

Why Body Language is important?

The message you try to convey is passed in

- Words – about 7%
- Tone, volume, pitch of your voice – about 38%
- Body language – about 55%

Eye contact

- The key to involving the audience is the eye contact. Only if you keep it, you can tell if they are listening or drifting away and react appropriately. If you lose it, you will lose audience as well
- Try to make an eye contact with everybody in the room, even for a fraction of a second
- With large groups use Z-technique:
 - Start with the back row and make eye contact with every person for a fraction of a second
 - Then move your gaze on diagonal to the front of the room
 - Skim the whole first row and go back to the last one on the other diagonal
 - Repeat during the presentation

Gestures

- This is everything from the waist up
- While on the stage use gestures according to the message, e.g. use fingers while enumerating, show size with your hands, etc.
- Use open, broad gestures rather than the closed ones
- Start with a smile, show how passionate you are about the subject, convey emotions to energize your audience
- Use facial expression to emphasize emotions, make sure they correspond to the right message

Stage movement

- Your posture speaks your confidence – stand firmly on both legs, balancing weight between them (no hips pushing or legs crossing)
- When on stage, make sure you use the space you have. Movement is crucial for making your speech more dynamic. It also allows you to establish a better connection with different parts of your audience
- Be natural, walk slowly from time to time. You can anchor yourself in different points of the stage and make various statements from each of them to distinguish them better.

Body Language over the phone?

Surprisingly it can impact your performance significantly, remember about:

- **SMILE** – the audience will hear the smile in your voice
- Try to move around - even on the phone your voice is different if you walk. It can help you focus on what you are saying and make your point stronger
- While talking over the phone use gestures, it will make you more confident

Remember, your speech is an act, use your acting skills!