

9

Habits of Highly Effective
Speakers

vs.

Habits of Highly Effective
Business Presenters

Highly Effective Speakers

1. Are authentic
2. Choose phrases carefully
3. Keep it short
4. Rewrite, then rewrite more
5. Build rapport
6. Tell stories
7. Organize
8. Practice
9. Learn from the masters

Which is all fine and good, EXCEPT business presentations aren't speeches.

They are CONVERSATIONS.

They succeed and fail not by a single message being heard, but by the give and take of dialogue.

That's what gets business done.

So...

Highly Effective Business Presenters

1. Engage in a conversation, not a performance
2. Keep it about the audience
3. Speak spontaneously, but within a framework
4. Design visuals to spark the right thoughts
5. Use visuals to enhance, clarify, and support
6. Create the environment for a fruitful conversation
7. Control knee-jerk reactions, even when emotions creep in
8. Respect what others have to say
9. Look for clues of understanding



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