**Body Language**

* Stand up straight
* Face the audience—make sure you don’t have your back to anyone
* Make eye contact with everyone in the room
* Be animated—use your hands and body
* Use facial expressions, smile when appropriate

**Voice/Speech**

* “Project”—Speak to the back of the room; Speak from the center of your body
* “Enunciate”—Speak clearly, articulate every word and syllable
* Vary your speed, volume, and pitch
* Use the pause and emphasis to create interest and maintain audience attention

**Content/Message**

* Anticipate your audience and adapt your content and speaking style accordingly
* Have a message/theme
* Build a story around your theme; try using the rule of 3’s
* Make use of anecdotes (short stories or examples)—connect the personal and specific to the universal
* Create a visual image for the audience
* Appeal to common values, interests, reference points (e.g., people, events, images or moments in history that the audience would know)
* Speak with passion
* Less is more! Only speak for as long as is absolutely necessary to get your point across or tell your story.
* Use humor, where appropriate.
* Use visual aids where useful (but don’t let them become the speech—they should be there to help, not become the focus of the talk)

**If you Get Nervous…**

* Being a little nervous can be a good thing. Try to convert that nervous energy into passion for your speech.
* Stop and take a few deep breaths along the way and during your talk.
* Smile—it will make you and your audience relax.
* Imagine you are talking to someone you know that puts you at ease.