



## **The ECHO™ — Your Weekly Presentation Tip**

August 22, 2007

### **Einstein and Presenting**

As most of us are probably aware, Albert Einstein once taught us that time is relative...even if we don't know exactly what that means. However, keeping his now infamous teachings in mind can help you deliver more effective presentations. Most important, remember that pauses feel longer to you than to your audience.

Many presenters speak too quickly, because they are afraid that long pauses will make them appear unconfident or halting. However, pauses almost inevitably seem longer to you than to your audience.

When you finish a key point, hold the pause for one "beat" longer than you think you should. This step will give you time to start your next thought without a non-word, find a set of eyes to look at, and slow down.

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