

Controlling Your Audience

Humans have an extraordinary sense of empathy. It is this sense that is strongly at play in spoken communications. It is a kind of telepathy between you and your audience. Neurologically, there is reason for this.

Recently, 'mirror neurons' have been discovered in the human brain by Vilayanur Ramachandram, a neuroscientist at University of California. He endearingly calls them Gandhi Neurons.

Simply, here is how they work:

Can you remember a moment when you saw someone speaking in public and they forgot what they are going to say next? They hold their breath, look like a rabbit in headlights and time seems to stand still. As an audience member and part of the communication ecology, you are subconsciously affected. Your mirror neurons fire in response to this experience and send messages to the same parts of your body as the person on stage. In response, you hold your breath, you experience panic and time quickens. This means you may empathize with the speaker, and in this case feel on edge.

As a speaker, you have a powerful, subconscious, neurological impact on your audience. This is why it is imperative that you arrive fully so that your audience has an opportunity to arrive with you. Then they can be prepared to fully experience what you are about ask them to engage in.

Lucy Cornell

CEO Cornell Voice Advisory
lucy@cornellvoice.com

******EXCLUSIVE OFFER FOR WLA MEMBERS******

10% OFF CORNELL VOICE MASTERCLASS 10%

Go to www.cornellvoiceonline.com and enter in

COUPON CODE: WLAVOICE at the checkout (valid until 31/12/21)

cornellvoiceonline.com



