1.8b Presentation Skills Checklist

**Objectives of a presentation:**

* Gain attention
* Maintain reception
* Promote retention

**1. Body and Movement**

* Appearance
* Eye contact
* Posture
* Action
* Gestures
* Facial expressions
* Speech attitudes

**2. Voice and Expression**

* Language
* Pausing
* Vocal versatility
* Articulation

**3. Content**

* Organization
* Listener involvement techniques
* Humor
* Audience interests and adaptations

**Fun Fact:**

In his study on how people decide whether they like one another, Albert Mehrabian constructed the following formula: Total liking = 7% Verbal Liking + 38% Vocal Liking + 55% Facial Liking

Useful ideas that come from this research are:

* It’s not just words: a lot of communication comes through nonverbal communication
* Without seeing nonverbal cues, it is easier to misunderstand the words.
* We pay more attention when we are unsure about words and when we trust the other person less.

http://changingminds.org/explanations/behaviors/body\_language/mehrabian.htm