

Tips for Effective Delivery

Use this list to check yourself and to coach others.

1. Breathe: Use the “virtual quarter” to improve air flow.
2. “Love” your topic!! It is all about your “Life force that drives the message!”
3. Posture and Stance: Straight, open, and relaxed; conveys social class, status, and power.
4. Eye Contact: Steady direct gaze of three to five seconds conveys competency, trustworthiness, and credibility.
5. Vocal Variety: Vary your volume, pitch, and rate to keep an audience interested.
6. “Own” the room: Use your “body suction cups” to capture a room.
7. What to do with those hands? Don’t worry about them.
8. Use of “unknown” jargon: When jargon is used audiences “go to sleep or become less interested in the subject.”
9. Use of notes: ½ page only; use a large font – 14 pt or above; double-spaced.
10. Audience “energy” level: Speaker’s energy level should match or be slightly above the energy level for the audience. Too much variance causes audience to “turn-off.”