

Episode 11

Jim Comer

Episode 11

Authentic Communication-Individuality Leading to Likeability

Intro

Unless you are a professional speaker (and even if you are), you might have some **trepidations when asked to speak in front of others**. This episode reveals how to **bring that full, rich person to the audience** so they will know you and connect with you.

Host **Cheryl C. Jones** has a lively conversation with guest, **Jim Comer** and gleans his “genius” on **speaking to audiences**-whether they are a small Bible study, a professional organization or an industry group-to get the best results.

Jim’s foundational message is that “audiences are hungering for that real, authentic, full person in a presenter”.

In this episode, you will learn more about Jim’s genius with audiences, what makes him successful and what inspired him.

Summary

Jim Comer is the self-proclaimed, “**On-Stage Strategist**”, **turning business professionals into powerful speakers**.

The **two primary characteristics he possesses** that have helped him achieve best results;

-Empathy

He understands the fear and nervousness associated with speech making, presenting or public speaking. Having felt the same in his own career, he’s able to make a connection with others who suffer from fear. “**I get it**”, he says.

-Enthusiasm

Not only is he a lively presenter himself, but he gives those he coaches his full, authentic personality. As a coach, he **celebrates all victories**, big or small. “If they know they’ve achieved it, they can repeat it.”-Jim Comer

Jim is all about being authentic when presenting. “Bring that full, rich person to the audience. If you hide your true self, the audience won’t know you and won’t connect with you.”-Jim Comer

The **two common challenges** most face when speaking in front of others, is;

FEAR-The REAL F Word! “Fear does so much damage to us”.-Jim Comer

Fear is a big challenge-no matter the size of the audience.

“The only way to get over the fear is to get up and do it!”-Jim Comer

He advises, “Take the feedback and use it the next time and then next time, and the next”.-Jim Comer

Trying To Be Perfect-When we are trying to be perfect, and not make mistakes, then we can't really be our FULL selves. "Audiences are hungering for that real, authentic, FULL person.".-Jim Comer
Comer advises that you don't get better if you speak only once a year.

Jim Comer's Inspiration for Authentic Communication came from discovery, humor and lessons learned:

- Discovered his speech writing and coaching abilities while working for Avon Products.**
Wrote a speech for the company president, coached him on delivery. He discovered that "simple, clear language mixed with a little humor and excitement, was the most successful" -Jim Comer
- An encounter with Bob Hope** was another huge inspiration. Listen to the story of Bob Hope at: 19:22-23:30. Through this experience, he learned the "illusion of the audience". He learned that a public speaker needs to "know what is real for the audience and use it to connect."
- An example of connecting with the audience** is illustrated at 24:01-25:00. **Governor Cuomo** of New York uses "realness" to connect. Comer uses this illustration to convey the importance of using "real things to get your point across."

Storytelling to communicate authentically

"Storytelling is a big part of communicating authentically. Stories work in almost any presentation and help the audience remember your point." -Jim Comer

How To Tell a Story:

- Bring an example
- Use before and after
- Limit major points to 1 or 2—"that's as good as it gets"-Jim Comer
- Tell a story to "lock-in" those points

Audiences are going to leave with a FEELING about the speaker.

Comer uses a speech by **General Colin Powell** to further illustrate the storytelling way to connect. Hear the story at 28:54-31:24

Lesson learned from the example:

- The story helped the audience see Powell as nice, having something in common. It's this "he's just like me" spark that connected him.

"Everybody has stories." -Jim Comer

Audiences love stories about mistakes, what you learned from them and how you changed your behavior as a result. It's a subliminal connection. They want to hear about your failures, more than your successes. **Stories show you are real.**

Next for Jim Comer

Jim is getting set-up for virtual meetings and being relatable on video, now that in-person events are on hold indefinitely. He will be working on applying the authentic voice to writing and video and coaching 1 on 1 and in small groups.



He is also working on writing his memoirs.

Connect with Jim Comer

Jim@ComerCommunications
512-949-9281

Quotables

"As a coach, celebrate all victories big or small. Let them know they've achieved it so they can repeat it".-Jim Comer

"Audiences are hungering for that real authentic full person."-Jim Comer

"Nobody gets better if they perform only once a year".-Jim Comer

"If we can kid around about ourselves as a person, company, non-profit or a school-whatever the organization-we need to be able to do that."-Jim Comer

"Audiences love stories about mistakes, what you've learned from them and how you changed your behavior as a result. They want to hear about your failures more than your successes."-Jim Comer