



 Get Print Book

# The Pin Drop Principle: Captivate, Influence, and Communicate Better Using the Time-Tested Methods of Professional Performers

By David Lewis, G. Riley Mills



Download



Read Online

**The Pin Drop Principle: Captivate, Influence, and Communicate Better Using the Time-Tested Methods of Professional Performers** By David Lewis, G. Riley Mills

**Tap into the powerful techniques of professional actors and great communicators**

*The Pin Drop Principle* is a step-by-step master class for anyone wishing to become a more confident and credible communicator. Lewis and Mills believe all business professionals ought to deliver their message in such an engaging way that one could literally hear a pin drop when they speak. The secret to doing so comes from an unusual world: professional acting. By activating "objective" and "intention"—the main tools of actors (and great communicators)—business people can give their messages meaning and relevance, so the recipients walk away knowing why the message is important and what is in it for *them*.

- Empowers business professionals with performance-based delivery techniques—from storytelling to vocal dynamics—essential to becoming a great communicator
- Written for anyone wishing to engage listeners, establish instant credibility, influence key decision makers, and create a positive lasting impression
- Based on the Pinnacle Method, one of the most popular and groundbreaking communication skills training methods

*The Pin Drop Principle* is an accessible resource for anyone who routinely needs to present ideas to large or small groups, convey feedback effectively, conduct difficult conversations, and persuade others.



[Download The Pin Drop Principle: Captivate, Influence, and ...pdf](#)



[Read Online The Pin Drop Principle: Captivate, Influence, an ...pdf](#)

# The Pin Drop Principle: Captivate, Influence, and Communicate Better Using the Time-Tested Methods of Professional Performers

By David Lewis, G. Riley Mills

**The Pin Drop Principle: Captivate, Influence, and Communicate Better Using the Time-Tested Methods of Professional Performers** By David Lewis, G. Riley Mills

**Tap into the powerful techniques of professional actors and great communicators**

*The Pin Drop Principle* is a step-by-step master class for anyone wishing to become a more confident and credible communicator. Lewis and Mills believe all business professionals ought to deliver their message in such an engaging way that one could literally hear a pin drop when they speak. The secret to doing so comes from an unusual world: professional acting. By activating "objective" and "intention"—the main tools of actors (and great communicators)—business people can give their messages meaning and relevance, so the recipients walk away knowing why the message is important and what is in it for *them*.

- Empowers business professionals with performance-based delivery techniques—from storytelling to vocal dynamics—essential to becoming a great communicator
- Written for anyone wishing to engage listeners, establish instant credibility, influence key decision makers, and create a positive lasting impression
- Based on the Pinnacle Method, one of the most popular and groundbreaking communication skills training methods

*The Pin Drop Principle* is an accessible resource for anyone who routinely needs to present ideas to large or small groups, convey feedback effectively, conduct difficult conversations, and persuade others.

**The Pin Drop Principle: Captivate, Influence, and Communicate Better Using the Time-Tested Methods of Professional Performers** By David Lewis, G. Riley Mills **Bibliography**

- Sales Rank: #759162 in Books
- Published on: 2012-06-05
- Original language: English
- Number of items: 1
- Dimensions: 9.10" h x 1.30" w x 6.30" l, 1.03 pounds
- Binding: Hardcover
- 272 pages

 [Download The Pin Drop Principle: Captivate, Influence, and ...pdf](#)

 [Read Online The Pin Drop Principle: Captivate, Influence, an ...pdf](#)



## Download and Read Free Online *The Pin Drop Principle: Captivate, Influence, and Communicate Better Using the Time-Tested Methods of Professional Performers* By David Lewis, G. Riley Mills

---

### Editorial Review

#### Review

“By bringing communication back to first principles, Lewis and Mills get beyond the tricks and traps and help you understand what really engages an audience.”

—**Dylan Taylor, CEO, USA, Colliers International**

“Lewis and Mills have beautifully captured their high-energy live performances and workshops in this extraordinary book. Read, enjoy, and allow *The Pin Drop Principle* to guide you to success!”

—**Keith J. Evans, CEO, British Retail Consortium**

“*The Pin Drop Principle* is a must-read for anyone who wants to dramatically enhance their ability to communicate.”

—**Aarti Gupta, vice president, global head, learning and culture, Capgemini**

“In a noisy world, communication with clear intent is critical to drive change. *The Pin Drop Principle* is a game changer.”

—**Tom Schencker, director, sales training, Walgreens**

“*The Pin Drop Principle* clearly, concisely, and convincingly shows you how to become a great communicator. A fast, fascinating, fun, and useful read.”

—**Rob Nelson, entrepreneur and inventor, Big League Chew**

“A great book. At the end of each chapter, I found myself cheering for the concepts and wishing I had been introduced to these ideas years ago!”

—**Dan Hebel, former senior vice president, claims, Allstate Insurance Company**

“Practical, straightforward, sane advice. Anyone who speaks will benefit from applying the concepts in *The Pin Drop Principle* to their communication.”

—**Eloise Haverland, director, training and development, Fort Dearborn Company**

“The techniques presented in *The Pin Drop Principle* have proven to be the most effective communication tools that I have acquired as a senior executive. I can only imagine how much more valuable they could be if I had been exposed to them twenty years ago.”

—**Gregory J. Rizzo, former president and CEO, Spectra Energy Partners**

“*The Pin Drop Principle* is essential for anyone wanting to improve presentation delivery.”

—**Roshan Joseph, global head, learning and development, Virtusa Corporation**

“This insightful book provides everything you need to know to move from being an average speaker to becoming a great speaker.”

—**Brendan Noonan, senior vice president, learning and development, Emirates Airline Group**

#### From the Inside Flap

A full 91 percent of business professionals admit to daydreaming during the meetings they attend, and a

shocking 39 percent confess to falling asleep. You certainly don't want your colleagues to be among them when you have the floor. How can you ensure that, in any communication you deliver—whether you are presenting ideas, conveying feedback, conducting difficult conversations, or trying to persuade others—you not only hold your audience's attention but engage them so completely that you really could hear a pin drop?

The Pin Drop Principle is a step-by-step master class for anyone—from first-level managers to seasoned executives—who wants to become a more confident, credible, and engaging communicator at work and in life. The core of this master class is the Pinnacle Method®, a unique model for improved communication that draws lessons from an unusual source: the time-tested methods of professional performers. Actors enter every scene with a clear objective—a reaction they want to spark in their audience—as well as a clear intention—a plan for the exact emotional appeals that will help them get what they want. This book will help you identify and activate an equally clear sense of objective and intention for every communication in which you engage.

Drawing on their own careers as professional actors as well as decades of experience in business, Lewis and Mills show you exactly how to apply these classic performance principles to any high-stakes communication challenge you face. A clear objective and intention are just the beginning of any effective communication. Lewis and Mills also offer a full toolbox of performance-based delivery techniques, including storytelling, gestures and movements, and vocal dynamics—and reveal how and when to deploy them. These cornerstones of skillful communication, they explain, are as relevant to business professionals as they are to the actors who have successfully relied on them for centuries.

Ultimately, it is your responsibility to put passion and purpose behind your words, and to captivate and convince your audience, whether a crowd of thousands or a single individual. The Pin Drop Principle is the definitive hands-on guide to help you do just that.

From the Back Cover

Praise for The Pin Drop Principle

"By bringing communication back to first principles, Lewis and Mills get beyond the tricks and traps and help you understand what really engages an audience."—Dylan Taylor, CEO, USA, Colliers International

"Lewis and Mills have beautifully captured their high-energy live performances and workshops in this extraordinary book. Read, enjoy, and allow The Pin Drop Principle to guide you to success!"—Keith J. Evans, CEO, British Retail Consortium

"The Pin Drop Principle is a must-read for anyone who wants to dramatically enhance their ability to communicate."—Aarti Gupta, vice president, global head, learning and culture, Capgemini

"In a noisy world, communication with clear intent is critical to drive change. The Pin Drop Principle is a game changer."—Tom Schencker, director, sales training, Walgreens

"The Pin Drop Principle clearly, concisely, and convincingly shows you how to become a great communicator. A fast, fascinating, fun, and useful read."—Rob Nelson, entrepreneur and inventor, Big League Chew

## **Users Review**

### **From reader reviews:**

#### **Jessica Bradsher:**

The book *The Pin Drop Principle: Captivate, Influence, and Communicate Better Using the Time-Tested Methods of Professional Performers* can give more knowledge and also the precise product information about everything you want. Why then must we leave a good thing like a book *The Pin Drop Principle: Captivate, Influence, and Communicate Better Using the Time-Tested Methods of Professional Performers*? A number of you have a different opinion about e-book. But one aim this book can give many facts for us. It is absolutely proper. Right now, try to closer together with your book. Knowledge or information that you take for that, you can give for each other; you could share all of these. Book *The Pin Drop Principle: Captivate, Influence, and Communicate Better Using the Time-Tested Methods of Professional Performers* has simple shape however you know: it has great and large function for you. You can seem the enormous world by open and read a publication. So it is very wonderful.

#### **Matthew McDaniel:**

The event that you get from *The Pin Drop Principle: Captivate, Influence, and Communicate Better Using the Time-Tested Methods of Professional Performers* could be the more deep you rooting the information that hide in the words the more you get enthusiastic about reading it. It doesn't mean that this book is hard to be aware of but *The Pin Drop Principle: Captivate, Influence, and Communicate Better Using the Time-Tested Methods of Professional Performers* giving you thrill feeling of reading. The author conveys their point in certain way that can be understood through anyone who read this because the author of this guide is well-known enough. That book also makes your personal vocabulary increase well. Therefore it is easy to understand then can go to you, both in printed or e-book style are available. We recommend you for having that *The Pin Drop Principle: Captivate, Influence, and Communicate Better Using the Time-Tested Methods of Professional Performers* instantly.

#### **Margaret Jackson:**

Playing with family in a park, coming to see the ocean world or hanging out with close friends is thing that usually you have done when you have spare time, subsequently why you don't try point that really opposite from that. Just one activity that make you not sense tired but still relaxing, trilling like on roller coaster you have been ride on and with addition of knowledge. Even you love *The Pin Drop Principle: Captivate, Influence, and Communicate Better Using the Time-Tested Methods of Professional Performers*, you are able to enjoy both. It is excellent combination right, you still want to miss it? What kind of hang type is it? Oh come on its mind hangout men. What? Still don't understand it, oh come on its known as reading friends.

#### **Jonathan Bean:**

Your reading 6th sense will not betray a person, why because this *The Pin Drop Principle: Captivate, Influence, and Communicate Better Using the Time-Tested Methods of Professional Performers* book written by well-known writer who really knows well how to make book that could be understand by anyone who

else read the book. Written throughout good manner for you, leaking every ideas and producing skill only for eliminate your own personal hunger then you still question The Pin Drop Principle: Captivate, Influence, and Communicate Better Using the Time-Tested Methods of Professional Performers as good book not just by the cover but also by content. This is one publication that can break don't assess book by its include, so do you still needing an additional sixth sense to pick this kind of!? Oh come on your looking at sixth sense already told you so why you have to listening to a different sixth sense.

**Download and Read Online The Pin Drop Principle: Captivate, Influence, and Communicate Better Using the Time-Tested Methods of Professional Performers By David Lewis, G. Riley Mills  
#VC537R9BZJQ**

# **Read The Pin Drop Principle: Captivate, Influence, and Communicate Better Using the Time-Tested Methods of Professional Performers By David Lewis, G. Riley Mills for online ebook**

The Pin Drop Principle: Captivate, Influence, and Communicate Better Using the Time-Tested Methods of Professional Performers By David Lewis, G. Riley Mills Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Pin Drop Principle: Captivate, Influence, and Communicate Better Using the Time-Tested Methods of Professional Performers By David Lewis, G. Riley Mills books to read online.

## **Online The Pin Drop Principle: Captivate, Influence, and Communicate Better Using the Time-Tested Methods of Professional Performers By David Lewis, G. Riley Mills ebook PDF download**

**The Pin Drop Principle: Captivate, Influence, and Communicate Better Using the Time-Tested Methods of Professional Performers By David Lewis, G. Riley Mills Doc**

**The Pin Drop Principle: Captivate, Influence, and Communicate Better Using the Time-Tested Methods of Professional Performers By David Lewis, G. Riley Mills Mobipocket**

**The Pin Drop Principle: Captivate, Influence, and Communicate Better Using the Time-Tested Methods of Professional Performers By David Lewis, G. Riley Mills EPub**