

When You have Something Important to Say

When you are presenting a report to your management, a proposal to the committee or changes to your staff they are not hanging on your every word. When you get to the key points - you want them to listen, believe and remember. Use these techniques to give your words impact.

1. **Announce, "This is important."** Then give the important stuff. Teachers do this by saying, "This will be on the exam." You could state, "This is a million dollar tip."
2. **Pause, just before, and after,** you say the important stuff. Notice the effect of the pause at the awards night when they say, "May I have the envelope please?"
3. **Lower your voice** to increase the believability. Practise this, "And in conclusion," (lower your voice) "I am the best one for the job." Just for fun try it in a higher pitched voice and notice the difference.
4. **Make them laugh just before,** then get serious and deliver the important message. When we laugh we open our minds and are more willing to accept new information.
5. Move before - then **stand still** while delivering the important stuff. This is especially effective for those who pace or move a lot when they speak.
6. **Look your audience in the eye** - don't read the important stuff. If you have to read it - then it looks like you don't really know it or believe it.
7. **Smile.** We believe those who smile at us. We also prefer to listen to speakers who smile at us. We listen with our eyes and our ears.
8. **Tell a story** of how this lesson was learned or applied. The earliest lessons were stories told by our cave-dwelling ancestors. The story lessons were remembered. If only the lecturers of today remembered the wisdom of our ancestors.
9. **Repeat it three times** during your presentation. If you want it remembered - repeat it and repeat it again.
10. **Reinforce the message with images.** We retain images better than words. Attach your message to word pictures, visuals and body language.

© George Torok delivers keynotes and seminars on presentation and creative thinking skills. He coaches executives and business professionals to be effective presenters.

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