



The ECHO™ — Your Weekly Presentation Tip

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The Tapping Finger Test and Presentations

When you were a kid, did you ever tap out a song on the table with your fingers and have people guess what song you were tapping? Studies show that people guess the correct song less than 25% of the time, even when the tapper was convinced the song was the easiest thing imaginable. What accounted for the difference?

The tappers are singing the song in their heads as they tapped; they had critical information the listener didn't have. The beat made perfect sense. Without that information, it was just one note tapped out in 3/4 or 4/4 time.

Rehearse critical presentations with someone who doesn't know your subject matter as well as you, to ensure you're not leaving out critical information that will help them understand your message.

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