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Speaking Tips # 51

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A prince takes over!

Standing ovation! Europe's and Japan's royals could not remain seated after Prince Daniel's brilliant performance at the wedding dinner. The applause ended only after a long pause when he proposed a toast. Why brilliant? Well, simply because the audience loved it.

In my book, "Speak your way to leadership" (unfortunately only in Swedish so far), I explained how critical communication is to career: *"When you read the book you will not want to be left in the audience - instead you will want to stand in front of it. You'll want to challenge, develop, and train your way to success in career and in social life. You will then be acknowledged as a leader talent and all this will surely over time dramatically change your life."*

Prince Daniel's speech to his bride was a symbol of masterful communication. Thanks to this, his status was transformed in minutes from being discredited by the general public, into a respected monarch. Many of us have had the perception that he was a nervous, shy and somewhat scared person who showed a face mask in order not to reveal it. In his speech, he showed, however, the absolute opposite. And all that just because of a single speech! What was it that made him take the family, the public and the royals by storm?

1. Surprise effect. The quality of what he said and how he said it was completely unexpected.
2. Emotions. He courageously and sincerely shared with others his deepest feelings, which put the audience into a trans-like admiration. This indicates strong self-confidence.
3. Humour. He used balanced humour, among others the metaphor with the frog and the prince. Humour in a serious context, can be incredibly relieving
4. Voice. He spoke with great clarity of articulation and an absolute moderate tone of voice which he could vary, especially when, with a low voice, he turned focused to his princess to deliver his message, that love is the greatest.
5. Pauses. Not a single "hum" between words could be heard. Instead he used very powerful pauses so that the words and the message could sink in.

For those who have not yet understood that the art of speaking has a crucial influence on the assessment and judgement by others, both socially and in one's career, Prince Daniel's transformation with a single speech is an excellent example.

Also dad Westling's speech was emotional, warm, balanced and controlled. Also he had the qualities above.

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