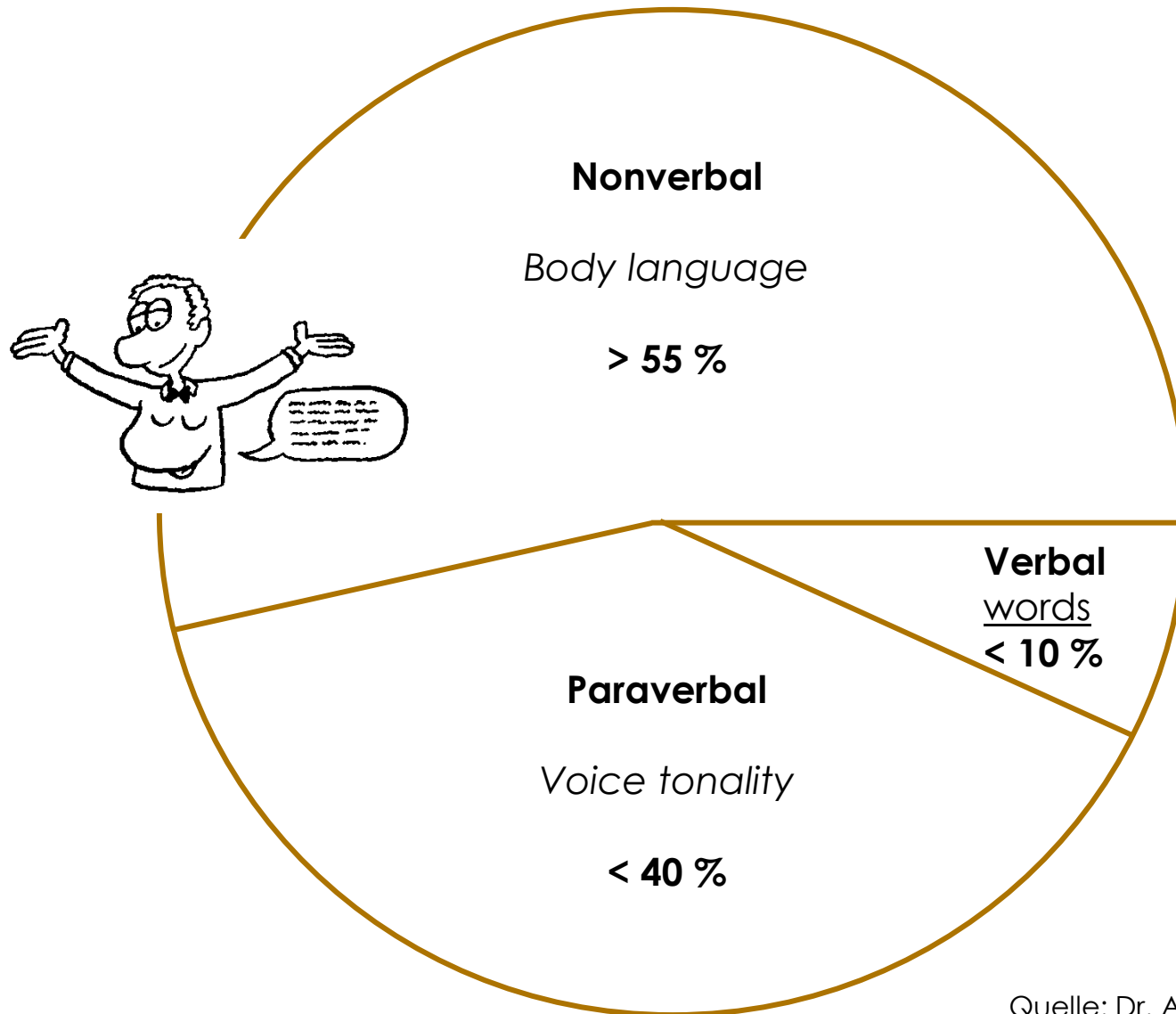


In Gremien überzeugend auftreten

# Anteile der Kommunikation



Quelle: Dr. Albert Mehrabian, Professor an der University of California, Los Angeles

## *Sprachmelodie*

- **Sprechtempo**
- **Betonung**
- **Lautstärke**
- **Stimmlage**
- **Sprechpausen**



# Klassischer Ablauf

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| Einleitung               | Hauptteil                                                   | Schluss                     |
|--------------------------|-------------------------------------------------------------|-----------------------------|
| Begrüßung                | Ist-Situation<br>schildern                                  | Fazit                       |
| Zielsetzung<br>aufzeigen | ZDF nennen                                                  | Aufforderung<br>zum Handeln |
|                          | Konsequenzen<br>ziehen                                      |                             |
|                          | Was ist möglich<br>was nicht?<br><br>Mit Bsp.<br>unterlegen |                             |

**A**      **ttention**

**I**      **nterest**

**D**      **esire**

**A**      **ction**

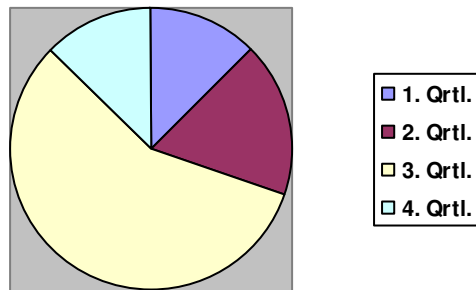




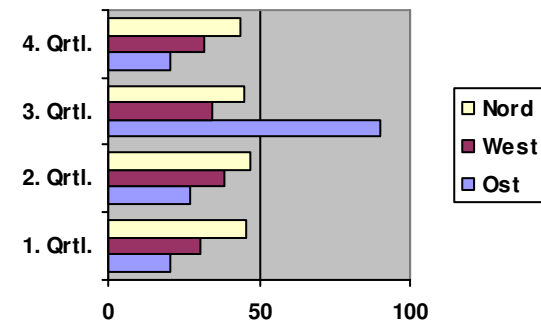
**Panasonic batteries. More power. More fun.**

# Diagramm - Formen

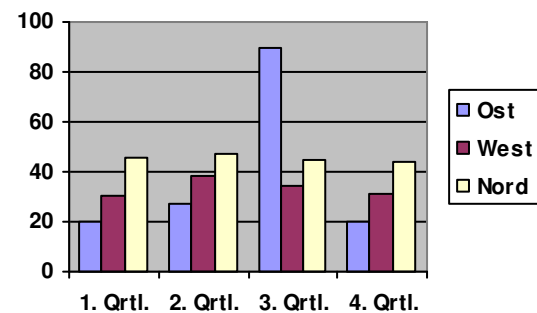
## Kreis



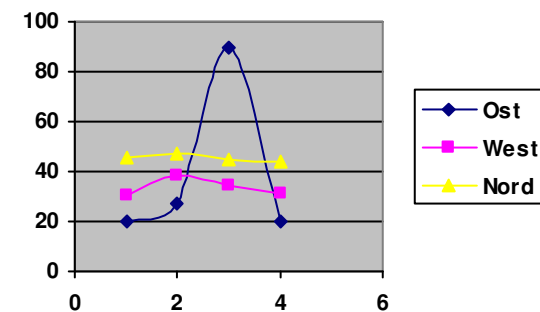
## Balken

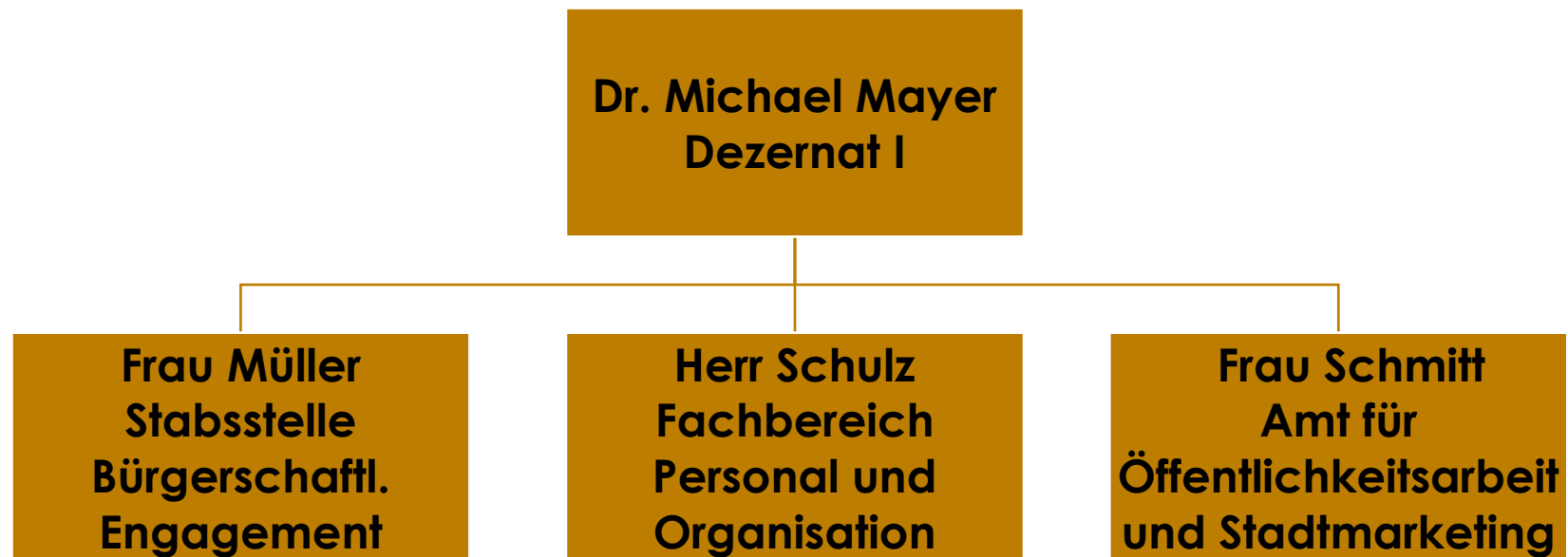


## Säulen



## Kurven



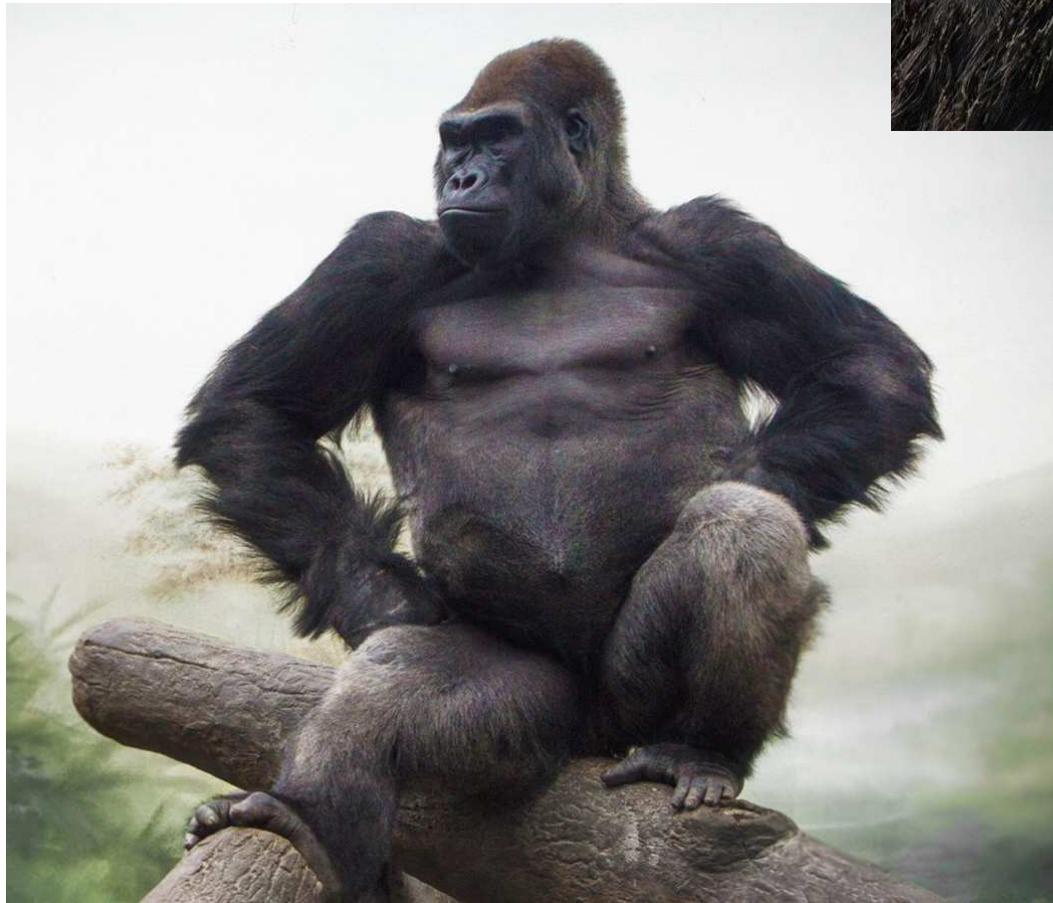
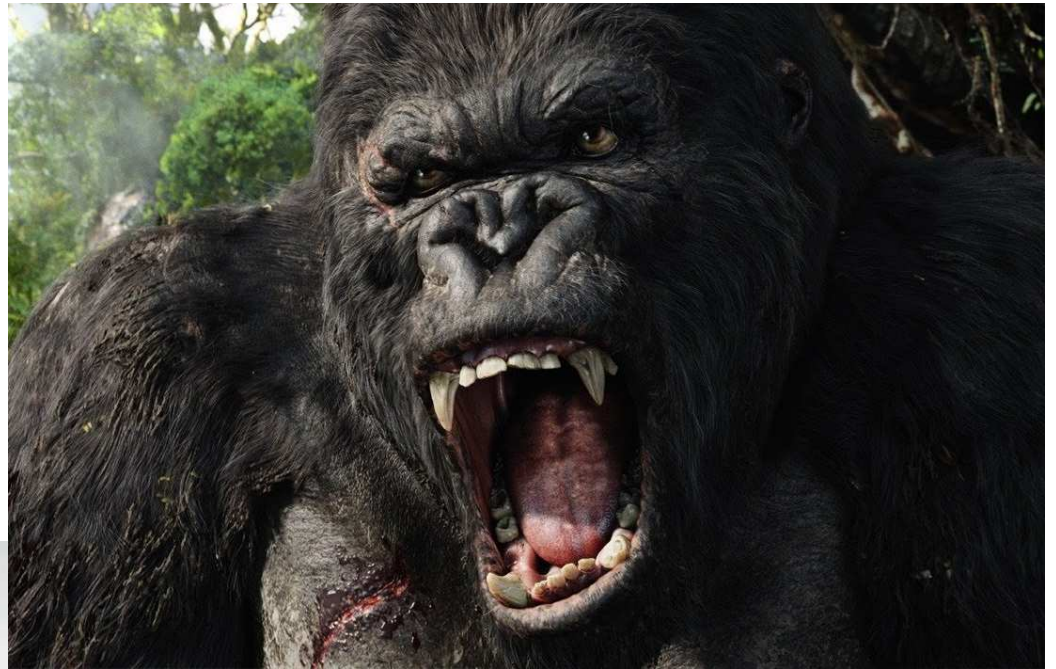




# High-Power-Posen



# High-Power-Posen





# High-Power-Posen



# Low-Power-Posen

FAKE IT TILL YOU MAKE IT

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