

Executive Speaking Presence

Gail Zack Anderson
President Applause Inc.

**Maximize your
*personal appeal***

**Streamline/clarify
*your content***

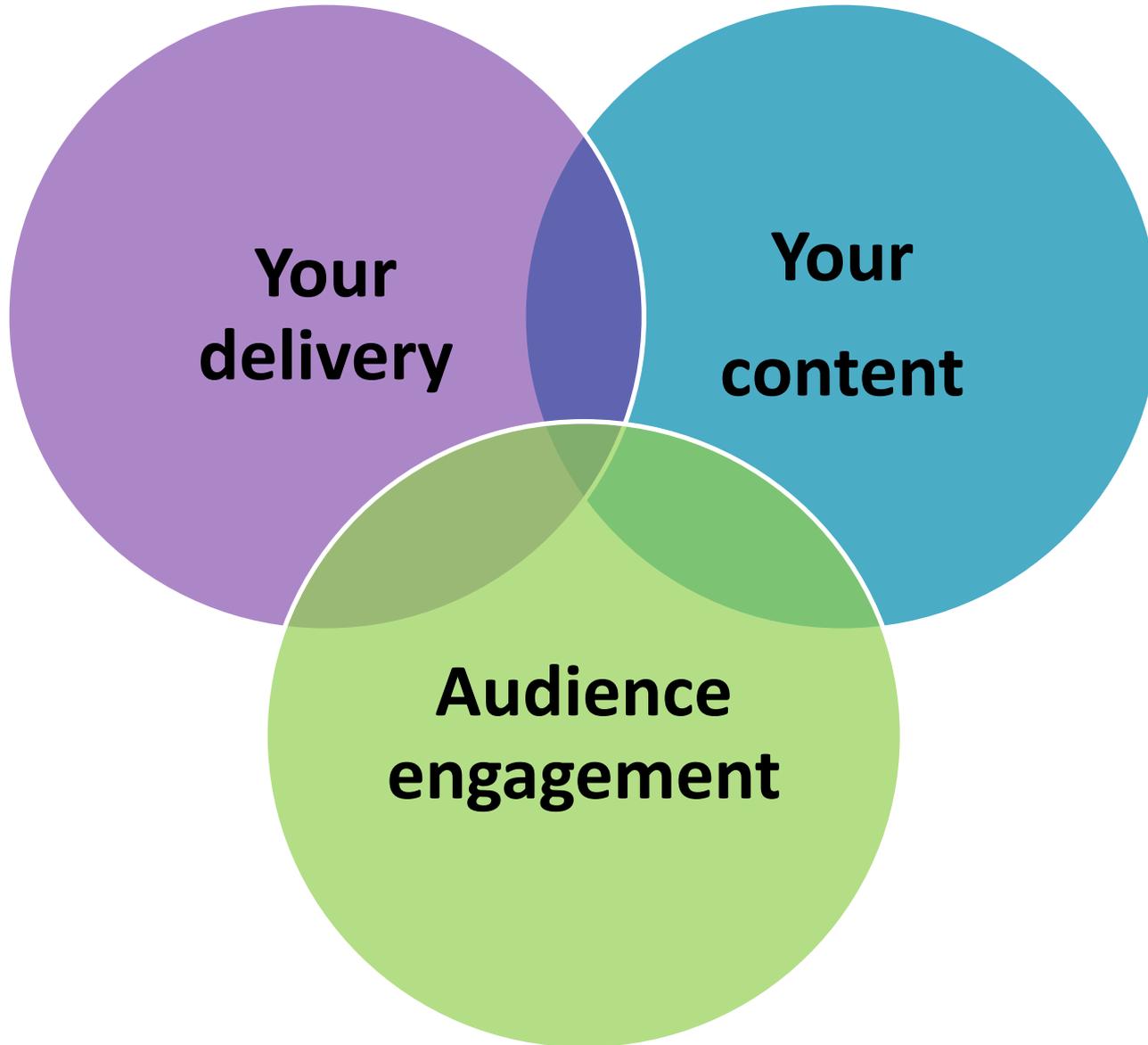
**Increase your
*impact with your
audience***



Which of these is the most important focus for building your own executive presence?

1. My content/message
2. My personal delivery skills
3. Able to engage and inspire my audience
4. All of the above





**Your
delivery**

**Your
content**

**Audience
engagement**

Maximize your personal appeal

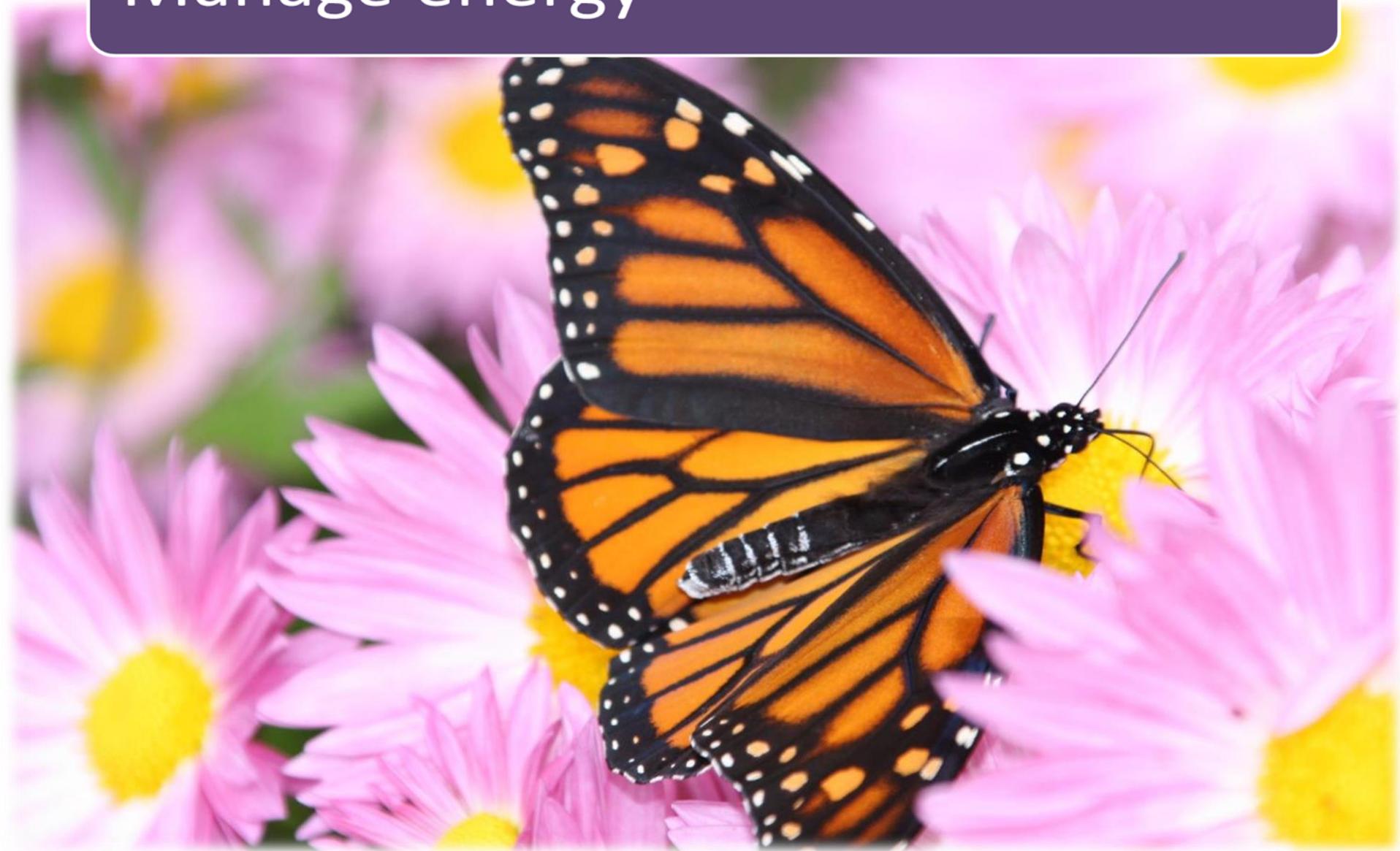
Manage energy

Balance power and warmth

Focus for fluency

Rehearse for polish

Manage energy



Manage energy

It's **POWER** not nerves

Strive to **SERVE** not impress

OK to **NOT** be perfect



Balance power and warmth



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Amy Cuddy:

Your body language shapes who you are

TEDGlobal 2012 · 21:02 · Filmed Jun 2012
Subtitles available in 39 languages

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Body language affects how others see us, but it may also change how we see ourselves. Social psychologist Amy Cuddy shows how “power posing” — standing in a posture of confidence, even when we don’t feel confident — can affect testosterone and cortisol levels in the brain, and might even have an impact on our chances for success.

[This talk was presented at an official TED conference, and was featured by our editors on the home page.](#)

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Work smarter



Playlist (11 talks)
11 must-see TED Talks

Power: commanding body language, strong/firm voice, calm and centered, smooth flow, an expert in subject matter



Power: commanding body language, strong/firm voice, calm and centered, smooth flow, an expert in subject matter

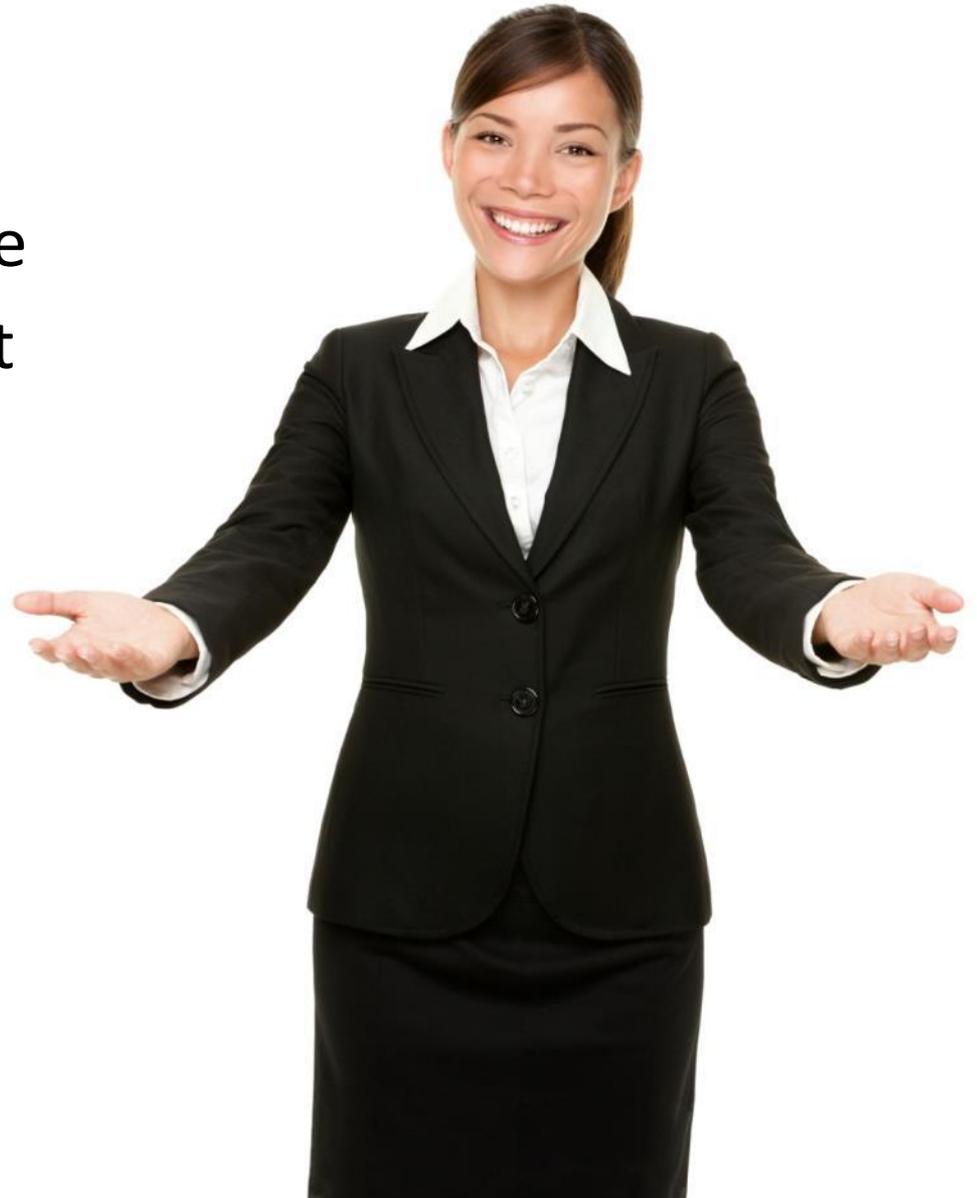
Power without warmth = lack of connection, dry, boring, arrogant



Add warmth to power:
keep arms and hands
open, relax face/smile,
move closer to
audience, speak
conversationally, more
expression in gestures
and voice

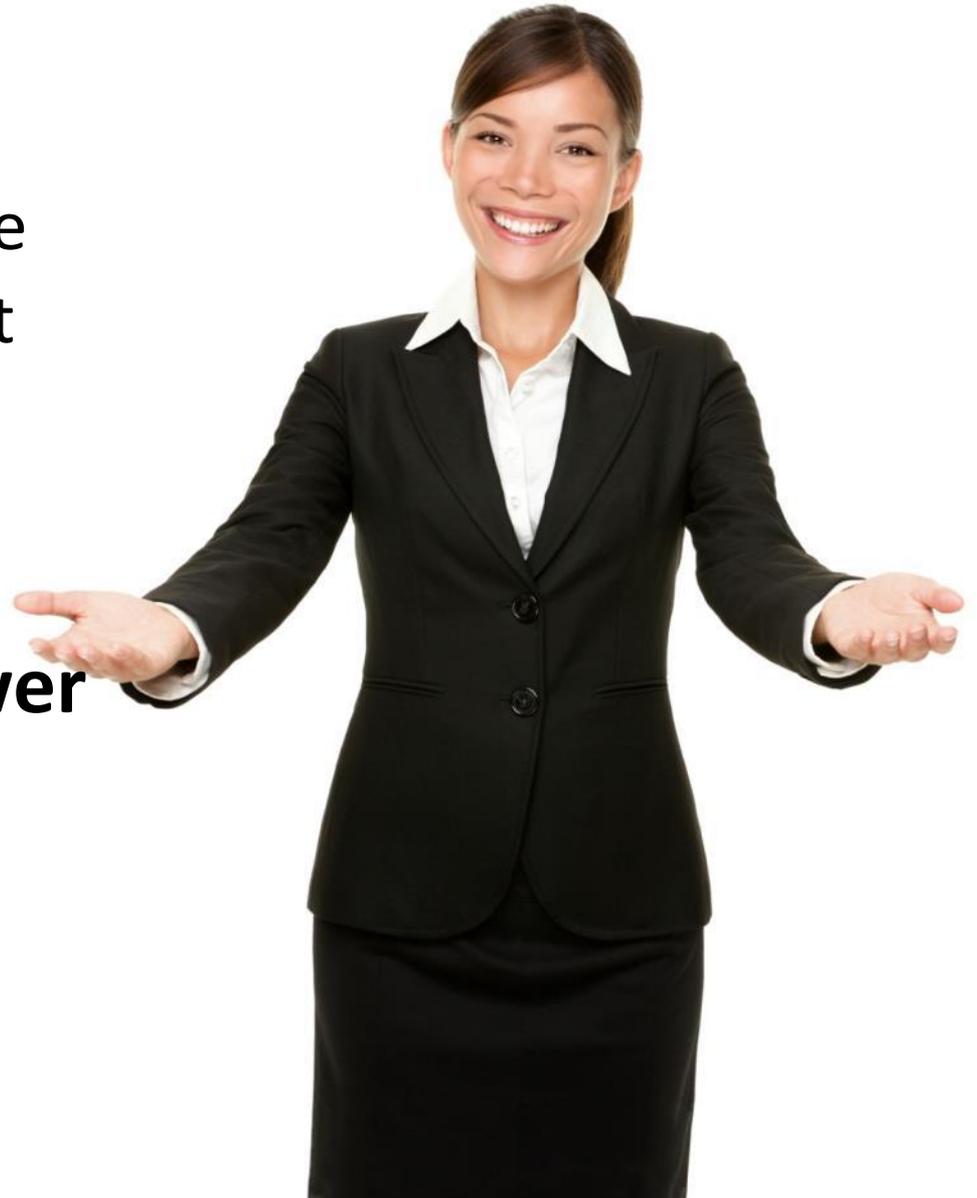


Warmth: open body posture, smile, expressive hands and voice, connect with audience on a personal basis, friendly



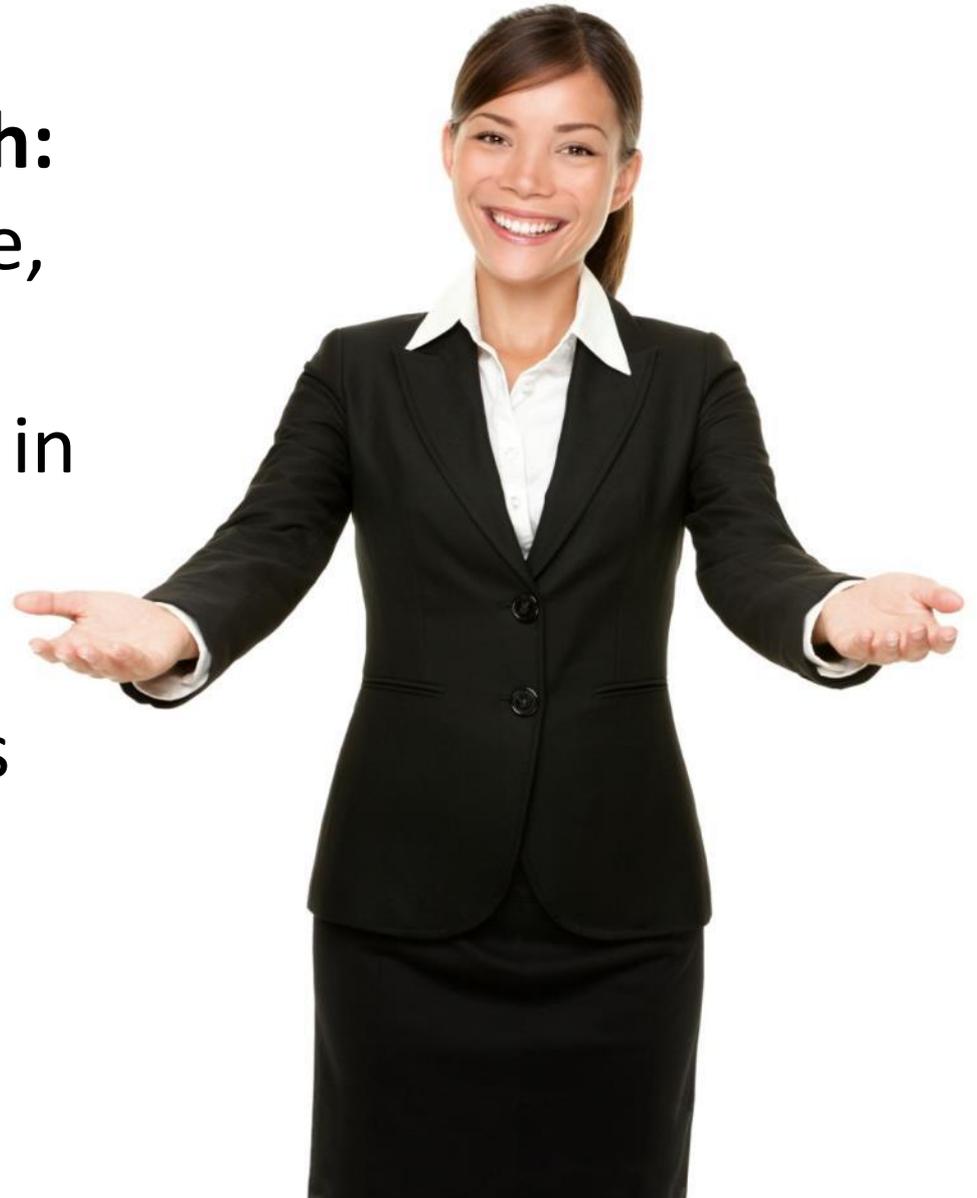
Warmth: open body posture, smile, expressive hands and voice, connect with audience on a personal basis, friendly

Warmth without power
= weakness, not taken seriously, considered lightweight



Add power to warmth:

stand tall from ribcage,
plant feet, don't sway
or rock, more volume in
voice, firm downward
inflections, steeple
hands, larger gestures



Finding a balance

Where are you now?

Adjust depending on:

- ✓ your personality and style
- ✓ your situation
- ✓ your audience

A blend can appeal to different audiences – show them you can speak their language



Focus for fluency

Avoid thinking ahead...breathe and center...
awareness without judging



Rehearse for polish

- Out loud not in head
- Audio or video record
- Pilot group (with Q&A)
- Short on time?
Rehearse first and last minutes



Creating great content

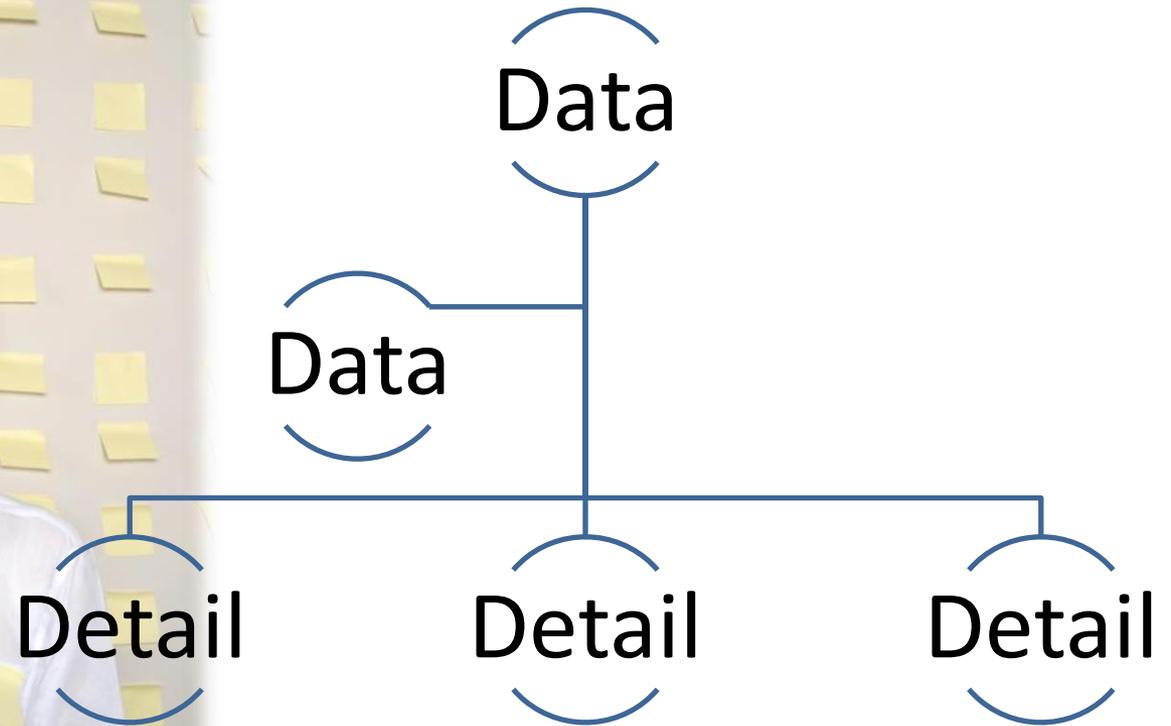
Target your message

Check your scope

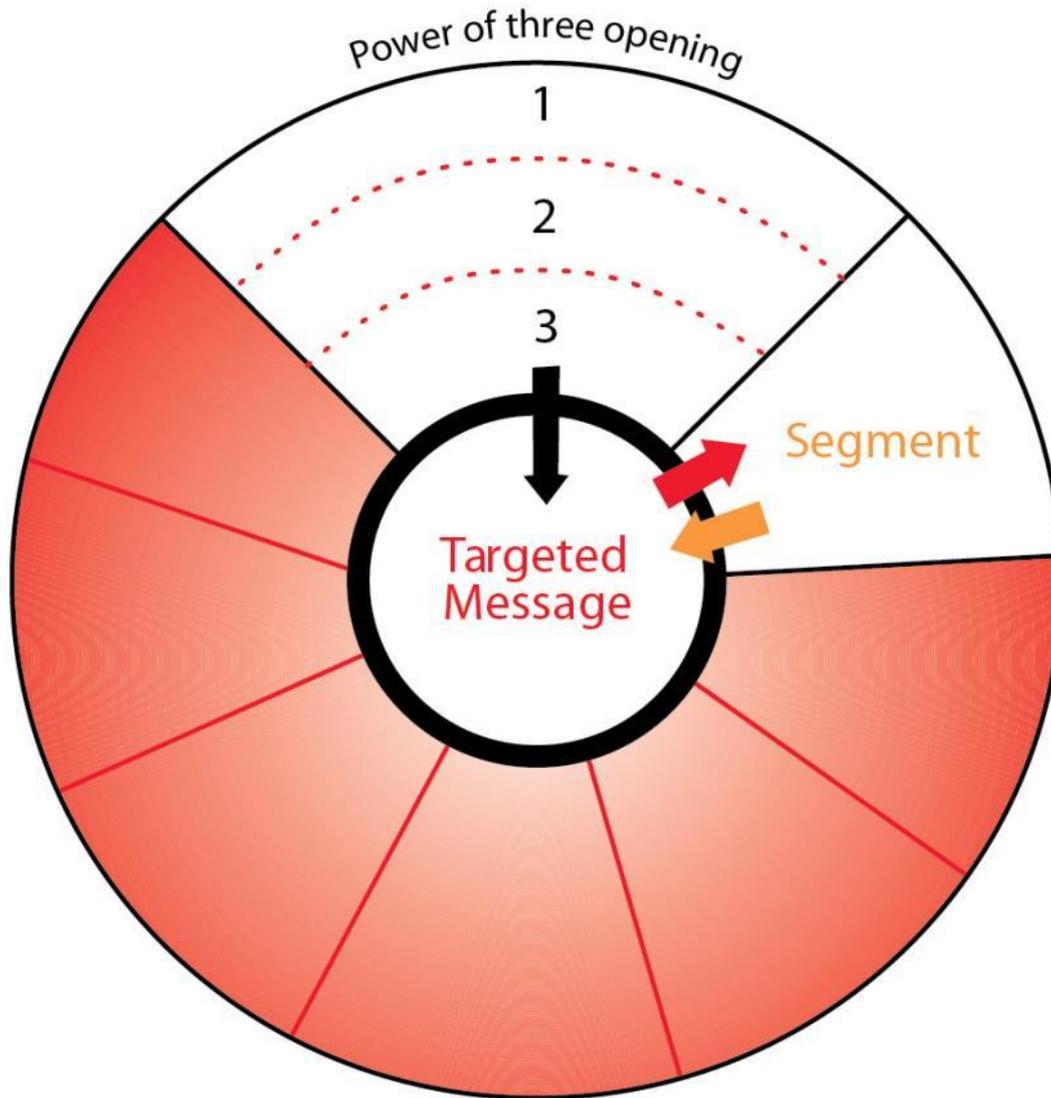
Ace the beginning and end

Ensure visuals are valuable

Target your message



Target your message



Formulate a Targeted Message

1. Who are you speaking to?
2. What do you want to say?
3. What do they want to hear?
4. What strategies will help your audience accept your message?
5. What do you want them to do, or feel, or think, or remember?



Check your scope

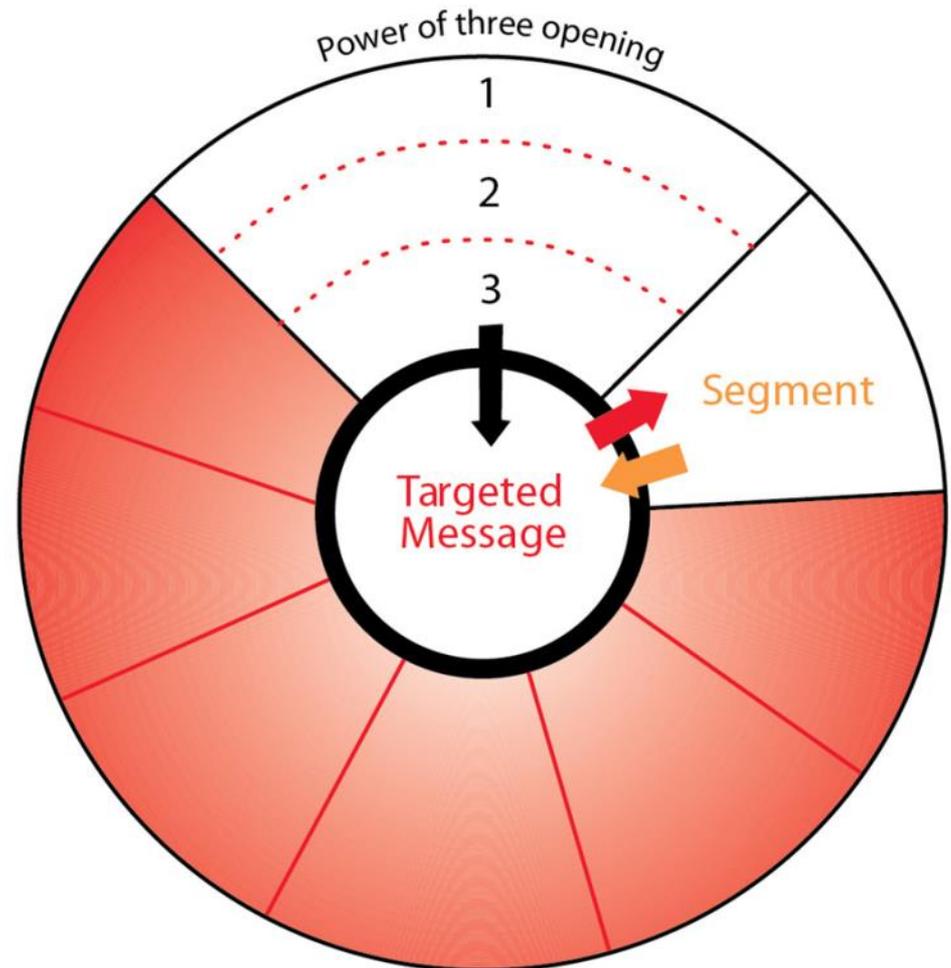
Don't tell them all you know

Leave audience wanting more

Leave time for Q&A

Time each segment

Provide resources for more detail



Ace the beginning and end

Primacy-recency effect

Bookend opening and closing



Ensure visuals are valuable

Less is more, use white space, rule of thirds

Slides aren't documents (slideuments)

Interpret the slides; call out highlights

Do better:

- Use white background
- Fewer bullets
- Use photos, SmartArt, not clip art

Ensure visuals are valuable

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Not the norm in your org?

Be a rebel

Engaging your audience

Forge a connection

Engage early and often

Appeal to your listener's emotions

Master Q&A

Forge a connection

Meet & greet

Chat before beginning

Use names

Make eye contact; direct, smooth and steady

Personalize content, terms and examples



Engage early and often

Don't announce it, just start out that way

Engage in first few minutes

Make it safe and comfortable

Methods:

- *Introductions*
- *Questions*
- *Polls*
- *Neighbor nudge*
- *Small group discussions*
- *Brainstorming*



Appeal to your listener's emotions

“It’s not the information itself that is important but the emotional impact of that information.”

-Nancy Duarte

Stories

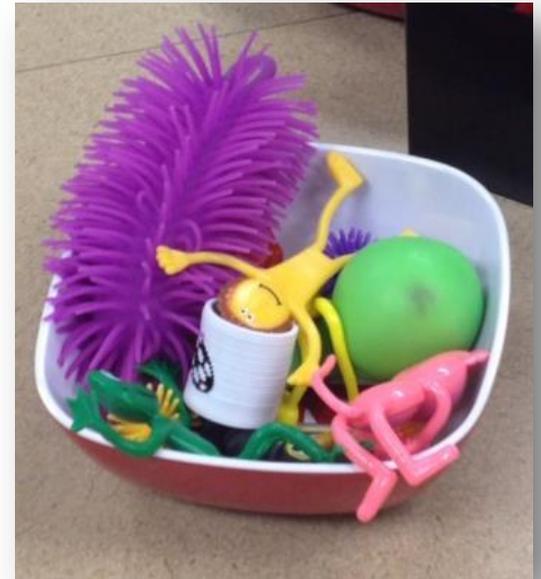
- Impact through emotion, visualization, memory
- Must contain a hero, a problem and a resolution
- Story arc

Telling Stories? Rehearse, edit, test, tie them to your content

Appeal to your listener's emotions

Humor do's and don'ts

1. Don't try too _____
2. Don't open with a _____
3. Do find your special _____ of humor
4. Do _____ it out on others
5. Don't _____ at your own stories
6. Do keep it _____
7. Do be cautious with _____
8. Do take yourself lightly but no _____ _____



Appeal to your listener's emotions

Humor do's and don'ts

1. Don't try too hard
2. Don't open with a joke
3. Do find your special brand of humor
4. Do test it out on others
5. Don't laugh at your own stories
6. Do keep it short
7. Do be cautious with sarcasm
8. Do take yourself lightly but no put downs



Master Q&A

How to get questions started

How to answer questions and move on



Master Q&A

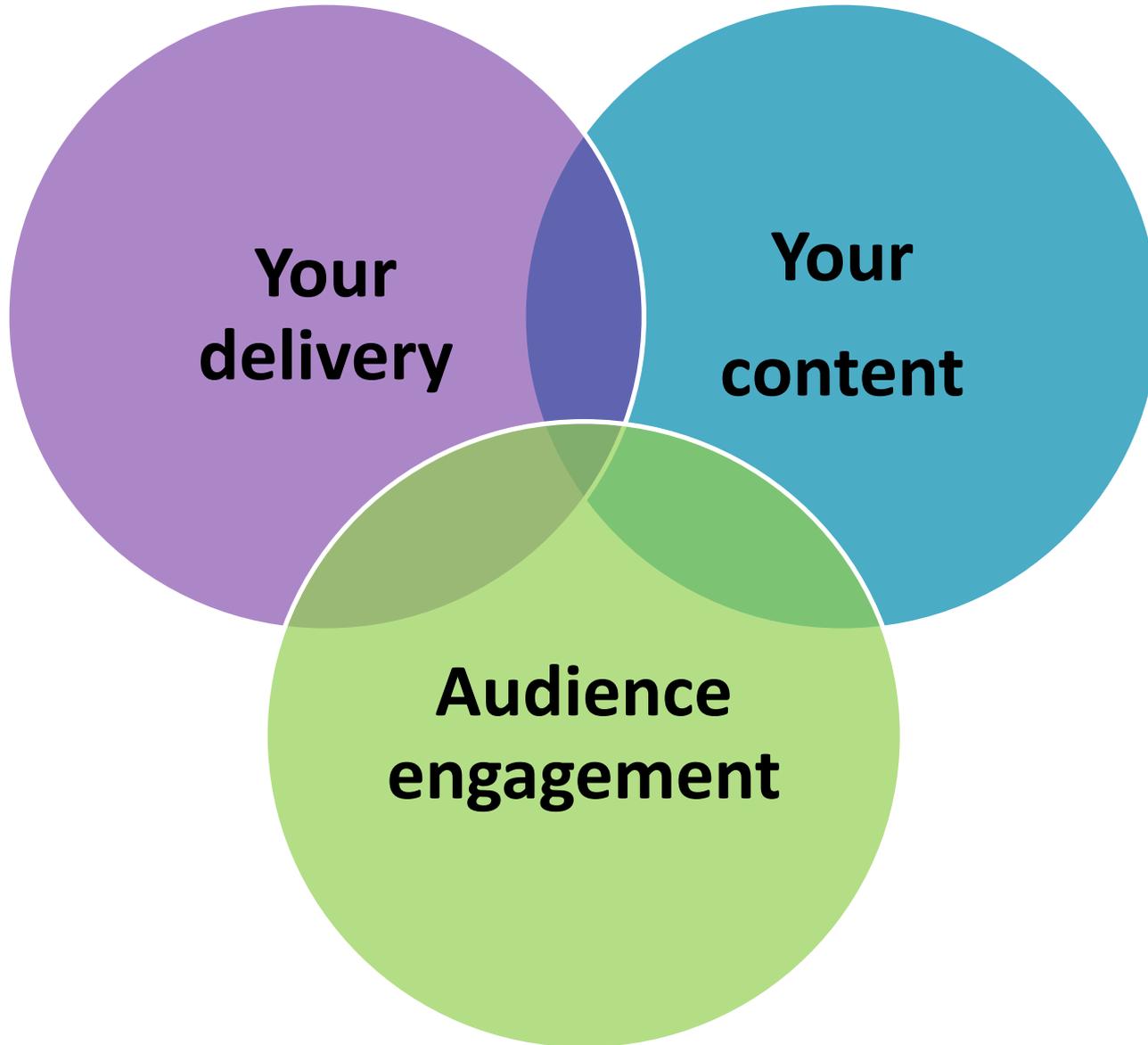
the question is...

the question
is about...

the issue is...

let's take another
look at...

I understand
your concern
about ____...



**Your
delivery**

**Your
content**

**Audience
engagement**

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