

“FAILURE TO ‘NAIL’ CLARITY, COMMAND AND RELEVANCE AT  
THE OUTSET OF A PRESENTATION WILL SERIOUSLY ERODE YOUR  
CREDIBILITY AND THE VALUE YOU BRING TO THE ROOM.”

–MARGARET KEYS



## **A C O A C H ' S V I E W**

1. Sitting and talking doesn't prepare you for standing and talking.
2. Internalize, don't memorize.
3. Failure to “nail” clarity, command and relevance to the audience at the outset of a presentation can seriously erode your credibility and the value you bring to the room.
4. Your prior relationship to authority is a critical variable for predicting your success in an executive presentation.
5. Breath control is key for managing your voice and the rush of adrenalin.
6. Have a stance you can count on.
7. Get into your natural gesture system as soon as possible.
8. Writing your presentation down doesn't automatically transfer to spoken delivery. The two modes are entirely different.
9. Self-consciousness can most quickly be overcome by connecting or re-connecting to the audience.
10. The more deeply you understand the context, the more on target your “in the moment” responses will be.
11. Eye contact is not just for the benefit of the audience. Eye contact grounds the speaker.
12. Visuals are for the benefit of the audience, not the speaker.