



The ECHO™ — Your Weekly Presentation Tip

May 16, 2007

2000-Year-Old Advice

The Roman orator Cicero had this to say: "No one can speak well, unless he thoroughly understands his subject."

Now whether you are a him or a her is irrelevant, but no amount of glibness can beat someone who really understands their subject matter and lays it out confidently and logically. Once you understand your point, try running your point past someone who knows nothing about it and see if they understand what you're saying. That should have you ready to go.

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