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

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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](http://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:**

#### **Joanne Starks:**

Book is written, printed, or highlighted for everything. You can know everything you want by a reserve. Book has a different type. As we know that book is important thing to bring us around the world. Alongside that you can your reading ability was fluently. A e-book *Trust Me: Four Steps to Authenticity and Charisma* will make you to possibly be smarter. You can feel much more confidence if you can know about anything. But some of you think that open or reading any book make you bored. It is not make you fun. Why they could be thought like that? Have you in search of best book or ideal book with you?

#### **Linda McGrane:**

Reading a book tends to be new life style with this era globalization. With reading through you can get a lot of information that may give you benefit in your life. Along with book everyone in this world could share their idea. Books can also inspire a lot of people. A great deal of author can inspire all their reader with their story or even their experience. Not only the storyline that share in the guides. But also they write about the knowledge about something that you need example of this. How to get the good score toefl, or how to teach your sons or daughters, there are many kinds of book that exist now. The authors on this planet always try to improve their expertise in writing, they also doing some study before they write for their book. One of them is this *Trust Me: Four Steps to Authenticity and Charisma*.

#### **Pearl Miller:**

As we know that book is essential thing to add our knowledge for everything. By a guide we can know everything we want. A book is a range of written, printed, illustrated as well as blank sheet. Every year

seemed to be exactly added. This publication Trust Me: Four Steps to Authenticity and Charisma was filled about science. Spend your time to add your knowledge about your technology competence. Some people has diverse feel when they reading a book. If you know how big good thing about a book, you can feel enjoy to read a reserve. In the modern era like currently, many ways to get book that you just wanted.

**Anthony Perez:**

Reading a book make you to get more knowledge from it. You can take knowledge and information coming from a book. Book is prepared or printed or created from each source in which filled update of news. In this modern era like today, many ways to get information are available for an individual. From media social such as newspaper, magazines, science book, encyclopedia, reference book, book and comic. You can add your knowledge by that book. Are you ready to spend your spare time to open your book? Or just looking for the Trust Me: Four Steps to Authenticity and Charisma when you essential it?

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