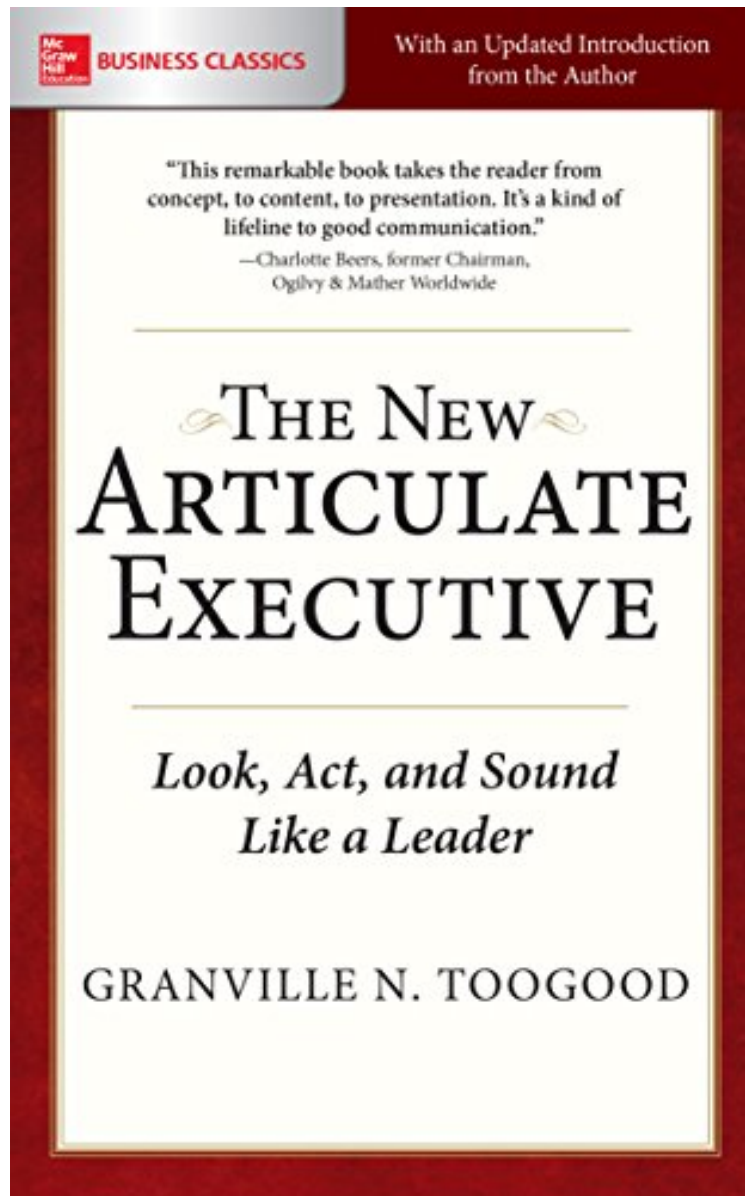


[Download ebook] The New Articulate Executive: Look, Act and Sound Like a Leader

The New Articulate Executive: Look, Act and Sound Like a Leader

Granville N. Toogood

*ePub | *DOC | audiobook | ebooks | Download PDF*



[Download](#)

[Read Online](#)

#44475 in eBooks 2010-06-11 2010-06-11 File Name: B003WJR5Q8 | File size: 79.Mb

Granville N. Toogood : The New Articulate Executive: Look, Act and Sound Like a Leader before purchasing it in order to gage whether or not it would be worth my time, and all praised The New Articulate Executive: Look, Act and Sound Like a Leader:

0 of 0 people found the following review helpful. POWERBy RobertPOWER!! Toogood takes 67 pages to get to the crux of the book. I am glad I was along to get this information. P-Punch--have a strong Start. O-One Theme--too many

times I've been to a presentation where there was TOOOO much information and multiple themes with no continuity. W-Windows--specific examples, anecdotes...etc, that back up the main theme. E-Ear--Speak conversationally--know your audience and speak to them...avoid acronyms that people may not understand...keep it simple, stupid. R--Retention--End strongly... Start with the ending, end with a loop back to the beginning to call for action. Toogood breaks the book down into four parts and 32 manageable chapters to read. He walks you through the need to effectively communicate---"when you marry brains and talent with outstanding communications skills, the sky's the limit." He addresses the how to create, deliver your message in an effective and concise way to get your message out. One of the things that Toogood points out in his book is the need to write like we speak. I personally use quite a few anecdotes and humorous stories to convey my point and objective. As a presenter and articulate communicator, I must write in the same way I speak. It would be unnatural to do otherwise. The one area that Toogood brings up that many writers don't, is how to address questions after you speak. Too many times have I been at presentations that the speaker knows the material, but can't handle the questions from the audience. I have a difficult time in answering questions....not because of lack of knowledge, but because I tend to be defensive for no reason. Toogood's book has helped me notice some areas where I can improve. Overall, this is an informative and positive book in dealing with effective communication.

0 of 0 people found the following review helpful. Desire to communicate like a leader? Start by reading this book. By t254asm What impresses me most about *The New Articulate Executive: Look, Act and Sound Like a Leader* by Granville N. Toogood is the breadth of knowledge that the author conveys. In his opening comments he emphasizes the importance of cultivating the dwindling art of flesh-and-blood interactions. He goes on to provide creative examples of effective presentation structures. Later he details the practical matters of presentation delivery. Through it all the author clearly explains to his audience the means by which they can become truly articulate communicators. The book is well written and interesting to read. Toogood includes intriguing real life examples that not only help to explain his principles, but also demonstrate the benefits of putting those principles into practice. He has effectively demonstrated the application of his principles through his written words. His treatment of actual presentation mechanics is very helpful. Whether dealing with what to do with your hands or what to wear, he gives clear, concise advice. In addition, he displays a keen understanding of the importance of momentum and proper eye contact. In *The New Articulate Executive* the author provides a wealth of information that can be used by those who truly desire to look, act, and sound like a leader.

0 of 0 people found the following review helpful. The best! By Nicole Lewis Granville toogood has outdone himself with this update of his original classic bestseller, *The Articulate Executive*. Should be required reading for anyone with a job, or anyone running for office

The Classic Guide to Business Communications . . . Updated for a New Generation of Media-Savvy Leaders Even with the latest high-tech tools and communication options, the simple truth is this: You need to look, act, and sound like a leader to succeed in today's world. According to top executive coach Granville Toogood, "Wonderful things happen when people talk face-to-face." His proven secrets of professional speaking give you the power and confidence to command any audience--in any situation--and get results. "An indispensable tool for executive success." -- Zbigniew Brzezinski, Robert E. Osgood Professor of American foreign policy at Johns Hopkins University's School of Advanced International Studies "Granville Toogood is a brilliant communicator and teacher who has made world-class communicators out of our people." -- Michael Koffler, Chairman, Young Presidents' Organization "The beauty of Granville Toogood's method is how simple it is to implement." -- Scudder Fowler, CEO, The Liminal Group "Granville Toogood is a transformational teacher and coach. His new book is a must read for anyone hoping to effectively engage an audience or lead organizations." -- Sean Geehan, President, The Geehan Group "Makes the capable business person more capable, more successful, and definitely more confident." -- Martha Stewart

Corporate coach Granville Toogood has trained some of the biggest names in business today--including 38 top executives in the Fortune 50--and his bestselling book, *The Articulate Executive*, has become the gold standard when it comes to public speaking and corporate communications. This all-new edition provides you with the most powerful speaking tools and techniques from Toogood's acclaimed workshops--so you can look, act, and sound like a leader in any situation. Using his proven step-by-step system, you can: Position yourself as a leader in your industry. Command any venue and compel any audience. Use the "8-second rule" to make a strong first impression. Speak with the confidence of a CEO. Outperform in any presentation. Whether you are giving a speech, making a presentation, conducting a meeting, or simply talking one-on-one, these tried-and-true communication techniques are guaranteed to help you step up your game and speak like a pro. The book is filled with easy-to-use checklists and essential tips to help you organize your thoughts and deliver your message--with confidence, style, and great success. In addition, you'll learn how to master high-tech tools such as PowerPoint and deck presentations, how to deal with QA sessions and media interviews, and how to write winning corporate communications that really do the job. Remember: In today's competitive market nothing is more important than how you present yourself and your company--and no book is more informative and powerful at this--than Granville Toogood's *The New Articulate Executive*.

About the Author About the Author Granville Toogood is a principal Faculty Member of Liminal Group, President of

Granville Toogood Associates, a best-selling author, consultant, seminar leader and speaker who has inspired audiences all over the world. His clients have included more than two-thirds of the Fortune 500 CEOs and thousands of executives and managers from other blue-chip companies, including GE, Deloitte Touche, NBC, Morgan Stanley, Swiss Bank, Philip Morris, UBS, Credit Suisse, NYSE, Northrop Grumman and Citigroup, among others. He is creator of the benchmark Perfect Presentation concept. He is a former Life Magazine and television reporter who produced The Today Show News, and produced network news programs for NBC and ABC.