



The ECHO™ — Your Weekly Presentation Tip

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Talking to the Screen(s)

One of the most common distractions to an audience is you, as a presenter, talking to the screen behind you, so that your face and voice are facing the screen, rather than the audience. There is an additional distraction when you're presenting from a laptop or monitor; many presenters think they can look at that screen rather than the wall behind them. The problem is that their eyes get locked down in front of them, and they still aren't looking at the audience.

The cure for both is "Think-Turn-Talk":

- Look at the screen and think about what you're going to say in silence.
- Turn to the audience and make good eye contact.
- Tell them what you want to say. If you have to refer to your notes on the screen, simply pause and get your next thought loaded and deliver it to the audience.

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