



Trust Me: Four Steps to Authenticity and Charisma

By Nick Morgan

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Trust Me: Four Steps to Authenticity and Charisma By Nick Morgan

Nick Morgan shows how anyone can be an effective speaker by presenting an image of authenticity and respect for their audience, whether in a group presentation or a one-on-one conversation. He presents a four-step process, perfected in his teaching at Harvard, that enables the reader to use their own personal speaking style while becoming a more persuasive and charismatic communicator and leader. The basis of this process is the fact that when words and body language are in conflict, body language wins every time. This isn't easy to overcome, because normally body language is immediate, while the words lag slightly behind, and even a momentary conflict is perceptible to the audience. The key to success is to train your body language to unconsciously align with your message.

The four steps:

- Form the attitude and intent to be open, and then let your body naturally express that intent. This feeling of openness will naturally affect the content of what you are saying, and it's that natural evolution that is at the heart of the process.
- Become connected to your audience. This creates a mutual energy, and you will naturally begin to think in terms of what the audience wants and needs in shaping your content.
- Ask yourself, what's my underlying emotion? Why does this matter to me? Becoming passionate about what you have to say naturally makes your audience care about it too.
- Really listen to the audience. Understanding their needs and reactions will enable you to direct your communication in mutually beneficial ways.

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Editorial Review

Review

"Nick Morgan's *Trust Me* approaches corporate and executive communication from a new and different perspective, that of the professional performer. His approach acknowledges the realities of modern business and, once you get beyond the first few uncomfortable steps where you're thinking of a thousand things at once, you will communicate more openly, authentically, and charismatically." —Technology & Society (www.techsoc.com/trustme.htm)

From the Inside Flap

Trust Me

"Every communication is two conversations: the verbal one—the content—and the nonverbal one—the body language. If the two are aligned, you can be a persuasive, authentic communicator. You may even come across as charismatic. If the two are not aligned, people believe the nonverbal communication every time."—From the Introduction

In this book, acclaimed communications coach Nick Morgan shows how you can become an effective, charismatic speaker by communicating with authenticity and respect for your audience. *Trust Me* presents a four-step process (which Morgan perfected while teaching at Harvard) that enables you to find your own best personal communication style to maximize your persuasiveness and presence. This proven process works whether you're speaking to a group or in a one-on-one conversation.

As Morgan explains, we are all unconscious experts in reading each other's body language. When words and body language are in conflict, we believe the body language every time. This makes conscious efforts to change our unconscious behavior difficult. Even momentary lapses are perceptible to the audience. The key to success is to train your body language to unconsciously align with your message.

Trust Me outlines the four steps to communication success:

- Openness
- Connection
- Passion
- Listening

In addition, the book offers an in-depth analysis of the research that underlies the four-step process and includes tips for controlling fear when communicating.

At a time when there is little tolerance for hype and spin, this book offers a practical, clear guide for becoming a persuasive and authentic communicator.

From the Back Cover

Praise for *Trust Me*

"If you're a speaker who wants to raise your game to be the best you can be, then you need to read this book.

Nick Morgan has helped some of the most remarkable professional speakers around the world create top-notch content, deliver it with authenticity and charisma—and change the world."

—Tim Sanders, author, *Saving the World at Work*

"In a political campaign today, you have to start powerful conversations that bring the candidate to life for the public, whether it's in person, on television, or through the new media. Nick Morgan's four-step approach to authentic communication is a must for cutting through the cynicism and creating real connections."

—Betsy Myers, former COO, Obama for President Campaign; former executive director, the Center for Public Leadership at Harvard's Kennedy School of Government; former director, White House Office for Women's Initiatives and Outreach

"As a speaker, you have to find your own voice. Nick Morgan's four-step approach to communicating with personal authenticity is by far the best I have seen for successful public speaking."

—Steve Farber, author, *Greater Than Yourself* and *The Radical Leap*; president, Extreme Leadership, Inc.

"Nick Morgan shares the secrets of effective communication in this ground-breaking book. His approach has helped me communicate more powerfully and charismatically with employees, shareholders, and the public."

—Howard Brodsky, founder, chairman, and CEO, CCA Global Partners, Inc.

Users Review

From reader reviews:

Cory Marshall:

Book is to be different per grade. Book for children till adult are different content. As we know that book is very important for all of us. The book *Trust Me: Four Steps to Authenticity and Charisma* ended up being making you to know about other understanding and of course you can take more information. It is quite advantages for you. The publication *Trust Me: Four Steps to Authenticity and Charisma* is not only giving you much more new information but also being your friend when you sense bored. You can spend your personal spend time to read your book. Try to make relationship with all the book *Trust Me: Four Steps to Authenticity and Charisma*. You never feel lose out for everything if you read some books.

Hazel Park:

Reading a e-book tends to be new life style in this particular era globalization. With reading through you can get a lot of information that will give you benefit in your life. Having book everyone in this world can share their idea. Guides can also inspire a lot of people. A great deal of author can inspire their reader with their story or their experience. Not only the story that share in the books. But also they write about the ability about something that you need instance. How to get the good score toefl, or how to teach your young ones, there are many kinds of book which exist now. The authors in this world always try to improve their skill in writing, they also doing some study before they write to the book. One of them is this *Trust Me: Four Steps to Authenticity and Charisma*.

Jacqueline Lewis:

Are you kind of busy person, only have 10 as well as 15 minute in your day to upgrading your mind skill or

thinking skill possibly analytical thinking? Then you have problem with the book when compared with can satisfy your limited time to read it because this all time you only find guide that need more time to be go through. Trust Me: Four Steps to Authenticity and Charisma can be your answer since it can be read by you actually who have those short extra time problems.

Lillie Stein:

In this time globalization it is important to someone to obtain information. The information will make you to definitely understand the condition of the world. The healthiness of the world makes the information better to share. You can find a lot of personal references to get information example: internet, magazine, book, and soon. You can observe that now, a lot of publisher this print many kinds of book. The book that recommended to you personally is Trust Me: Four Steps to Authenticity and Charisma this book consist a lot of the information from the condition of this world now. This particular book was represented how does the world has grown up. The vocabulary styles that writer require to explain it is easy to understand. Typically the writer made some investigation when he makes this book. This is why this book ideal all of you.

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