**Lesson: How to Speak so that People Want to Listen**

**Grammar Focus:** Clauses of Purpose

**Lesson Text Taken From:**

<https://www.youtube.com/watch?v=eIho2S0ZahI>

By Julian Treasure

**1. Vocab Builder: Before you Watch!**

|  |  |  |  |
| --- | --- | --- | --- |
| **Word/Phrase** | **Pronunciation** | **Context** | **Meaning** |
| habit  (n.) | /**hᴂ**-bɪt/ | *There are a number of habits that we need to move away from.* | actions that we usually do  (Sp: *hábito*) |
| assemble  (v.) | /a-**sem**-bol/ | *I've assembled for your pleasure here seven deadly sins of speaking.* | put together  (Sp: *reunir*) |
| deadly sin  (n. ph.) | /**ded**-lɪ sɪn/ | serious religious flaw  (Sp: *pecado capital*) |
| exhaustive  (adj.) | /ɪg-**zos**-tɪv/ | *I'm not pretending this is an exhaustive list.* | complete, comprehensive  (Sp: *exhaustivo/a*) |
| gossip  (n.) | /**ga**-sɪp/ | *First, gossip. Speaking ill of somebody who's not present.* | casual speaking involving untrue info about other people  (Sp: *cotilleo*) |
| dreadful  (adj.) | /**dred**-ful/ | *Isn’t is dreadful?* | horrible  (Sp: *horroroso*) |
| pass on  (v.) | /**p****ᴂ**-son/ | *They just pass it on to someone else.* | transfer (something) to somebody else  (Sp: *pasar, transferir*) |
| penultimate (adj.) | /pe-**nol**-temet/ | *Penultimate, the sixth of the seven, embroidery, exaggeration.* | the one before the last  (Sp: *penúltimo*) |
| embroidery  (n.) | /em-**broɪ**-de-rɪ/ | exaggeration when reporting something |
| demean  (v.) | /dɪ-**miin**/ | *It demeans our language, actually.* | humiliate  (Sp: desacreditar) |
| conflate  (v.) | /kon-**fleɪt**/ | *When those two things get conflated, you're listening into the wind.* | combine two pieces of information into one  (Sp: *combinar, conjugar*) |
| bombard  (v.) | /bam-**bard**/ | *Somebody is bombarding you with their opinions as if they were true.* | throw bombs  (Sp: *bombardear*) |
| cornerstone  (n.) | /**kor**-ner stoun/ | *There are four really powerful cornerstones, foundations.* | foundation  (Sp: *base*) |
| hail  (n.) | /heɪl/ | *I'm not talking about the stuff that falls from the sky and hits you on the head.* | pellets of frozen rain  (Sp: *granizo*) |
| acclaim  (v.) | /a-**kleɪm**/ | *I'm talking about this definition, to greet or acclaim enthusiastically.* | praise enthusiastically  (Sp: *aclamar*) |
| stand for  (v. ph.) | /**stᴂnd** for/ | *What do they stand for?* | mean, represent  (Sp: *representar, significar*) |
| straight  (adj.) | /streɪt/ | The H is Honesty, (…), being straight and clear. | clear, to the point when speaking  (Sp: *directo*) |
| temper  (v.) | /**tem**-per/ | Tempered with love, of course, honesty is a great thing. | moderate  (Sp: *suavizar, moderar*) |

**2. Listening Comprehension**

**2.1. General Comprehension**

**Question:** In general, what topic is Mr. Treasure addressing in his speech?

**2.2.**

**Question:** Mr. Treasure talks about 7 “deadly sins” when speaking. What does he say about…?

**a)** gossip?

**b)** judging?

**c)** negativity?

**d)** complaining?

**e)** excuses?

**f)** exaggeration?

**g)** dogmatism?

**3. Pronunciation Practice**

**A. Text Transcript**

**Directions:** Under your teacher’s supervision, read the presentation transcript out loud for pronunciation purposes.Pay closer attention to the words and phrases in italics.

The human voice: It's the instrument we all play. It's the most powerful sound in the world, *probably.* It's the only one that can start a war or say "I love you." And yet many people have the experience that when they speak, people don't listen to them. And why is that? How can we speak powerfully to make change in the world?

What I'd like to *suggest*, there are a number of *habits* that we need to move away from. I've *assembled* for your pleasure here seven deadly sins of speaking. I'm not pretending this is an *exhaustive* list, but these seven, I think, are pretty large habits that we can all fall into.

First, gossip.

Speaking ill of somebody who's not present. Not a nice habit, and we know perfectly well the person gossiping, five minutes later, will be gossiping about us.

Second, *judging.*

We know people who are like this in conversation, and it's very hard to listen to somebody if you know that you're being *judged* and found wanting at the same time.

Third, negativity.

You can fall into this. My mother, in the last years of her life, became very negative, and it's hard to listen. I remember one day, I said to her, "It's October the 1st today," and she said, "I know, isn't it *dreadful*?" It's hard to listen when somebody's that negative.

And another form of negativity, complaining.

Well, this is the national art of the U.K. It's our national sport. We complain about the weather, sport, about politics, about everything, but actually, complaining is viral misery. It's not spreading sunshine and lightness in the world.

Excuses.

We've all met this guy. Maybe we've all been this guy. Some people have a blame thrower. They just pass it on to everybody else and don't take responsibility for their actions; and again, hard to listen to somebody who is being like that.

*Penultimate*, the sixth of the seven, *embroidery, exaggeration.*

It *demeans* our *language*, actually, sometimes. For example, if I see something that really is awesome, what do I call it?

And then, of course, this exaggeration becomes lying, and we don't want to listen to people we know are lying to us.

And finally, dogmatism.

The *confusion* of facts with opinions. When those two things get *conflated*, you're listening into the wind. You know, somebody is *bombarding* you with their opinions as if they were true. It's difficult to listen to that.

So here they are, seven deadly sins of speaking. These are things I think we need to avoid. But is there a positive way to think about this? Yes, there is. I'd like to suggest that there are four really powerful cornerstones, *foundations*, that we can stand on if we want our speech to be powerful and to make change in the world. *Fortunately*, these things spell a word. The word is "hail," and it has a great definition as well. I'm not talking about the stuff that falls from the sky and hits you on the head. I'm talking about this definition, to greet or *acclaim* *enthusiastically*, which is how I think our words will be received if we stand on these four things.

So, what do they stand for? See if you can guess. The “H”, honesty: of course, being true in what you say, being straight and clear. The “A” is *authenticity*: just being yourself. A friend of mine described it as standing in your own truth, which I think is a lovely way to put it. The “I” is integrity, being your word, actually doing what you say, and being somebody people can trust. And the L is love. I don't mean romantic love, but I do mean wishing people well, for two reasons. First of all, I think absolute honesty may not be what we want. I mean, “my goodness, you look ugly this morning”. Perhaps that's not *necessary*. Tempered with love, of course, honesty is a great thing. But also, if you're really wishing somebody well, it's very hard to judge them at the same time. I'm not even sure you can do those two things *simultaneously*. So, hail.

Next time you speak, do those in advance. Thank you.

**B. Practicing the Pronunciation of -ed Endings**

**Directions:** How do you pronounce the bolded -ED forms in the following sentences from the text? Choose one option from the right column, as in the example.

|  |  |  |  |
| --- | --- | --- | --- |
| **Text Excerpt** | **-ED Pronunciation** | | |
| **/t/** | **/d/** | **/-ɪd/** |
| I’ve **assembled** seven deadly sins of speaking. |  | **x** |  |
| It’s very hard to listen to somebody if you know you are being **judged.** |  |  |  |
| When those things get **conflated**, you’re listening into the wind. |  |  |  |
| …which is how I think our words will be **received.** |  |  |  |
| A friend of mine **described** it as standing in your own truth. |  |  |  |
| **Tempered** with love, honesty is a great thing. |  |  |  |

**4.** **Grammar. Clauses of Purposes: How to Speak *so that People Want to Listen.***

**A. Expressing Purpose: Affirmative Forms.**

We use certain clauses to show why somebody does something. These are called **clauses of purpose.** They may take the following forms in the speech:

**1. to +** *simple verb*

* Ex.: David left earlier **to** *avoid* the heavy traffic.

**2. in order to +** *simple verb*(very formal)

* Ex.: We stayed up **in order to** *finish* the project.

**3**. **so (that) +** *subject + verb*

* I’ll stay home **so (that)** *we have dinner* together.

**4. so (that) +** *subject* **+ can/will +** *simple verb*(present or future situation)

* Ex: Here’s my number **so (that)** *you* **can** *call* me if you have a problem.
* Ex: We will build schools **so (that)** *our children* ***will*** *have* better classrooms.

**5. so (that) +** *subject* **+ could/would +** *simple verb* (used for a past situation)

* Ex: I left a note ***so (that)*** you ***could*** know where I was.
* Ex.: We left early ***so (that)*** *we* ***would*** *be* able to park close to the stadium.

**6. for** + *noun/pronoun* **+ to +** *simple verb*

* Ex.: We saved some money **for** *them* **to** *go* on vacation.

**7. for** + gerund (V-ing)

**Important!** This form is used to express the purpose for which a machine, device or instrument was created.

Examples:

* A box cutter is **for** **opening** boxes.
* Postal tape is **for taping** packages.

**8. for** + *noun* (to express purpose)

Examples:

* We went out **for** *a pizza.* (a/an + singular noun)
* She went shopping **for** *groceries*. (plural noun)

**B.** **Expressing Purpose: Negative Forms.**

The purpose of an action may also be negative, expressing an action that we are just traying to avoid”. In these cases, for negative purposes, we use the following forms:

**1. not + to +** *simple verb*

* Ex.: David left earlier **not** **to** *drive* in traffic.

**2**. **so (that) +** *subject + negative verb*

* I’ll stay home **so (that)** *you don’t feel* alone.
* I’ll stay **so (that)** *you are not* alone.

**3. so (that) +** *subject* **+ can/will + not +** *simple verb*(present or future situation)

* Ex.: Here’s my number **so (that)** *you* **can’t** *miss* me if you have a problem.
* Ex: I’m doing the housework **so (that)** *you* **won’t** *have* to worry about it.

**4. so (that) +** *subject* **+ could/would + not +** *simple verb* (used for a past situation)

* Ex: I left a note ***so (that)*** you ***wouldn’t*** *worry*.
* Ex.: We left early ***so (that)*** *we* ***couldn’t*** *miss* a parking lot near the stadium*.*

**5. for** + *noun/pronoun* **+ not + to +** *simple verb*

* Ex.: We saved some money **for** *them* **not to** *miss* the chance to go to college.

**5. Grammar Practice: Practicing Clauses of Purposes (Orally).**

**A. Choose the correct form for the following blanks:**

**1.** We worked hard before Christmas \_\_\_\_\_\_\_\_ we could really enjoy the holiday.

1. so
2. for
3. in order to

**2.** John pulled over \_\_\_\_\_\_\_\_\_\_ the paper.

1. for buying
2. to buy
3. so to buy

**3.** Lock your door \_\_\_\_\_\_\_\_\_\_\_ the guests not to get in your room.

1. for
2. so
3. to

**4.** We use the oven \_\_\_\_\_\_\_\_\_\_ bread.

1. for making
2. to make
3. for make

**5.** We put away the kid’s toys \_\_\_\_\_\_\_\_\_\_ to go to bed early.

a) to them

b) for them

c) so they can

**6.** I'm studying very hard at the moment \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ I pass my exams next month.

1. so
2. to
3. for

**7.** I went to bed early \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ I wouldn't be tired in the morning.

1. in order to
2. so that
3. for

**8.** I set the alarm for 5:00am \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ oversleep.

1. in order to
2. not to
3. for

**9.** I waited for an hour \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ I could meet her.

1. for
2. so that
3. not to

**10.** Some people do not eat before working out \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ have nauseas.

1. not to
2. to
3. so to

**11.** Exercise regularly \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_you to have excellent health.

1. for
2. in order to
3. so that

**B. Use these prompts to make sentences using clauses of purpose as in the example:**

|  |  |  |
| --- | --- | --- |
| **ACTION** | **PURPOSE (Why?)** | |
| **Subject** | **Verb** |
| 1. Tom works hard… | his children… | …go to college. |
| 1. We’re learning English… | we… | …get a better job. |
| 1. We came to the US… (past action) | our family… | …had a better future. |
| 1. I do overtime… | I… | …earn extra money. |
| 1. We studied hard (past action) | we… | …pass the exam. |
| 1. I pay the bills… | I… | …raise my credit. |

**Example:**

1. - Tom works hard (in order) to send his children to college.

* Tom works hard so his children go to college.
* Tom works hard so his children can go to college.
* Tom works hard so his children will go to college.
* Tom works hard for his children to go to college. / Tom works hard for them to go to college.
* Tom works hard for his children’s college.

**C. Speaking. Teacher-student Conversation**

**Directions:** Answer the following questions in the form of a conversation with your teacher. Use different forms of clauses of purpose in your answers.

1. Why did you leave your country of origin (if applicable)?
2. Why did you decide to improve English?
3. Why did you buy a car and learn how to drive (if applicable)?
4. Why did you accept your current job?
5. Why do you pay taxes?
6. Why do you have health insurance (if applicable)?
7. Why are you buying/renting a house (if applicable)?
8. Why do you exercise (if applicable)?
9. Why do you take some time off from work/school?
10. Why will you open your own business (if applicable)?

**6. Vocabulary: Word Families.**

**A.** **Complete the following sentences with words from the same family of the word in *italics*. The word class of the missing words are given. Make any necessary grammar changes so that the sentence makes full sense. The first example has been done for you.**

**a)** The word is the most powerful sound in the world, *probably*. It is more *probable* (adjective) that a person remembers an offense than a single action.

**b)** I’d like to *suggest* a number of habits that we need to move away from. I hope you take into account my \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (noun) when you speak.

**c)** *Gossiping* is speaking ill of somebody who is not present. You’d rather be away from \_\_\_\_\_\_\_\_\_\_\_\_\_ (noun) people. For certain, they will \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (verb) about you when you walk away.

**d)** I’ve assembled for your *pleasure*seven deadly sins of speaking.I am also \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (adjective) to present them to you.

**e)** Another form of negativity is *complaining*. Instead of coming up with a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (noun), try coming up with a solution.

**f)** We complain about *politics* all the time. It doesn’t matter what \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (noun) gets elected. People will complain anyway about him or her.

**g)** Some people have a *blame* thrower. In fact, it’s easier to \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (verb) other people than tojudge oneself.

**h)** The sixth of the seven deadly sins when speaking is *exaggeration*. There’s no need to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (verb) over things in order to get people’s attention. Actually, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (adjective) people are closer to liars.

**i)** *Excusing* is something we all do at, right? About excusing, Washington once said that, “*it is better to offer no \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (noun) than a bad one*.”

**j)** Dogmatism is the *confusion* of facts with opinions. But… do not get \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (adjective) by people trying to impose their dogmas on you.

**k)** The four foundations of a powerful speech can *spell* a word: HAIL. And I don’t mean the stuff that falls from the sky. In this case, the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (noun) of “hail” stands for: honesty, authenticity, integrity, and love.

**l)** *Authenticity* is being yourself. Personally, I always try to get surrounded by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (adjective) people.

**m)** Next time you speak, try not to fall into the *habits* of gossiping, judging, excusing, exaggerating. Instead, make honesty, authenticity, integrity, and love your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (adjective) premises before you start expressing yourself.

**B.** Among the given options, which word/phrase would be a good synonym for the bolded word/phrases in the following sentences?

**a)** The human voice is the **instrument** we all play**.**

**A.** object

**B.** tool

**C.** guitar

**b)** It’s the most **powerful** sound in the world**.**

**A.** weakest

**B.** strong

**C.** potent

**c)** It’s the only one that can **start** a war.

**A.** trigger

**B.** finish

**C.** soothe

**d)** Many people have theexperiencethat, when they speak, people don’t **listen** to them**.**

**A.** disregard

**B.** pay attention

**C.** hear

**e)** There are a number of **habits** that we need to move away from.

**A.** customs

**B.** thought

**C.** recommendations

**f)** I’ve **assembled**, for your pleasure, seven deadly sins of speaking.

**A.** removed

**B.** fixed

**C.** gathered

**g)** I’m not pretending this is an **exhaustive** list**.**

**A.** full

**B.** vague

**C.** wrong

**h)** This seven, I think, are pretty large habits we can all **fall into.**

**A.** define

**B.** engage in

**C.** avoid

**i)** Gossip is speaking of somebody who is **not present.**

**A.** absent

**B.** remembered

**C.** disappeared

**j)** It’s very hard to listen to somebody if you know that you are being **judged**.

**A.** acknowledged

**B.** criticized

**C.** listened to

**k)** My mother, in the last years of her life, became very **negative**.

**A.** optimistic

**B.** frightened

**C.** pessimistic

**l)** This is the **national** art of the UK.

**A.** common

**B.** global

**C.** particular

**m)** We **complain** about the weather, sport, politics, everything.

**A.** express

**B.** protest

**C.** content

**n)** Complaining is viral **misery.**

**A.** sadness

**B.** satisfaction

**C.** poverty

**C. Re-word the bolded words or phrases in the following sentences. Keep the original sense in your resulting sentences.**

**a)** We’ve all **met** this guy.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**b)** People don’t **take** responsibility for their actions.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**c)** Exaggeration **demeans** our language.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**d)** We don’t want to listen to people who are **lying to** us.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**e)** Dogmatism is the confusion of facts with **opinions.**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**f)** These are things, I think, we need to **avoid.**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**g)** I’d like to suggest that there are four really powerful **foundations.**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**h)** These things **spell** a word.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**i)** I’m not talking about the stuff that falls from the sky and **hits** you on the head.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**j)** I’m talking about this definition to greet or acclaim **enthusiastically.**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**k)** What do they **stand for?**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**l)** The H, honesty, is being true in what you say, **straight** and clear**.**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**m)** The A is **authenticity**, just being yourself.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**n)** A friend of mine described it as standing in your own truth, which I think is a lovely way to **put it.**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**o)** I don’t mean romantic love. I **mean** wishing people well.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**p) Tempered** with love, honesty is a great thing.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**q)** I don’t even think you can do those two things **simultaneously.**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**7. Speaking. Monologue**

**Directions:** Julian Treasure defines “gossip, judging, negativity, complaining, excuses, exaggeration, and dogmatism” as the seven deadly sins of speaking. On the other hand, he proposes “honesty, authenticity, integrity, and love” as the foundations of a powerful communication. Discuss Mr. Treasure’s points of view.

* Do you agree or disagree with these views?
* In your opinion, which is the deadliest sin of the seven? In other words, which is the one that, in your opinion, should be avoided at all costs?
* Have you ever found yourself gossiping, judging someone, or being negative? Have you done anything to change such an attitude?
* Have you ever lied to someone? If so, when and why did you find yourself lying?
* In general, are your actions aligned with your words? That is to say, do you always do what you actually say?
* Do you agree with the idea that love is a key element to turn negativity into positivity?