



The ECHO™ — Your Weekly Presentation Tip

April 4, 2007

The Eyes at the Back of the Room

When you begin your presentation, find a set of eyes at the back of the room and focus on that person for a moment. Why?

Those first few seconds of your presentation are precious. The audience makes judgments about your capability and credibility that you'll either live up to or be challenged to overcome for the rest of your presentation.

Taking a breath and finding a set of eyes at the back of the room will accomplish several things:

- Your head will be up, rather than bent down to speak to the front row
- By connecting with the person farthest away, your voice will start at a good, strong volume level

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