

Considering Non-Verbal Communication to Enhance Your Presentation

A leadership Presentation on behalf of SofemaOnline (www.sofemaonline.com)

SofemaOnline (SOL) considers the challenges of Public Speaking and how we can benefit from a knowledge of non verbal techniques.

Realities of Non Verbal Communication

Lets Consider a few of the realities we face related to Non Verbal Communication Techniques

Our words only count for small percentage of the actual success of our message, in fact the major part of our message is transmitted by our Body Language, Facial Expression as well as the tone of our voice.

Our audience is generally looking for a positive experience – they are not expecting to be subjected to negative feelings and emotions.

Empty words carry no emotion so there is a need to connect the words with matching emotion.

Whether we like it or not our non-verbal communication will make an immediate connection and our challenge is to make this a good one so that we make a positive impression on our audience.

Without even thinking about it people connect with their heart, soul and eyes this is all part of the communication experience.

What our Body Language Says about us?

Maintaining eye contact is the easiest step 1 we can practice ensuring we connect with our audience. (try to establish eye contact with each and every member of the audience.)

How we behave in front of the audience even sitting standing for example as well as any gestures will affect directly the audience perception of our message.

It is important that our verbal and non verbal message matches otherwise we create obstacles to effective delivery.

Audience belief can be driven by how sincere and confident we are and if we do not “sell” the message correctly we may have a tough time getting people to believe us.

Speech Modulation

Practice slowing down a little the speed of delivery as this significantly improves audience reception. Knowing when to slow down, speed up, and pause, influences the way your message is received. Pause or change pace of speech to create an effect.

The tone of voice is also important practice to vary speed and pitch to keep people listening to you.

Make sure you are clear in your speech, ensure an adequate volume or use a microphone and speaker.

Hold still whenever you make an important point and choose your words carefully.

Dress to Impress

You are not dressing for yourself, but the audience so dress in a way that they will accept you, typically this means conservative, if anything slightly over dressed is better than slightly underdressed. (Always show respect to the audience)

Caution Notes

Continually mover around the room (motion plus eye contact sends a very good message)

Stand erect, do not sit or lean – people are watching you and you are on show!

Focus Focus Focus - avoid distractions, try to smile with essentially natural or neutral expressions

Always speak with an authoritative voice – but never make exaggerating claims as people will see through this and damage is done to your credibility

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