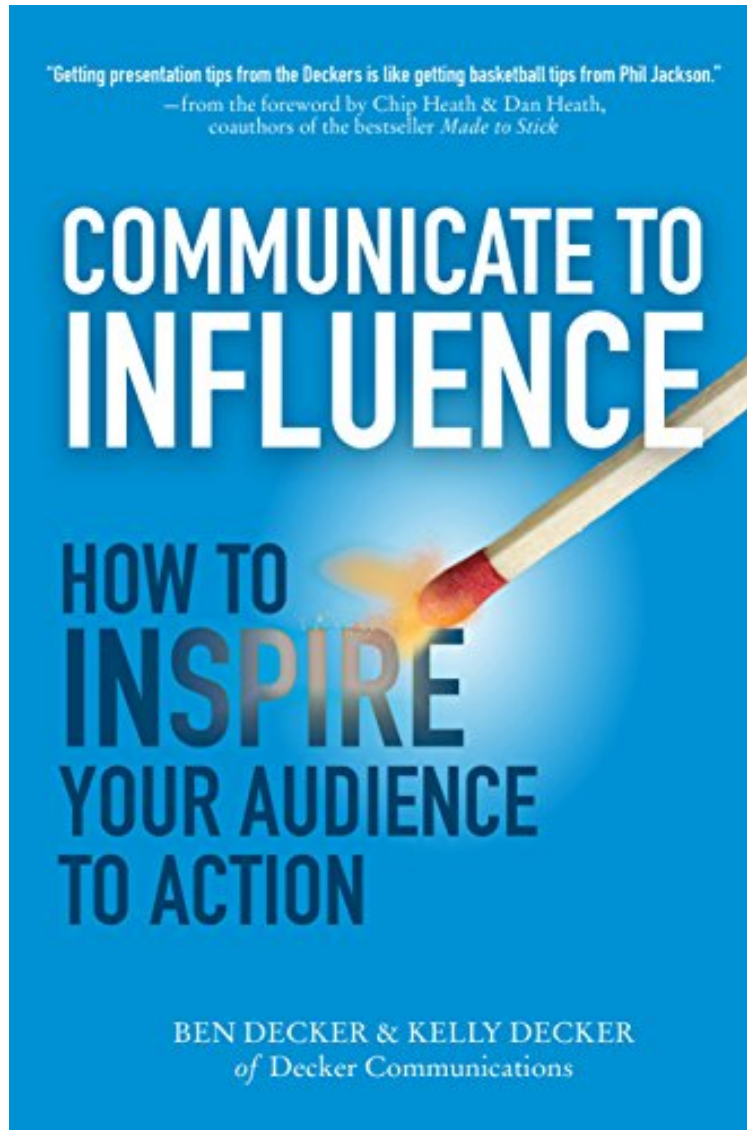


## Communicate to Influence: How to Inspire Your Audience to Action (Business Books)

*Ben Decker, Kelly Decker*  
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**Ben Decker, Kelly Decker : Communicate to Influence: How to Inspire Your Audience to Action (Business Books)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Communicate to Influence: How to Inspire Your Audience to Action (Business Books):

4 of 4 people found the following review helpful. Invaluable Tool By Gene Paul Bloch Consider the skills required for playing a sport, creating art, cooking, or mastering a musical instrument. They all require extensive training, guidance and practice. Yet for basic communication, we rarely have any formal training. Most of us are just winging it. Ben and

Kelly Decker turns this concept on its head with "Communicate To Influence," breaking down each element of the communications experience into a deep exploration of what works, what doesn't, and why. In an early example of a CEO shocked at how horribly he came off on videotape, the Deckers drill down on the concept of disparity- the difference between how you feel you're coming across and how others perceive you. It's why videotape is the best feedback tool of all. Whether you are just beginning to think about your communication skills or have years of experience and want to make adjustments, "Communicate To Influence" is an invaluable secret weapon. 1 of 1 people found the following review helpful. Don't Dump Data - Inspire and Motivate to Influence..! By Gary R. Roberts This book is written by experienced communications professionals FOR professionals that must 'get things done through people' via their effective, inspirational, influential communications. Instead of dumping data on your audience - inspire and motivate them. Keep your audience on the front edge of their seats - don't put them to sleep - or drive them to their cell phones. This is the 'How To' book on communicating to influence. It will help you become an excellent communicator at work, at home and in your neighborhood. Get rid of all your bad communications habits..! Easy to read and apply - with many insightful stories of both effective and ineffective communication styles and practices. A MUST READ..! 2 of 2 people found the following review helpful. Practical things to learn and do make this book an easy read; exercises also help you put the learning ... By Sarah B. Goldberg This book will help you be memorable, engaging and influential in both business and personal communication experiences. Practical things to learn and do make this book an easy read; exercises also help you put the learning into action. The authors share many of their own personal stories which brings the content to life. The Communicator's Roadmap is brilliantly insightful yet simple and easy to understand. I recommend this book to anyone wanting to stand out as a communicator. The skills that you will develop are applicable to all communication forms, including large-scale presentations to weekly meetings or board room discussions.

"The gold standard for communication training programs." —USA Today Business communication sucks. At each meeting and presentation, we are inundated with information, leaving us thirsting for inspiration. Sure, we will check off an action item because we have to . . . but what if we were actually inspired to do something? What if we were so moved that we wanted to do it? Leaders must earn the license to lead. Not by expertise, authority, or title alone, but by influence. In *Communicate to Influence*, you will learn the secrets of the Decker Method— a framework that has been perfected over the past 36 years. Ben and Kelly Decker add fresh insights to these proven principles so that you can ignite change and inspire action. Discover: The Five White Lies of Communicating: learn which barriers prevent you from getting better The Communicator's Roadmap: use a tool to visually chart what type of communication experience you create The Behaviors of Trust: align what you say with how you say it to better connect with your audience The Decker Grid: shift your message from self-centered, all about me content to relevant, audience-centered content that drives action You are called to communicate well. Not only on the main stage, under bright lights, but every time you speak with your colleagues, your clients, and other stakeholders. It's time to learn how. Stop informing. Start inspiring. BEN DECKER KELLY DECKER are the leading experts in the field of business communication. They consult on messaging, cultivate executive presence among the leadership of Fortune 500 companies and startups alike, and regularly deliver keynotes to large audiences. Together, they run Decker Communications, a global firm that trains and coaches tens of thousands of executives a year. Ben and Kelly live in the San Francisco Bay Area, where they constantly test and refine communication techniques with their most demanding audience, their three boys.

From the Back Cover Praise for *Communicate to Influence* "Getting presentation tips from the Deckers is like getting basketball tips from Phil Jackson. They've seen it all and worked with the best." —Chip Heath and Dan Heath, coauthors of the New York Times bestseller *Made to Stick: Why Some Ideas Survive and Others Die* "Maybe the most undervalued, but critically important, aspect of leadership is the ability to connect with others. The Decker approach to communication offers the framework for becoming far more than a first-class communicator; it offers the framework to become a first-class connector. If you want to grow your leadership skills in a manner that is authentic and lasting, there is no better place to start than with Decker Communications." —Walt Bettinger, President and CEO of The Charles Schwab Company "A breakthrough book for those who have to persuade—and that's all of us. The Communicator's Roadmap will move you from influence to inspire." —Chip Conley, Founder of Joie de Vivre Hotels and bestselling author of *Emotional Equations* "Effective communication is the #1 skill needed in business today, and the Deckers have unlocked the key ingredient: communicating to inspire an audience. I sent my entire leadership team through their course, and we have achieved incredible results in a very short time. Inspirational communication and the culture it helped create led my team to achieve what many thought impossible. What an invaluable skill set! This book is a must-read." —Jennifer Van Buskirk, President of Cricket Wireless "The Deckers' practical approach will help every businessperson build the critical skill of communicating in a way that influences action. I've been using and loving their method for years—it's great to see their powerful ideas in this must-read that really hits the mark!" —Jim Lecinski, VP of America's Customer

Solutions at Google. Communicating with and inspiring people is at the core of all we do. First I, and then our company, learned how to truly communicate and inspire clients and customers by following the methodologies in this book. Ben and Kelly have not only developed a proven roadmap to successful communication, they have taken the journey with us. Great communication is critical in all roles, and when you get it right, it is beautiful to watch. This book will help you get it right.

John Esposito, President of Stoli Group USA and former President and CEO of Bacardi and Moët Hennessey; Ben and Kelly's approach gives people the courage to change, tapping into intrinsic motivators, which ultimately drive behavior.

John Thiel, Head of Merrill Lynch Wealth Management; Leaders at every business big and small can be more effective once they learn to Communicate to Influence. I've seen the results myself, professionally and personally.

Robert Kyncl, Head of Content and Business Operations at YouTube; Applying the Decker Method changed not only how I give presentations and speeches, it transformed the communication strategy for our entire organization. Communicate to Influence is a must-read for leaders who truly want to make a difference both on the stage and off.

Ernie Sadau, CEO of Christus Health; Learning how to Communicate to Influence helped me loosen up, connect with my team, and actually create the change I wanted. When I prepare using the Decker Method, I confidently communicate critical messages to key business influencers.

Janet Risi, CEO of IPC, SUBWAY; Purchasing Cooperative; My favorite part of this book is that the Deckers drill some famous people: Obama, Mayer, Zuckerberg. Nothing is more amusing or informative than learning how the emperors have no clothes. I hope they never write about me.

Guy Kawasaki, Chief Evangelist of Canva and bestselling author of The Art of the Start, version 2.0; The most powerful aspect of using the Decker Method is that it allows you to organize your thoughts and present them in a way that connects you with your audience. Since taking the Decker course 11 years ago, I have never spoken publicly without using it and never plan to. The method teaches you how to personalize even the most difficult message. What I enjoy about it the most is that it allows me to be myself, whether I'm in front of 12 or 200 people.

Michael Carter, VP and GM of Stryker Medical; If you are interested in taking your leadership to the next level, this is the book to read. Thought-provoking, yet a fun and easy read, it delivers actionable new ideas in every chapter. I'll want everyone you know in a position of influence to read and apply its lessons.

John Clendening, EVP of Investor Services at Charles Schwab; We spend endless hours growing our skills as leaders but underinvest in communication. This isn't about main stage flash; it's about motivating, inspiring, and influencing others to take action. Communicate to Influence isn't about presentation skills; it's about raising the game on how you show up as a leader.

Katy Keim, Chief Marketing Officer of Lithium; Proven ideas to make you a better speaker in all settings . . . a great book and a fast and fun read! I particularly like the Communicator's Roadmap, which helps you position yourself and your audience so you can ultimately inspire people.

Paul Hoffman, Retired Software Executive at Informatica, Oracle, and Documentum; Any leader who wants to create change needs to learn how to Communicate to Influence. Leaders in my organization have benefited from these principles.

Gunjan Aggarwall, Head of HR and Talent Acquisition at Ericsson; A roadmap for immediate action! Communicate to Influence shows us how to step up and inspire. This is a must-read for leaders everywhere.

John McGee, SVP of Worldwide Sales at FireEye; The lessons in this book can convert an awkward speaker into a compelling communicator. I know because I have seen it happen. Using a handful of key principles, the Decker team transforms stilted, cluttered presentations into dynamic interactive conversations. If you need help with your communications skills, this is the place to start.

Duncan Simester, NTU Professor of Marketing at MIT Sloan School of Management; The Deckers nail it. This book gives the latest success principles of the two key elements of speaking: behavior and content. I love the Decker Grid! I use it all the time.

Lyne Brown, Vice President of eCommerce at The Clorox Company; This book explains the art and science of modern communication how to win people's attention away from time pressures, social media, e-mails, and continuous news feeds. Up-to-date examples and new tools explain ideas that are easy to grasp. It's valuable reading for those of us who need to influence others. I plan to use the Decker Method the next time I deliver a conference keynote.

Mike Faith, CEO of Headsets.com, Inc. About the Author Ben Decker and Kelly Decker are the leading experts in the field of business communication. They consult on messaging, cultivate executive presence among the leadership of Fortune 500 companies and startups alike, and regularly deliver keynotes to large audiences. Together, they run Decker Communications, a global firm that trains and coaches tens of thousands of executives a year. Ben and Kelly live in the San Francisco Bay Area, where they constantly test and refine communication techniques with their most demanding audience, their three boys.