



Olumuyiwa Akinrole Oludayo

THE 21 LAWS OF ELOQUENCE

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MASTERY OF THE LANGUAGE IN EFFECTIVE COMMUNICATION

Eloquence begins with gaining mastery of the language. In his book, **"Words that Work"** Dr. Frank Luntz, lists **10 Rules of Effective Language**. These rules sought to examine the principles behind good communication and, in the process, to discourage some of the most common bad habits that plague everyone from senators to CEOs. He said that these ten principles give rise to words that work. They are listed as follows:

Rule #1. Simplicity: Use Small Words

Rule #2. Brevity: Use Short Sentences

Rule #3. Credibility is as Important as Philosophy

Rule #4. Consistency Matters

Rule #5. Novelty: Offer Something New

Rule #6. Sound and Texture Matter

Rule #7. Speak Aspirationally

Rule #8. Visualize

Rule #9. Ask a Question

Rule #10. Provide Context and Explain Relevance



The 21 Laws of Eloquence

THE 21 LAWS OF ELOQUENCE

An effective communicator must ensure that his intended meaning aligns with the audiences' perceived meaning. These laws represents best practices for excellent oration. I have simplified these laws in this article to allow you search within for deeper meaning and expression in your next speaking situation.

Law 1: The Law of Articulation. Gain the ability to express your ideas clearly and effectively.

Law 2: Law of Engagement. Gain the ability to involve the audience during the audience.

Law 3: Law of Charisma. Gain the ability to express a pleasing and attractive personality.

Law 4: Law of Depth. Gain the quality of being thorough in your preparation and presentation.

Law 5: Law of Fervor. Possess a strong feeling of excitement, passion and enthusiasm in your presentation.



Law 6: Law of Breadth. Gain the quality of including relevant details with illustrations in your presentation.

Law 7: Law of Gracefulness. Gain the quality of politeness and kindness during your speaking engagements.

Law 8: Law of Humaneness. Express the quality of warmth towards the audience when making your presentation.

Law 9: Law of Impact. Gaining the quality of having a direct effect on the audience.

Law 10: Law of Juxtaposition. Gain the ability to connect different things during your presentation to create an effect.



Law 11: Law of Knowledge. Gain the quality of having verifiable and valid information in your delivery.

Law 12: Law of Letters. Gain the ability to effectively use words and express mastery of language.

Law 13: Law of Mastery. Gain the quality of being in complete control of the platform of delivery.

Law 14: Law of Novelty. Gain the quality of delivering new material in a pleasant but unusual manner.

Law 15: Law of Organization. Gain the quality of orderliness during the preparation and presentation of your speech.



Law 16: Law of Persuasion. Gain the ability to enable the audience act on or believe your message.

Law 17: Law of Quick-wittedness. Gain the ability to think on your feet and understand things swiftly.

Law 18: Law of Relationship. Gain the ability to connect with the audience in ways that are cordial.

Law 19: Law of Simplicity. Gain the ability to speak in a manner that is void of ambiguity and verbosity.

Law 20: Law of Timeliness. Gain the quality of being prompt both to the venue of presentation and duration of speech.

Law 21: Law of Understanding. Acquire the ability to effectively discern situations, circumstances & events during delivery.



Final Word

The core law of eloquence is the LAW OF VOCALIZATION. Understand the pitch, rate & use of pauses during your presentation.



Profile for Dr. Olumuyiwa Akinrole Oludayo

Dr. Olumuyiwa Akinrole Oludayo is a transformative leader and consultant with a distinguished career across higher education, human resource management, and organisational development. His professional journey reflects an enduring commitment to influencing impactful change and advancing practices that drive growth and excellence at both individual and organisational levels.

With a strong foundation in academia, Dr. Oludayo has contributed extensively to higher education as a Member of Faculty for Human Resource Management, guiding the next generation of professionals and leaders. His roles as Dean of Students, Registrar, and Director of the African Leadership Development Centre have enabled him to influence institutional leadership and capacity-building across Africa, crafting learning environments that are centred on holistic development and resilience.

As a Research Fellow with the Chartered Institute of Personnel Management of Nigeria, Dr. Oludayo has made notable contributions to HR practice in Nigeria. His publications and development of frameworks have significantly shaped best practices within the industry, equipping HR professionals with contextually relevant strategies that address both contemporary and emerging challenges.

Organisations that engage Dr. Oludayo's consulting expertise benefit from a wealth of experience and a bespoke approach to people management. Through his work, he has supported a diverse range of organisations in optimising their talent strategies, enhancing leadership capacity, and creating resilient teams. His consulting work is marked by a commitment to solutions that are analytically robust and deeply aligned with an organisation's unique culture and objectives.

By partnering with Dr. Oludayo, organisations gain access to innovative approaches to talent development and organisational effectiveness. His strategic guidance encourages a culture of resilience, adaptability, and continuous improvement. His proven ability to integrate strategic insight with a people-centred approach makes him an invaluable asset for organisations striving for sustainable growth and a competitive edge.

In bridging the realms of academia, research, and practical consulting, Dr. Oludayo offers a holistic perspective that is both visionary and results-driven. His contributions go beyond enhancing performance; they cultivate lasting organisational value, enabling businesses to thrive through a stronger, more cohesive approach to human capital management.

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