech structure.
- 50 Turn your dates into periods of time.
- 51 Stop talking about you in third person.
- 52 Avoid being sarcastic or cynical.
- 53 Walk around harmful statements.
- 54 Skip all four-letter words.
- 55 Stop saying sorry.
- 56 Impede general assumptions.
- 57 Erase the words 'Thank you' from your closing line.

