

A**RECALL**

- 1 If you obsess about your body language, you'll become self-conscious and false.
- 2 You can appear calm and confident by slowing down your movement and using subtler gestures. You can create a more energetic and enthusiastic impression by moving more frequently and using bigger gestures.

B**DISCUSS**

Gestures are very personal and, to some extent, cultural. Be careful not to use a gesture that might be misinterpreted by your audience, but don't worry too much about this. If you do, you'll lose your naturalness.

A good solid upright posture with head and eyes up is important if you want to look confident and engaged with your audience. But, again, don't try to be something you're not. Just make sure you take command of the space you occupy or you'll look nervous.

The two most important areas for creating an impact are probably eye contact and mobility. It's obviously good to retain eye contact, but make sure you don't fix on one person for too long! On the other hand, don't address the whole room for too long either. Keep focusing briefly on different members of your audience individually.

How much you move around depends a lot on what makes you comfortable. Just be aware that the eye picks up moving objects much better than still ones, but that flying around the room can be disorienting for people who cannot move much in their chairs to keep you in view. Keep in mind also that older, more conservative audiences may appreciate a presenter who moves less, whilst younger, more energetic audiences might prefer a more dynamic approach.

RECALL

- 1 Gestures are more distracting the more often you use them. What might be OK once or twice redirects your audience's attention if you do it all the time!
- 2 By filming yourself presenting you can spot some of your own unhelpful habits. (It may be easier to notice them if you play the DVD on fast forward.)
- 3 Ideally, your body language should support and reinforce what you are saying. To do that, it needs to precede what you say by a fraction of a second. Make sure your voice and body are fully synchronised.

C

Watch the video for examples of effective body language. There are, of course, alternatives.