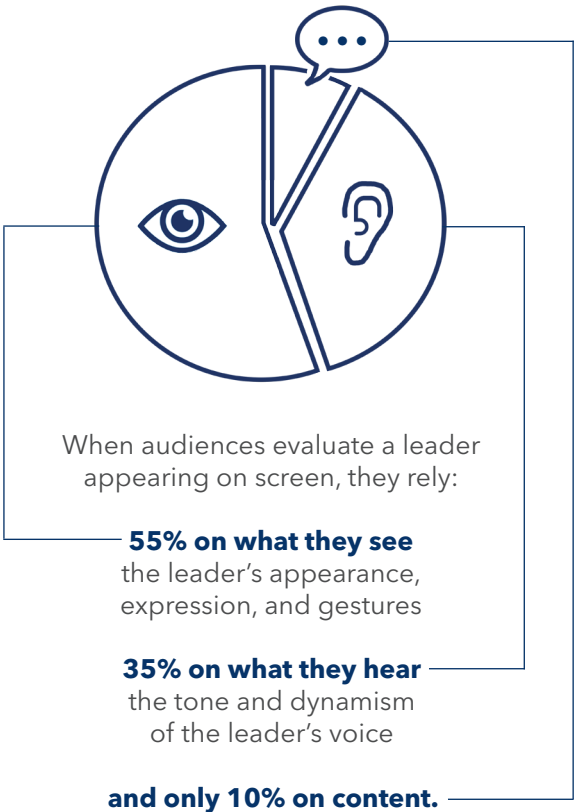




PRESENTATION PERFORMANCE

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, leaders must not just present, but perform.



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



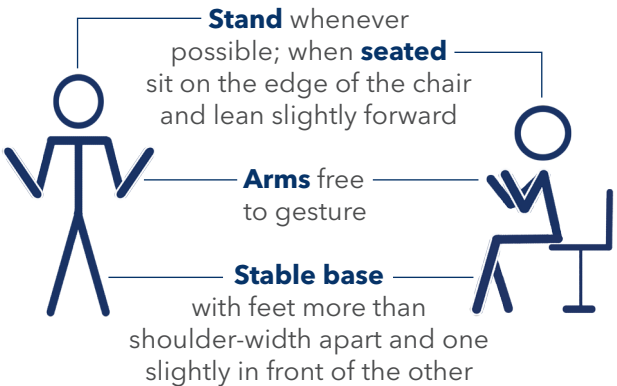
Posture, gesture, and expression drive engaging



vocal variation of **pitch, speed, and volume.**

POSTURE

Establish a stable base, disengaged from any chair or lectern and prepared to engage the audience.



GESTURE

Gesture broadly away from the ribcage for:

Audience understanding

Visual cues, such as an upward gesture when discussing an increase in sales, 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 help to pace speech and reduce filler language.

EXPRESSION

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