

HOW TO CREATE IMPACT

Impact is about affecting someone else and by doing so, creating change.

IMAGE

BE IN CONTROL OF THE MESSAGES YOU ARE SENDING.

- Ensure your background sends the message you want it to. Keep it minimal - a painting/ some books or a plain wall. Remember, we want to see you.
- If you are presenting or meeting regularly online, consider investing in some lighting to enhance the image. Poor lighting is at best, a distraction and, at worst, detrimental to the entire experience. Ideally, adjust the height of the lights to eye level and put them on each side of your computer or video camera. A box light, lume cube or ring light will have a huge effect on the quality of your call.
- Consider your body language - what is your body saying? Does it match the words you are saying? Centre yourself, breathe deeply, connect.
- Make sure the camera is in line with your eyes, this will encourage connection and make it feel more like a conversation.

MESSAGE

FIND A STRUCTURE THAT WORKS FOR YOU AND KEEPS YOU ON POINT EVEN IN THOSE SPOTLIGHT MOMENTS.

- Place your focus on your audience, be that 1 or 100 people - what do they need to know?
- **What?** - Share your idea.
- **So What?** - Why should your audience care or invest in it?
- **Now What?** - What are you or we going to do to move things forwards?
- You can also use: **Problem / Solution / Benefit** for strategic answers.

PRESENCE

TRY TO PUT PERFECTION ASIDE AND EMBRACE INSTINCT.

- We stop ourselves with the 'what ifs' - what if I don't get it right? What if they don't like my idea?
- To break those unhelpful patterns, remember that there is no right way to speak.
- Take time to stop and listen to your breath. If you are feeling nervous, breathe to the palm of your hand. The feeling of the breath on the skin sends a message to the brain to help regulate the air flow and calm you.

- Place your focus on what is around you - look at the textures, colours, scuffs and scratches - is there something you haven't seen before? This will help to keep you grounded in the present and take the focus off of yourself.

AUDIENCE

THINK ABOUT WHAT YOUR AUDIENCE NEED AND HOW YOU WANT TO AFFECT THEM.

- Try associating tactics to different areas of your speech: are you welcoming them, challenging them, educating, provoking, celebrating? This will take the focus off you and place it on your audience. It will also ensure your presentation is active.

CONNECTION

“ ONLY CONNECT” - E. M FORSTER

- You are more interesting than your visual aids. Allow them to enhance your work, not do the work for you.
- Imagine you have lights in your eyes and everywhere you look the audience will follow.
- Give space to show and share your visual aids. Avoid speaking over them.
- Try to bullet point your speech rather than script it, this will give you more freedom in your delivery.
- Follow your notes with your thumb, that way you can maintain eye contact and connection and only need to glance down to find your place in the notes.

TRUST

ONCE YOU HAVE DONE THE WORK - ENJOY IT!

- Allow yourself to be the expert - if you have rehearsed and done the prep, then trust in what you are sharing. The more you do it, the easier and more natural it will feel. Seek out presenting opportunities.
- If you make a mistake, breathe! If you are breathing, then you are thinking and are far more likely to resolve the issue. Mistakes make us human, it's how we recover that counts.
- Smile! It relaxes you.