



# HINTS & TIPS ON GIVING DYNAMIC PRESENTATIONS

## Communication Skills – Body Language

### BODY LANGUAGE:

Is the art of seeing what others are thinking. When people say one thing but mean another is common in the various stages of selling. Understanding BODY LANGUAGE can give you the ADVANTAGE.

I was first introduced to this skill over 20 years ago both through a workshop and by reading Dr. Joseph Braysich's book on the subject. There are plenty of others available if you want further reading.

Why is it important to understand BODY LANGUAGE when you are presenting? Well, in many instances, your audience isn't responding to you with words, so how do you know how your MESSAGE is being received? Your CONVERSATION with them is mainly one-way. You need FEEDBACK, and BODY LANGUAGE is a very powerful communication skill to learn so that you can understand what your audience is thinking. You can then modify what and how you are speaking and presenting to better connect with your audience.

### THE OBVIOUS:

They WALK OUT! You've got a real MAJOR problem! They're ASLEEP!

Pretty dramatic too, and believe it or not, yes I've seen it happen! You desperately need some Presentation Skills Training if this happens to you – call us, we can help!

They're TALKING. Are you being boring? In your voice or your presentation material? They're FIDGETING, or DOODLING on a piece of paper. You need to re-GRAB their attention.

These are all signs of a MAJOR deficiency in your presentation and you need to make changes – quickly, if you are going to win this presentation.

### THE SUBTLE:

Small body and facial movements; the sigh, the upward look of the eyes, the scratching of the head, shrugging shoulders, no smiles on their faces. And if you're not LOOKING at your audience you'll never know (see WebHints™ #2 on Eye Contact).

### Now what about YOUR BODY LANGUAGE?

Where and how you put your hands and arms can send different messages to your audience. Also how you stand.

For instance standing with your thumbs tucked in your belt with your fingers facing down is a sign of dominance and your audience will react accordingly. You haven't got your back to your audience I hope (looking at the screen)? Audiences react pretty strongly to that one. Make sure you have a warm expression on your face – try a SMILE!

Make sure your GESTURES (see WebHints™ #2) are appropriate for what you are saying and add drama to your message. Don't fold your arms – you're subconsciously saying, "What I say is the most important and I don't care what you say". If you don't care what your audience is thinking, then don't be surprised when they don't believe what you're saying! And all because you folded your arms! Use your arms carefully, they can say MORE than your words! Your hand movements should add to your message, not detract from it.

BODY LANGUAGE is very powerful! And I recommend anyone who has to give presentations regularly to learn this skill in at least some depth. You will be repaid manifold.

Visit us regularly for more WebHints™ on giving DYNAMIC Presentations. We hold regular Workshops and Seminars that give you all the secrets of Giving a Great Presentation.

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