



Transformational Speaking

BY FC Expert Blogger Seth Kahan, Fri Nov 13, 2009

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Do you have a message deep in your soul that you need help getting out into the world? Do you have a calling, a vision that you want to articulate with more power? Do you want to learn how to express your inner intents in ways that effectively communicate while at the same time motivating people to act? Then, I have the book for you: *Transformational Speaking - If You Want to Change the World, Tell a Better Story* by Gail Larsen.

This is no ordinary book, but an alchemical read that will transform your relationship to your voice via the deepest stirrings of your soul. Larsen combines her personal insights - she is former Executive VP of the National Speakers Association - with a distinctly spiritual approach to help you explore and uncover your most compelling material. She also provides valuable guidance on execution. From her point of view technique is always second to the inner resource from which your authentic self emanates.

Gail said to me recently, I worked to structure the book so it doesn't begin with tools and techniques. Until we do the inner work, it is difficult to show up in a whole and confident way. Even though that work takes some time and investigation, I think it's absolutely necessary if we're going to bring the fullness of who we are to the speaking platform. So, I started the book by going to the heart of transformational speaking, which is literally in the heart.

I found tremendous resource in indigenous teachings and I share these in the book. I find these concepts, like original medicine, so helpful to people. Once someone can put their words around their core impetus and stand in their power, they are less likely to shrink when they step up to the stage. I teach a creative process that allows what we care deeply about to come up naturally. Then it can surprise us! Material we have yet to make conscious is often the best we have to give. Great speaking to me doesn't come from dictation from an old mindset. Instead it allows life to move through us, to speak not only from what we have prepared but also to trust what emerges in the moment.

Gail highlights something that is rarely talked about - the inner resource that informs our words, our actions. Her book is less about technique and product. It is much more about learning how to tap into the inner source of creativity that gives expression through the spoken word. If you are looking for a journey that leads to better expression from the platform, or anywhere else you happen to be standing, this book is your ticket.

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American Society of Association Executives, International Bridge Tunnel and Turnpike Association, Project Management Institute, and NASA. He is the founder of Seth Kahan's CEO Leaders Forum, a year-long learning experience for CEOs in Washington, DC. His next book, **Getting Change Right: How Leaders Transform Organizations from the Inside Out**, will be published in Spring 2010 by Jossey-Bass. Visit his other blogs, **GettingChangeRight.com** for more info on the upcoming book and **FreelanceFortune.com** for tips on how to succeed as a free agent. **Follow Seth on Twitter.** Learn more about Seth's work at **VisionaryLeadership.com**