



Speak So the Room Listens

The Hidden Signals of Authority
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THE FOUR SIGNALS OF AUTHORITY

① COGNITIVE

“When you sound organised, you sound in charge.”

PAUSE AND PREP

- Pause** —half a second before you answer. The room reads it as thoughtfulness. You’re loading a structure.
- Point** —lead with your answer. Not context. The answer.
- Reason** —one clean reason. Not four with sub-bullets.
- Example** —one specific piece of evidence. Specificity separates opinion from authority.
- Point** —restate your answer. Close the loop.

The one-second pause before you answer isn’t hesitation. It’s a loading screen. What loads is authority.

② PHYSICAL

“When you stop moving, they start listening.”

PLANT · PAUSE · PUNCH

- Plant** —both feet grounded, weight even. Stop.
- Pause** —one beat of silence before your key point. The room reads silence as confidence.
- Punch** —deliver from stillness. Nothing competing with your words.

Movement has purpose —step to signal a new idea, gesture to paint a picture. But movement from nerves leaks authority.

③ VOCAL

“When your voice goes down, your credibility goes up.”

LAND AND LET IT SIT

- Land** —on the final word of your key statement, bring your pitch down. Try nodding slightly —your voice follows your head.
- Let It Sit** —after you land, stop. Don’t soften it. Don’t explain it. Let the room absorb it.

When receiving: you can rise. When delivering: you land.

④ ENERGY

“When you control the contrast, you control the room.”

MARK AND LIFT

- Mark** —identify the 2–3 moments that must land. Everything else runs at baseline: calm, grounded, natural.
- Lift** —at marked moments, change something. Pace, volume, silence. The shift tells the audience what’s worth remembering.

90% baseline. 10% lift. Sustainable —and more powerful than constant high energy, because you still have contrast left.

THIS WEEK Pick one signal —the one that hit you hardest today. Take it into your next meeting, speech, or high-stakes conversation. Just one. Then watch what the room does differently.

THE FOUNDATIONS COME FIRST

Eye contact · Eliminating filler words · Strong posture · Intentional pausing · Vocal variety

These are not small things. They are the floor of confident speaking. Without these foundations in place, no hidden signal will compensate. The four signals in this workshop are the next layer: what separates a capable speaker from one who commands the room.

I would appreciate any feedback or comments. Please email me at me@andykar.com—Andy.