



It's the Way You Say It: Becoming Articulate, Well-spoken, and Clear

By Carol Fleming

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It's the Way You Say It: Becoming Articulate, Well-spoken, and Clear By Carol Fleming

NEW EDITION, REVISED AND UPDATED

Speak Your Mind Effectively!

The best, most direct way to convey your intelligence, expertise, professionalism, and personality to other people is through talking to them. But most people have no idea what they sound like. And even if they do, they don't think they can change it. *It's the Way You Say It* is a thorough, nuts-and-bolts guide to becoming aware and taking control of how you communicate with others.

Dr. Carol Fleming provides detailed advice and scores of exercises for

- Understanding how others hear you
- Dealing with specific speech problems
- Varying your vocal patterns to make your speech more dynamic
- Using grammar and vocabulary to increase your clarity and impact
- Reinforcing your message with nonverbal cues
- Conquering stage fright

An entire section of the book focuses on communication issues in the workplace—interviews, presentations, voice mail, and more. Dr. Fleming puts a human face on her advice through vivid before-and-after stories of forty men and women who came to her for help.

“No other skills will position you ahead of your competition as much as good speaking and presentation skills. No book approaches the depth and breadth of Dr. Carol Fleming’s *It’s the Way You Say It*.”

—Patricia Fripp, CSP, CPAE, keynote speaker, executive speech coach, and president of Fripp & Associates

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Editorial Review

Review

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About the Author

Dr. Carol A. Fleming is a speech consultant and author of two bestselling series, *The Sound of Your Voice* and *The Serious Business of Small Talk*. She specializes in vocal development and communication training. She works and lives in San Francisco and loves to read, garden, and sings with the San Francisco Choral Society.

Users Review

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