



The ECHO™ — Your Weekly Presentation Tip

January 2, 2008

Commanding Presence

We hear all the time about presenters "commanding attention," but what does that really mean? It doesn't mean standing there and demanding it (tempting as that might be).

The things that reward the audience's attention are well within your control:

- Dress appropriately for the audience and topic.
- Look them in the eye.
- Pause and breathe.
- Gesture above the waist and away from the body.
- Let them know exactly what you're there to accomplish, and back it up. You're not there to waste their time-let them know it.

Contact Communispond
marketing@communispond.com
800 529 5925
www.communispond.com