Skill 6
BODY LANGUAGE
How your actions affected your words

In this chapter you will learn how tou cab exhibits some of the skills in your presentations, without changing your personality or style of delivery.

How to identify 11 keys presentation traits found is successful speakers

There are 11 traits exhibited by most professional speakers:

1. **Strong presence**

The presenter easily relates to the needs and desires of those listening to his or her words. Not only does the speaker do this quite naturally, but also the effect is one of creating interest and solidarity from the audience as a whole. The speaker easily commands the respect of the audience with a natural combination of flair, poise, authority, and a delicate sense of timing.

2. **Audience empathy**

For whatever reason, you couldn't help but like the speaker. From the very first words spoken, the presenter seemed to form a natural, close bond with the audience. It made people relax more, feeling that they were more in place of a trusted fried, rather than someone that had never heard speak before. And (the most amazing part of all) this empathy with the audience appeared to develop in a low-keyed natural manner.

3. **An effective opening**

While you may not remember especially what was said, you can easily recall that it immediately caught your attention and left you wanting to hear more. This feeling stays with you throughout the entire presentation.

4. **Good eye contact**

The speaker's eyes seemed to shift from one side of the room to the other in an unhurried, carefully paced pattern. During several points in the talk, you were certain that

he was looking specifically at you. Naturally when this occurred, you paid even greater attention to what was being said. Interestingly enough, you got the distinct impression that others in the audience had the same impression.

5. Sincerity

From the moment the talk began, you sensed a deep sincerity on the part of the speaker. This genuine commitment to the topic seemed to permeate the room and in turn, helped to foster a strong bond between the audiences and presenter. A genuine honestly seemed to exude from the speaker throughout the entire presentation.

6. Enthusiasm

The high level of enthusiasm generated by the speaker rapidly became contagious throughout the room. This action not only raised your own excitement level but made you want to listen attentively to everything that was being said.

7. Effective gesture

All body gesture made by the presenter appeared to enhance the talk greatly. These included use of hands, facial gestures, and the occasional shifting of the body itself to reinforce the point being made at that moment.

8. No apparent nervousness

Not only didn't the speaker appear nervous, he actually seemed to be enjoying himself throughout the entire talk. Of all the successful speaking traits shown by professional speakers, this probably the deepest impression upon you.

9. Good voice control

You were aware that the presenter's voice had a very pleasant tone throughout the talk. The occasional use of pauses, careful voice modulation, and deliberate pacing seemed to blend perfectly with the presentation and appeared quite natural.

10. Appropriate dress

The speaker's clothing appeared to reinforce what the speaker's message was, yet nothing the speaker wore distracted from the presentation being made.

11. Persuasive close

The close was introduced as smoothly an as effectively as opening. At the conclusion of the talk, you remembered not only what the speaker had said, but also felt a high degree of commitment to those points that were made.

Eight body language signals to avoid

1. Arms clasped or folded tightly around chest (makes you appear unsure and defensive)
2. Drumming fingers on podium or table (highly distracting to audience)
3. Slumped shoulders during presentation or slouching (carries the appearance of defeat)
4. Inadvertent tugging at ear or jingling coins in pocket (confuses/distracts people listening to your talk)
5. Keeping a tight grip on podium "until knuckles turn white" (a sure sign that you are in deep fear/distress)
6. Constantly pointing finger at audience to make a point (OK used sparingly-any more appears dictatorial)
7. Heavy use of pause (used in moderation a pause in quite effective …. Too many destroys the talk)
8. Frequent pacing around speaker's podium (will greatly distract audience from the point you are trying to get across)

Interpretation of nonverbal signs

While there is no uniform consensus from the experts, the majority generally agrees on the meaning of the following nonverbal clues:

Speaker tips:
♦ Remember that most of the meaning of your words is conveyed not by what you say, but by how you looked when you said it.
♦ While all presentation traits are important, in order to have a really successful talk you must have the following a strong presence on the platform, good eye contact, and no apparent nervousness.