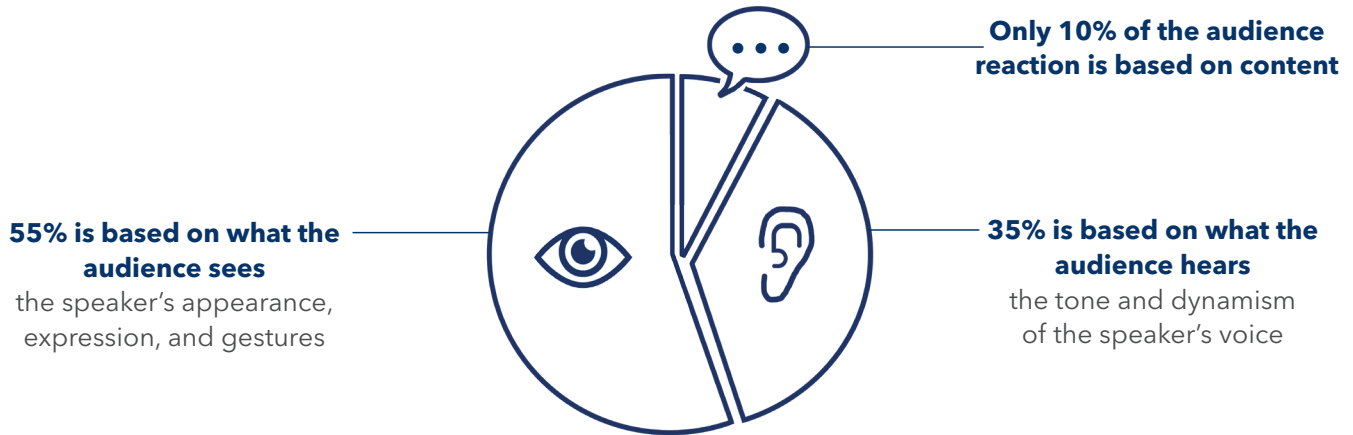


An effective presentation requires excellent content, but content isn't enough. Before a speaker utters a single sentence of content – and throughout his or her presentation – the audience makes important judgements based on the speaker's appearance and voice. To maximize impact, speakers must not just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

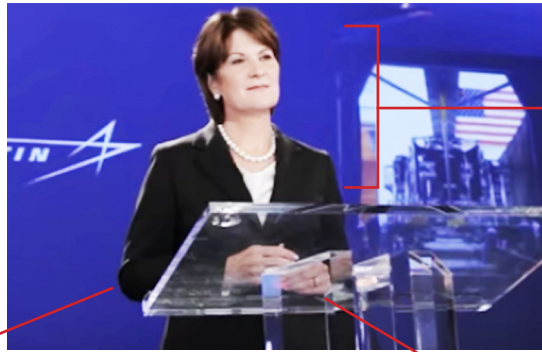




EFFECTIVE PRESENTATION PERFORMANCE: AT A LECTERN

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>