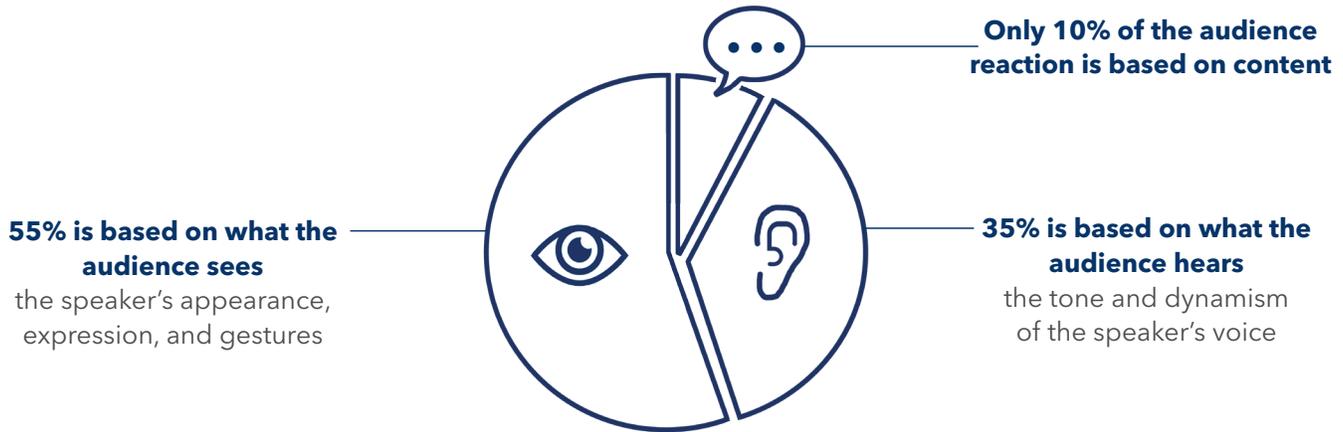


**An effective presentation requires excellent content, but content isn't enough.** Before a speaker utters a single sentence of content – and throughout his or her presentation – the audience makes important judgements based on the speaker's appearance and voice. To maximize impact, speakers must not just present, but perform.

**An audience's evaluation of a speaker is broken down as follows:**



**Content is important, but only with the right visuals and voice can it reach and influence audiences**

**POSTURE**

- Stand** whenever possible; sit on the edge of the chair and lean slightly forward when **seated**
- Arms** free to gesture
- Stable base** with feet more than shoulder-width apart and one slightly in front of the other

**GESTURE**

- Audience understanding:** Visual cues, like an upward gesture when discussing an increase, help audiences pay attention and remember.
- Vocal variation:** Gestures punctuate content by making the voice 'pop' at key points and making pauses more confident and natural.
- Word choice:** Broad and intentional arm movements pace speech and reduce filler language.

**EXPRESSION**

- Always smile at least slightly. A broad smile **conveys confidence** and **smooths the voice.**

Posture, gesture, and expression drive engaging vocal variation of **pitch, speed, and volume.**

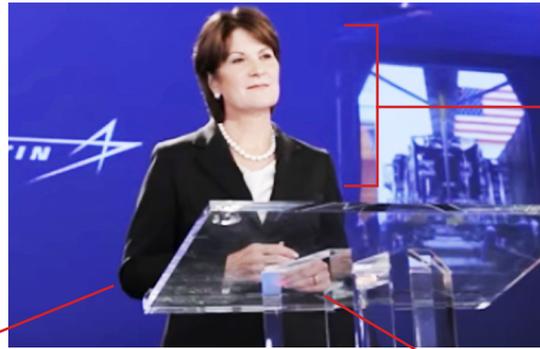




## EFFECTIVE PRESENTATION PERFORMANCE: AT A LECTERN

Marilyn Hewson, CEO of Lockheed Martin, gave a presentation that highlighted the organization's cultural history of innovation, and its critical role in achieving future success. The combination of a stable posture, meaningful gestures, and gentle smile contributed to Mrs. Hewson delivering a speech that artfully inspired confidence in her leadership and Lockheed Martin's future.

### POSTURE



A tall, upright posture commands attention and supports a strong voice

Keeping elbows away from the ribcage also contributes to a commanding posture and tone

Keeping hands off the lectern and not clasped together demonstrates ease and encourages free movement

### GESTURE



Gestures hold the audience's attention, and add emphasis to key points

### EXPRESSION



A slight smile expresses confidence and ease, two key attributes in a speaker, *especially* when presenting on future events

To view the presentation in its entirety, visit <https://www.youtube.com/watch?v=yqO3m6KTEB0>