

A**DISCUSS**

- 1 Vocal Intelligence refers to your ability to use the different qualities of your voice (volume, pace, tone, etc.) to successfully communicate with and influence others.

VIEW

The five areas Mark focuses on are: killing filler, slowing down, pausing, using emphasis and varying volume.

B**DISCUSS**

Hamlet doesn't use filler because it destroys both clarity and impact. It isn't always a bad thing, however. A small amount of filler may make you sound natural and conversational. So you don't need to be paranoid about it – just be careful not to overdo it!

VIEW

The presenter ums and ers at least ten times, and also says ah and oh at least 12 times. A rate of 20 ums and ers a minute is very noticeable and distracting.

RECALL

The presenter also repeated himself, stretched words out, broke off mid-sentence (stopped without completing the sentence) and hesitated several times (stopped in the middle of the sentence before going on).

REFLECT

- 1 It makes him seem nervous and unprepared.
- 2 He could have slowed down and paused more.
- 3 When you pause, you deliberately stop speaking and it's a very powerful presentation technique. But it's important to make sure you pause in the right places. If you pause in the middle of a phrase, you will be difficult to follow. When you hesitate, you stop speaking because you can't remember what to say next. This undermines your credibility as a speaker.

C**REFLECT**

- 1 Shorter utterances are easier to follow. So pausing frequently can make you sound quite passionate about your subject. But if you overdo it, you may begin to sound melodramatic and false. Longer utterances sound more fluent and conversational, but, after a while, they become monotonous and it may be difficult to keep track of what you're saying. So the ideal is to combine longer with shorter utterances to create a contrasting effect and make you less predictable. When you become too predictable, audiences switch off!