



The ECHO™ — Your Weekly Presentation Tip

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Look Me in the Eye

No parent, trying to get through to their child, says, "You look out the window when I'm talking to you." Parents want to make sure their message registers clearly, and eye contact is critical in making that happen. They know that, if their child isn't looking at them, the child is probably not getting the message they're trying to communicate. So they say, "Look me in the eye."

The same is true when you're presenting. If you can't look people in the eye, they won't listen to you and they won't believe you. Presenters who avoid eye contact come across to their audiences as shifty, disconnected, vague, and untrustworthy. Why? Because audiences associate eye contact with positive qualities; they describe presenters with good eye contact as clear, understandable, confident, trustworthy, believable, convincing and credible.

With any size audience, look one individual in the eye and give that person a full sentence of information. Pause in silence. In the silence, find another person and give that person the next sentence of information. When you make eye contact with one person at a time, you read your audience; you make sure you're getting your message through, so your message resonates more powerfully with them.

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