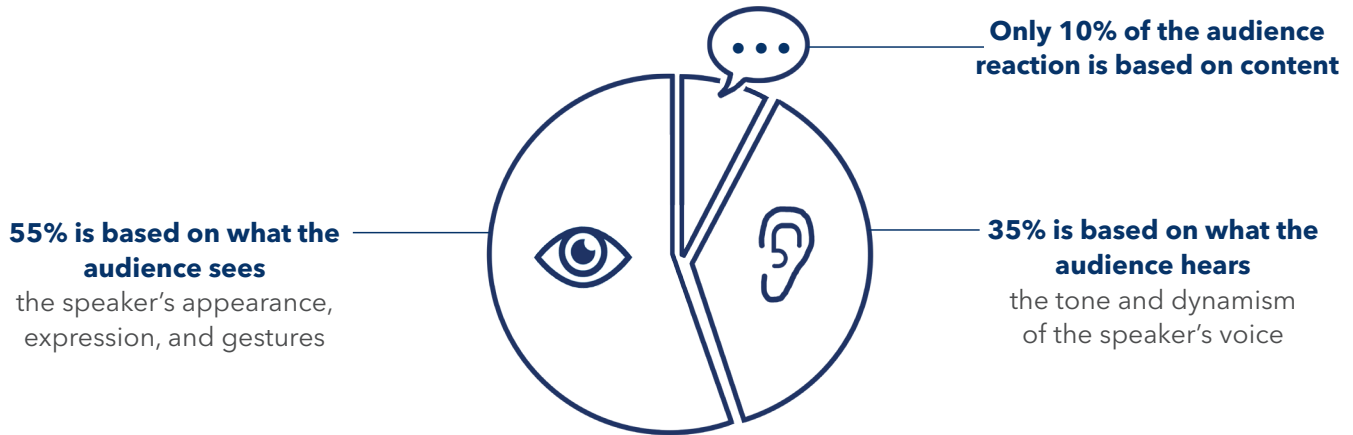


An effective presentation requires excellent content, but content isn't enough. Before a speaker utters a single sentence of content – and throughout his or her presentation – the audience makes important judgements based on the speaker's appearance and voice. To maximize impact, speakers must not just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

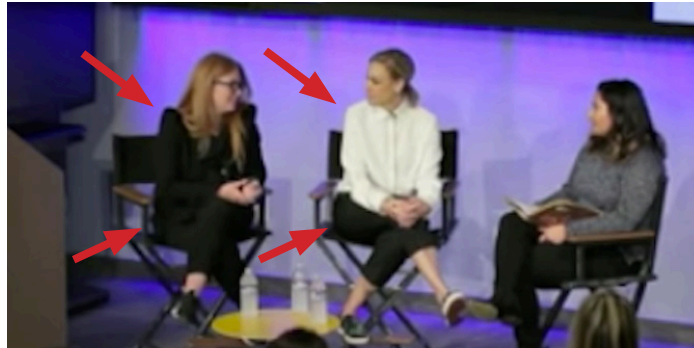




EFFECTIVE PRESENTATION PERFORMANCE: AT A PANEL

Founded in 2006, Soul Cycle is a company that defines the boutique fitness industry, and was an early adopter of the now ubiquitous pay-per-class model. Its founders, Julie Rice and Elizabeth Cutler gave a panel discussion as part of Google's "Talks at Google" YouTube series.

POSTURE



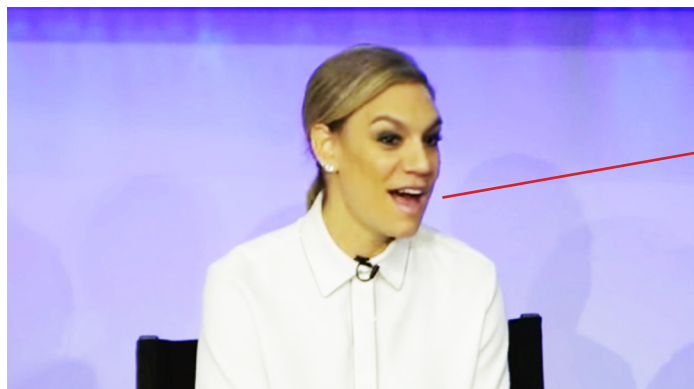
Sitting upright on the edge of the seat with a slight forward-lean gives the appearance of enthusiasm, and eagerness to engage

GESTURE



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

EXPRESSION



A smile and raised eyebrows indicate excitement and conviction in what is being said, sending a subtle cue to the audience to get excited too

To view the presentation in its entirety, visit <https://www.youtube.com/watch?v=6W25BydduZk>