



“THE BODY  
NEVER LIES”

— MARTHA  
GRAHAM, DANCER  
&  
CHOREOGRAPHER

## THE ART OF PRESENTING

Our two hour bootcamp gives you an overview of some of the techniques and insights to maximise your impact. We're pleased to share these reminders with you.

### Body Language

Your impact is defined predominantly by your body language – people read more into your body language than how you deliver and what you're saying.

Maximise your impact by:

- Taking advantage of the Amy Cuddy power pose
- Standing tall and confidently
- Planting your feet firmly on the floor
- Smiling

Avoid:

- Crossing your arms (you'll look defensive)
- Crossing your legs
- Hands in pockets

### Gestures

- Make sure your gestures reinforce your impact rather than reduce it.
- Make sure the size of your gestures match the venue (tennis ball, beach ball, blimp).
- Practice your resting pose (tenting, gating, communion etc).
- Embrace hands-by-side to show openness.
- Think about your gestures as much as your words – if you're giving a list, support with a counting menu.

### Voice

- Avoid mucous mouth by avoiding dairy products before presenting.
- Warm up – breathing, high-low, exaggerated vowels and tongue-twisters.
- Make sure there's room temperature water nearby.
- Plan the impact of your voice – use pace to excite; slow down to dramatise; speak loudly when making a point; speak softly to draw people in.
- Silence is golden – never forget the power of pause.
- Don't force your voice to be deeper.



## Messaging

Every time you speak, whether it's to colleagues, on stage or on camera, you're selling something. It can be a product, concept, argument, idea, or yourself. For your sales pitch to be heard however you need to answer the "so what?" of your audience.

- What's the problem you're solving for your audience?
- What are your three key messages?
- What are your proof points?

Define your pitch roadmap to make it as easy as possible for your audience to follow

- Identify their problem and your "so what?"
- Give them the roadsigns of your presentation
- Take advantage of The Rule of Threes
- Keep it simple (remember your audience is hearing this for the first time!)
- Use facts and figures with a human face where possible
- Always finish with a summary.

To take advantage of our Outspoken Women tailored training, visit [outspokenwomen.com](http://outspokenwomen.com)

You are  
selling  
yourself.

So it's  
important to  
BE  
YOURSELF.