

# HOW CENTER STAGE IMPROVES POLITICAL SPEECHES



Making effective speeches is essential for political success. Running for any office, a candidate must determine what issues are most important to voters and inspire loyalty strong enough to both raise the money needed to fund the campaign and to get voters to the polls. These kinds of strong calls-to-action are exactly where the information in Center Stage helps each politician excel with both powerful content and passionate delivery.

## EXAMPLE

When a successful trial attorney ran for a hotly contested judge's seat, he needed to win editorial support from the local newspaper. Using the skills in Center Stage to transition from his dramatic trial techniques to the qualities of sincerity and legal objectivity required for newspaper endorsement, he won the election.

## CENTER STAGE TIP

In any political role, even within a company, you must learn to adapt your message to the situation at hand to gain trust. Your audience will always include cynics and naysayers. Center Stage methods can teach you to neutralize and disarm skeptics with strategies for finding common ground and winning solutions to benefit all sides of an issue.