



The ECHO™ — Your Weekly Presentation Tip

February 6, 2008

"Anchors Away!"

The next time you watch a presenter, notice if he or she grabs onto or leans on a lectern. Often, if there's furniture close by, it becomes the speaker's "anchor"; he or she feels more comfortable touching some stationary object. However, for the audience, it's a distraction. To us, the speaker looks more nervous and unsure of himself, and we focus on the grabbing and leaning, not on the message.

Lecterns are for notes or your laptop. Get rid of the lectern "anchor" by taking a half-step back, and resting your hands lightly on the edge of the lectern when you speak. Your hands are now free to gesture when appropriate. And there's nothing that says you can't walk out from behind the lectern, which will allow you to be more accessible to your audience.

"Anchors Away" will make sure you don't get stuck at the shore and you sail through your next presentation.

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