



The ECHO™ – Your Weekly Presentation Tip

December 19, 2007

How You Present Has Mattered For Thousands Of Years

In the fourth century BC, there was a very smart man with a very bad stutter. Because he couldn't communicate very well, people felt he was mentally incapable of contributing to Athens' bustling democracy. Because of this, he worked tirelessly to learn how to speak capably. And thanks to his tireless work, his name soon became synonymous with eloquence and clear thinking.

Demosthenes worked for years to overcome his challenges and ultimately succeeded. Interestingly, his thoughts and the quality of his ideas didn't change over those years, just his ability to present them in ways the people of Athens could understand. He soon became known as one of the leading philosophers of his time, which can be attributed solely to his ability to communicate the thoughts in his head.

Isn't it amazing how not much has changed since then?

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