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Message from Maria ...

Hi everyone

Welcome to the new financial year!

For our overseas readers, the new financial year began in Australia on 1 July.

Many organisations have been reviewing the professional needs of their staff in the lead up to the new financial year. What a great time to be setting or re-visiting both personal and professional goals!

Exceptional communication skills are needed now more than ever before in the fast paced world of the 21st century. Are you being proactive in realising your professional goals?

On another note, thank you to everyone who provided us with feedback on both last month's newsletter and our new [website](#). As always we welcome your [feedback](#).

[Let us know](#) if there is a particular topic that you'd like covered in our monthly newsletters.

This month our feature article focuses on the words that we use in our presentations. Continuing with our theme of words, we've also included some tips when writing business documents.

Finally, we're excited to announce our upcoming public workshop. Stay tuned for more details!

Happy reading,
Maria

Are your thoughts quaquaversal?

You may be thinking, '*Are my thoughts what?!*'

Hold that thought ... I'll come back to it.

Have you ever been to a presentation where the speaker used obscure words? As a result, you focused mainly on those words trying to work out their meaning. By any chance, did any part of the presentation pass you by as you were focusing on those difficult to understand words? Quite possibly so!

When we're putting together a presentation our central focus should always be our audience.

Ask yourself these three questions:

- Will I confuse my audience by using jargon or complex words?
- Will my audience expect me to use jargon?
- Will using complex words add to or detract from my presentation?

When you've answered these questions you're then able to structure your content to meet the needs of your audience. If jargon isn't required, a general rule is to keep the words descriptive yet simple.

Even though over 90% of our face-to-face communication is through our body language and use of voice, the words that we use are also very important. It's all about making a connection with the audience.

As we're all different, your audience will respond to different words and phrases. To cater for these differences use words and phrases that appeal to the different senses. People use all of the senses and generally have a preferred one in which they represent their world. So use a combination of words that appeal to each of the preferred senses.

To explain,

- A **visual** person would respond to picture words
eg: 'If I could **show** you an **attractive** way in which ...'
- An **auditory** person would respond to sound words
eg: 'If this **sounds** good to you we'll go ahead and **discuss** how to ...'
- A **kinaesthetic** person would respond to feelings or action words
eg: 'If I could help you **get a hold** of a **concrete** way in which you could ...'

Once you've considered these factors and you've put together your presentation, re-read the content and check:

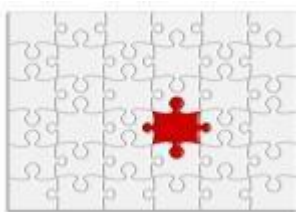
- Have I used words that could be replaced with simpler ones without detracting from the presentation's message?
- Could there be any double meaning?
- Have the words that I've used added to my message?

When you're happy with the content of your presentation, practise it until you're comfortable with the flow.

To avoid your audience's attention becoming quaquaversal, it's important to engage them with the delivery of your carefully crafted words.

And what does quaquaversal mean? It means 'scattered'.

So if while reading this article you've spent most of the time wondering what quaquaversal meant I'd encourage you to now go back and re-read it.



Does composing your presentation feel like you're piecing together a puzzle?

[Contact us](#) for assistance in preparing your next presentation.

Final numbers are in from our morning tea!

Our final numbers are in from the **Grow Our Community and Help Fight Cancer** morning tea.

We raised over \$400 from the morning tea.

Thank you to the [Parramatta College](#) for co-hosting the event and to everyone who came along to support our morning tea!

Visit our Events page for an update of the amount that we raised and photos from the morning.



Have you ever been lost for words?

Have you ever had to write a document for work - letter, email, report or proposal - and have just gotten *stuck*?

You know that it needs to be concise and cover the key points yet somehow it just doesn't come together.

Here are some tips to assist you in writing your next document:

- **Plan before you write** - many people jump into the writing process without thinking about the 'why', 'who' or 'what' of their document
- **Read your document** out loud to hear how it sounds - if it doesn't sound positive and polite to you then it won't to your reader either!

[Contact us](#) for information on our in-house or public **Business Writing Skills** workshops.

Public workshops



Our next public **Business Writing Skills** workshop will be held in **September**.

Download an outline of the workshop [here](#).

More details coming shortly!

Feedback from workshop participants

Feedback from previous participants in our **Business Writing Skills** workshops:

'The course is an invaluable and necessary tool to being better equipped to write effectively.'
- M Tanner

'Fantastic facilitator that kept everyone engaged and participating enthusiastically.'
- F Taylor

About Infinite Growth

Infinite Growth is dedicated to helping businesses grow by providing a personalised service.

We offer a range of professional development services in the areas of communication, business writing and presentation skills to assist individuals and organisations to achieve their goals.

Contact us for information on how we can help you.

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