

## BEING YOURSELF WORKS

1. There are two goals in every presentation:
  - to communicate a memorable message in a memorable way.
  - to convey your personality, adding credibility to the message.
2. These are best achieved in a relaxed conversational style.
3. Relaxed conversation is two-way, but the pace of relaxed conversation is controlled by the listener - e.g. nods, smiles, frowns etc.
4. Audiences are used to hearing conversation. Broken grammar and pauses are normal to them. Variety of pitch and tone and every day language are attractive to the ear.
5. Your own style is your best style - like fingerprints, we are unique.
  - Body language
    - forget about it, be yourself
    - do try to lift your game, be enthusiastic
    - avoid distracting mannerisms
6. Pace has two elements:
  - Rate of Word Delivery: fast
    - this should be your normal pace to bring out your personality;
    - stressing a word animates your voice and your face.
  - Rate of Ideas: slow
    - give the audience an idea and then let them think about it
    - Ideas must be delivered at a digestible pace.

7. Eye contact - focused not random, shows you care and flatters the listener.
    - It personalises the message.
    - Provides feedback for the presenter.
    - Adds emphasis.
    - Compels attention.
  
  8. Adrenalin
    - vital for a good performance, but needs to be controlled.
    - distorts your perception of how time is going by.
    - can only be controlled by discipline; take your time.
  
  9. Remember the importance of the pauses.
    - The First Pause - you are seen to be thinking about what you're going to say - not slick or glib, you are seen to be in control, knowledgeable and capable; you command respect. Creates anticipation.
    - The Second Pause - (the "GOT THAT?" pause) - allows the audience to think about what you have just said; with eye contact it adds emphasis and authority to the point you have made.
  
  10. The audience remembers what they thought about what you said: you must give them the chance to think - in silence. Only if you involve your audience, encourage them to participate by thinking, will they stay with you.
- N.B. *You cannot ask more of yourself than to be yourself at your best.*