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Present With Passion To Get Results



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You've heard the expression, "It's not just what you say, but how you say it." It's true.

You may create the most interesting and inspiring message for your audience of one or 1,000, but you will quickly lose them if you don't deliver it with poise, passion and persuasion.

Whether you're presenting a seminar, sales presentation, workshop or facilitating a meeting, you need to develop a powerful stage presence.

How can you speak with passion and wow the audience? There are three key components to being an engaging presenter: vocal variety; body language; confidence.

Let's start with vocal variety. Did you know that 38-percent of how you're perceived is based on your voice? Many people do not speak with enough inflection and passion; they don't change their pitch, tone, pacing and vol-

ume. This leads to becoming a boring, disengaging speaker.

To enhance your speaking voice, practice reading stories and speeches aloud. Tape yourself doing these recitations. There are many recording apps you can get for your smart phone, such as Quick Voice. When you listen back, consider whether you changed the vocal elements mentioned above. Did you emphasize certain words, raise and lower your voice to make an impact and pause for dramatic effect or to make a point?

Body Language includes facial expressions, posture, gestures, movement and eye contact. Would you believe that 55-percent of communication is nonverbal? For example, when saying the word "you" to an audience extend your arm and the palm open for more emphasis. Be sure not to point your finger as that may be viewed as aggressive.

Not only should your voice reflect your message, but also appropriate facial expression is key to speaking with passion and involving the audience. Keep in mind that proper eye contact,

which means looking at various individuals in a group for a few seconds, is an important part of connecting with an audience.

When presenting to a group, try not to stand in one spot continuously. Move to another area as you shift your thought as this will add interest. However, don't rock back and forth, lean on one foot or pace as these movements are distracting.

Confidence – Breathing from the diaphragm and speaking on the exhaled breath will help you sound like a leader. It also contributes to having a resonant voice. Proper breathing helps you focus, relaxes and energizes you at the same time.

The more you prepare and practice your presentation, the more you will display executive presence and confidence.

Bottom Line: Powering up your speaking will help you wow your audience, win their attention and secure their business.

Marla Seiden, president of Seiden Communications Inc., is a speaking and presentation skills trainer and coach. Based in New Hyde Park, she is in business for over 25 years.