

Connection

'Connection is why we're here; it is what give purpose and meaning to our lives.'
Brene Brown

Preparing your content is important but equally crucial is preparing your delivery techniques. These are what truly engage your audience.

Audience awareness

- Unless you strongly connect with your audience, you will not build trust and your insights will not be taken on board.
- To connect with your audience, you must be aware of who they are, why they are listening and understand their true wants and needs. Do your homework and find out as much as you can about the people you will present to.
- Put yourself in their shoe and look at your presentation from their point of view. Does it still work?

10 ways to connect with audiences

Here are ten techniques you could use:

1. Greet them – and make sure you wait for them to respond!
2. Look at them – 'eyeball' everyone, do not leave anyone out.
3. Ask a question – generally or to an individual.
4. Visualise your concepts to create memorable pictures in peoples' minds.
5. Energy and Passion. Make your enthusiasm tangible!
6. Move the audience (if appropriate) with emotion and conviction.
7. Highlight your points with personal anecdotes.
8. Use (relevant) humour when appropriate.
9. Set the audience a mental task.
10. And above all, when appropriate, smile.