

5 Ps of Influential Delivery

Influential storytelling isn't only about the words you say—it's also about how effectively you communicate your story with your face, voice, hands, and body. A lot of how you tell your story impacts how effectively you communicate. Review the 5 Ps of Influential Delivery described below.

THE RELATIVE HIGHNESS OR LOWNESS OF THE VOICE.

- > Pitch communicates emotion. Higher vocal registers communicate emotions like anticipation, anxiety, or excitement, while lower vocal registers communicate emotions like tranquility, resignation, or sadness.
- > Variability of pitch leads to a more dynamic delivery and will more likely engage your audience's attention.



EMPHASIS ON SPECIFIC WORDS AND PHRASES IN THE STORY.

- > Emphasizing different words within a sentence can impact its meaning.
- > The audience takes note of the word or phrase being emphasized.
- > Emphasis can be communicated physically with facial expressions, body movement, and hand gestures.
- > Emphasis can be communicated verbally through use of volume, pace, and pitch.



THE WAY THE SPEAKER SPANS THE VISUAL AND AUDITORY DISTANCE BETWEEN THEMSELVES AND THE AUDIENCE.

- > Listeners should easily be able to hear.
- > A louder voice communicates higher-energy emotions while a quieter voice communicates lower-energy emotions.
- > As the distance between the speaker and audience increases, the speaker's expressiveness—volume, body movement, gestures, facial expressions—should become more pronounced.
- > Wide gestures convey confidence, power, or enthusiasm. Small gestures and a closed body suggest anxiety, fear, or insecurity.
- > Eye contact creates connection between speaker and audience.



A MOMENT OF SILENCE THAT INTERRUPTS THE STORYTELLING NARRATIVE.

- > Audiences typically have a longer tolerance for pauses than the storyteller.
- > Silence is more powerful than filler words or vocal ticks and has the effect of making the storyteller appear thoughtful.
- > Pauses can communicate distraction, indecision, or time passing.
- > Pauses reinforce what comes before and after the silence in the story.



THE RATE OF THE STORYTELLER'S SPEECH AND THE PROGRESSION OF ACTION IN THE STORY.

- > Slowing down your speech can emphasize key points or help build drama.
- > Dialogue slows a story's pace down, while narration speeds it up.
- > Pace communicates the emotional state of a character and/or of the storyteller.
- > Speeding up and slowing down leads to a more dynamic delivery and will more likely engage your audience's attention.

