



The ECHO™ — Your Weekly Presentation Tip

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Walking or Standing

Some presenters walk while they talk, while others stay in one place. Which is right? Well, it depends on what you're trying to achieve.

Most presenters walk while talking for a simple reason-it feels good and burns off excess nervous energy. This makes them feel better, but it may also cause them to do things that are distracting to an audience, block their visuals and get out of position.

On the other hand, walking with a purpose is a powerful tool. You can connect with your audience, appear more engaging and make a point. Here's some guidance:

- Walk between making your points, rather than in the middle of a thought.
- Be where you're going before the end of your thought, so that you are planted and have good eye-to- eye connection with your audience on the important point.
- Know in advance where you're going, so that you're not out of position when it's time to change the visual.

Contact Communispond
marketing@communispond.com
800 529 5925
www.communispond.com