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“Words Have Power”

By Mary Anne Dorward

The words we choose every day in our professional speaking and presentations are crucial not only to our business success but even more importantly to our deep sense of well-being. Below is a powerful collection of words by the poet David Whyte entitled “Loaves and Fishes:”

This is not the age of information.
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Forget the news and the radio and the blurred screen.

This is the time of loaves and fishes.

People are hungry and one good word is bread for a thousand.

Think about this idea for a moment: "one good word is bread for a thousand." The words we choose have tremendous power, not only to inspire and persuade, but also to belittle and humiliate.

Here is an excerpt from another of David Whyte's poems entitled "Coleman's Bed":

"Refuse to talk, even to yourself, and stay in this place until the current of the story is strong enough to float you out."

How many presentations have you heard or given like that recently? Presentations that are so compelling, the "current of the story is strong enough to float you out." Not too many I would guess. It is estimated that thirty-million Of presentations are given every day. You can bet that millions of those presentations fail to achieve their intended goals, and more often than not are received with yawns.

Rather than a dry recital of facts and numbers you and your staff can learn how to tell your story with passion, clarity and conviction. In a great presentation you need both words and ability to speak in a compelling way.

Many business cultures don't support or welcome people using their honest and true voice in the work place. In order to avoid conflict many people simply stop speaking up at work all together, and as a result become mentally, physically and emotionally exhausted. Even so, I believe that you can get both your voice and your self worth back. You can learn how to tell your story with confidence, focus and power.



You can also learn how to make every presentation more effective so that you can achieve the outcome you desire. A professional speaking coach can help you learn how to tell your story so that it becomes so compelling, your audience wants to pay attention. More importantly, your audience is compelled to respond positively to your requests.

You no longer need to suffer in public or in private about your inability to express yourself to your full and complete satisfaction. Aristotle says, "Begin with the end in mind." Learn to speak in your real voice, and every story you tell will have an unmistakable and original current that is strong enough to float both you and your audience out. In the end, every good word you choose becomes "bread for a thousand."