



You've Got 8 Seconds: Communication Secrets for a Distracted World

Paul Hellman

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Every day at work, people do three things: talk, listen, and pretend to listen. That's not surprising--the average attention span has dropped to 8 seconds. To get heard, says high-stakes communications expert Paul Hellman, you need to focus your message, be slightly different, and deliver with finesse.

Through fast, fun, actionable tips, *You've Got 8 Seconds* explains what works and what doesn't, what's forgettable and what sticks. With stories, scripts, and examples of good and bad messages, the book reveals three main strategies:

FOCUS: Design a strong message--then say it in seconds.

VARIETY: Make routine information come alive.

PRESENCE: Convey confidence and command attention.

You'll discover practical techniques, including the Fast-Focus Method(TM) that the author uses with leadership teams; how to stand out in the first seconds of a presentation; and 10 actions that spell executive presence.

Whether pitching a project, giving a speech, selling a product, or just writing your next email, with *You've Got 8 Seconds* you'll get heard, get remembered, and get results.

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