



Secrets of Dynamic Communications: Prepare with Focus, Deliver with Clarity, Speak with Power

Ken Davis

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What is the most important ingredient for an effective speech or presentation?

Whether you are one who speaks only on rare occasions or you find yourself addressing an audience every day, this book will be an invaluable tool. Beneficial to the experienced pro as well as the new beginner, *Secrets of Dynamic Communication* is a practical and effective handbook for powerful presentations of all kinds. It takes the reader through the process of selecting and developing a theme, giving it focus, fleshing it out, and communicating well with the audience. The first half is devoted to preparation, the second to delivery.

Author Ken Davis is frequently hired by individuals and companies around the world to bring his humor and expertise to others in the speaking field, and he is now bringing those concepts to the wider community as well. No abstract theories here, only step-by-step help in preparing and delivering speeches that get results! You'll soon develop the dynamic speaking skills associated with the very best in the field.

Secrets of Dynamic Communications: Prepare with Focus, Deliver with Clarity, Speak with Power Details

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Author : Ken Davis

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From Reader Review Secrets of Dynamic Communications: Prepare with Focus, Deliver with Clarity, Speak with Power for online ebook

Paul Gustavson says

This book is one my favorite resources for preparing and shaping a talk. I can't think of a better book to help you improve.

May Patterson says

The best book I have ever read on public speaking! It also helped me write my nonfiction book by helping me organize the information in each chapter. This is a MUST READ for for writers and speakers.

Graham Kelley says

Do you find yourself public speaking in any capacity? Then read this book!

Jillian Adams says

Helpful tips for speaking but also apply to planning everyday verbal and written communication.

Roberto says

Excellent for structuring your speech

Worth the ready. 5e first part of the book is excellent. The last two chapters, I felt it loss some steam. Overall a good starting pint and reference book.

Kalyn says

Although this book is primarily geared towards speakers, it had some really good points for writers too, especially since we go through very similar processes when writing a post vs preparing a talk. I loved the whole SCORRE process used to narrow down your topic so you know exactly what you should be writing/talking about, as well as inspiration for crafting better titles, and how to keep track of your thoughts and ideas without losing them -- something I really needed help with!

Brendan says

Want to know exactly how to prepare a speech that will be powerful and effective? Ken Davis' book is precisely for you. Not only is this a very easy-to-understand guide on crafting a speech, but he leaves no element of the speaking environment untouched, including the preparation, even the lighting and sound! This will prepare any first time speech-giver to communicate effectively and winsomely.

The great parts of this book were the last few chapters on humor and illustrations. Especially as a Christian, the use of humor in public speaking can be tricky, and Davis treads these waters with grace and humility, and the treatment of gathering illustrations for speeches was a helpful section, I think even more so for people who speak often and regularly. For the casual speech-giver, it may not be as helpful.

Just one critique to be given (from a pastor's perspective): I think the scope of the book was narrow in the Christian setting. Understandably, Davis wants to appeal to a larger audience than just the pastor or christian speaker, but he left many things to be said for crafting sermons, and christian speaking in general. He gives a great way to prepare if a pastor were speaking topically (minus that whole prayer thing), but as someone who believes in expository preaching, his method seemed difficult to reconcile with preparing an exposition of a biblical text.

The topic in expository preaching isn't always the "most relevant" to the audience in the sense that the pastor chooses something to preach on that resonates with the church, rather the word of God is always relevant to God's people, and as the pastor faithfully prepares a sermon, he cannot and should not twist the Scriptures to say what he wants, but must be a communicator of what God's truth already says. His job is to allow the Spirit to apply the word to the hearts of his hearers.

In short, this is a great, effective, articulate and short book on preparing great topical speeches. I would recommend this book to people like my sister, who give speeches at schools and in other public settings. But I might not recommend it to a pastor.

Katerina says

A helpful, practical book on how to prepare a persuasive or enabling speech.

Melissa says

In *Secrets of Dynamic Communications*, Ken Davis takes us through the basics of preparing for public speaking and how we can maximize our impact when we are communicating to a large group. Over all what Davis delivers is insightful, but nothing too new to anyone who has study the subject of communication or preaching. The first half he targets the main problem with most speeches/preaches is that they lack focus in their message. He takes us through step-by-step using the SCORRE method (see picture below for me information) to help us develop clear and focused messages. In the later chapters he turns his attention towards delivery and application.

Davis's writing style is easy to ready. He brings in lots of stories and illustrations, which help the reader to fully grasp what he is trying to convey. If you are anything like me and like to take notes, highlight, and

underline in your books, then I would highly recommend you get a print copy and not the digital form of this book. It has lot of information and you will want to be able to go back to it and reference things. I can't tell you the countless times I wanted to throw my iPad because I just wanted to easily flip back to that ONE diagram. But over all I think this is a great read for those who are new to public speaking or need a little refreshing.

Disclosure of Material Connection: I received this book free from the publisher through the BookSneeze.com® book review bloggers program. I was not required to write a positive review. The opinions I have expressed are my own.

Sally Ferguson says

Looking for the secret to a power-packed speech? *Secrets of Dynamic Communication* provides a formula to make every presentation successful. Anyone who seeks “to instruct, encourage, motivate, or call an audience to action” (p. 20) will benefit from the tools provided within its pages. That includes high school teachers, Sunday School teachers, and every kind of teacher in-between. The author, Ken Davis, goes into great detail to spell out the difference between an average talk and a memorable one. He uses 40 years of experience to analyze the nuts and bolts of a great speech, and to equip others to evaluate their own presentations.

As a speaker, I have sought out many books on the art of developing an address, and put many of the tips gleaned therein to the test. This book is very user-friendly in breaking down the format into easy-to-remember steps, acrostics and examples that clarify instructions. Chapter Reviews reinforce material covered, and the Appendix gives a springboard for talks by listing examples, key words and topical indexes. The real genius of the book, however, is in the spreadsheet for SCORRE, the acronym for Davis' formula and conference of the same name. Just two weeks ago, it provided a map, when I had the honor of speaking at a close friend's funeral. It was a time when every word counted, and had to be just right. Thank you Ken Davis, for equipping me to focus on the objective. As he says, “Diligence in preparation results in excellence on the platform.” (p. 29)

This book is a valuable resource for anyone who wants to impact others. Get your own copy, if you want the SCORRE formula!

Henk-Jan van der Klis says

Ken Davis was asked very often for his silver bullet or secret ingredient for delivering an effective speech or presentation. He drafted the first version back in 1991, got famous for conferences and training on this topic. Now, a revised and revamped version of *Secrets of Dynamic Communication*, aimed at both beginners and experienced presenters is a guideline for presentations of all kinds, whether it's your next sales pitch, Sunday's sermon or conference slot. is a practical and effective handbook for powerful presentations of all kinds. The first half is an elaboration on the SCORRE acronym for the preparation phase. With a Subject, Central theme and Objective you'll get the focus on the reason behind and what you're trying to convey in your presentation. You have to select, narrow your focus and really spend time on preparation. With a solid Rationale and Resources you build your presentation structure and add examples, illustrations and evidence to it. With an on-going Evaluation you make sure you stay on track and learn from experience.

The second part of the book is devoted to the delivery of the presentation. All kinds of important aspects that can support or break your performance are highlighted: from your cloths and body language to the lighting

and sound system. Time management and humor and involvement of your audience both during the presentation and afterwards are described. Apart from the mics and lights Davis stays away from presentation software or the use of modern technology / social media in presenting. First things first: the skill set of presenting, which seems to have a timeless character.

Marc Schelske says

Simple and direct. This is one of the best tutorials on how to build and structure a compelling presentation. Every preacher, teacher, and public speaker should read this and then adapt it to their particular context. Having been a public speaker for 25 years, I still go back to this material every few years to stay sharp.

Ben says

Excellent book that provides a template for public speaking. Highly recommend.

Cindy says

A complete and detailed, step by step guide to being the best public speaker that you can be. Written for anyone who must give speeches, lectures, talks, or any kind of message, author Ken Davis uses his own SCORRE method to teach the reader complete instructions on giving the best presentation you can, while avoiding common mistakes often overlooked by the speaker.

The SCORRE method uses focused steps to keep the presenter on topic, keep the audience interested and connected to the presentation, and also helps the speaker to look, feel and have the most impact on an audience.

The reader will find the appendix full of examples, ranging from topics, key words, types of talks;(persuasive or enabling), and a worksheet to help a speaker outline any given speech.

I chose to read this book hoping to find information that would help me better my communication skills, especially in sales. I found it a bit boring to read- probably a better book for those who do work on a stage in front of an audience and not a book for sales techniques. Also, I found the biblical references to be out of place in this book. You can come to your own conclusions if you choose to read.

I received this book from Booksneeze.com in exchange for my honest opinion.

Jake Welchans says

Very good, practical book on prepping and delivering content. Would recommend it as a starter. It changed the way I view communicating. Also reading this will help teach you how to give feedback on people's communication skills.
