



VISUAL IMPACT



POSTURE

Presenting in-person

Hip width apart

55% - 45%

Shoulders back

Hands parked

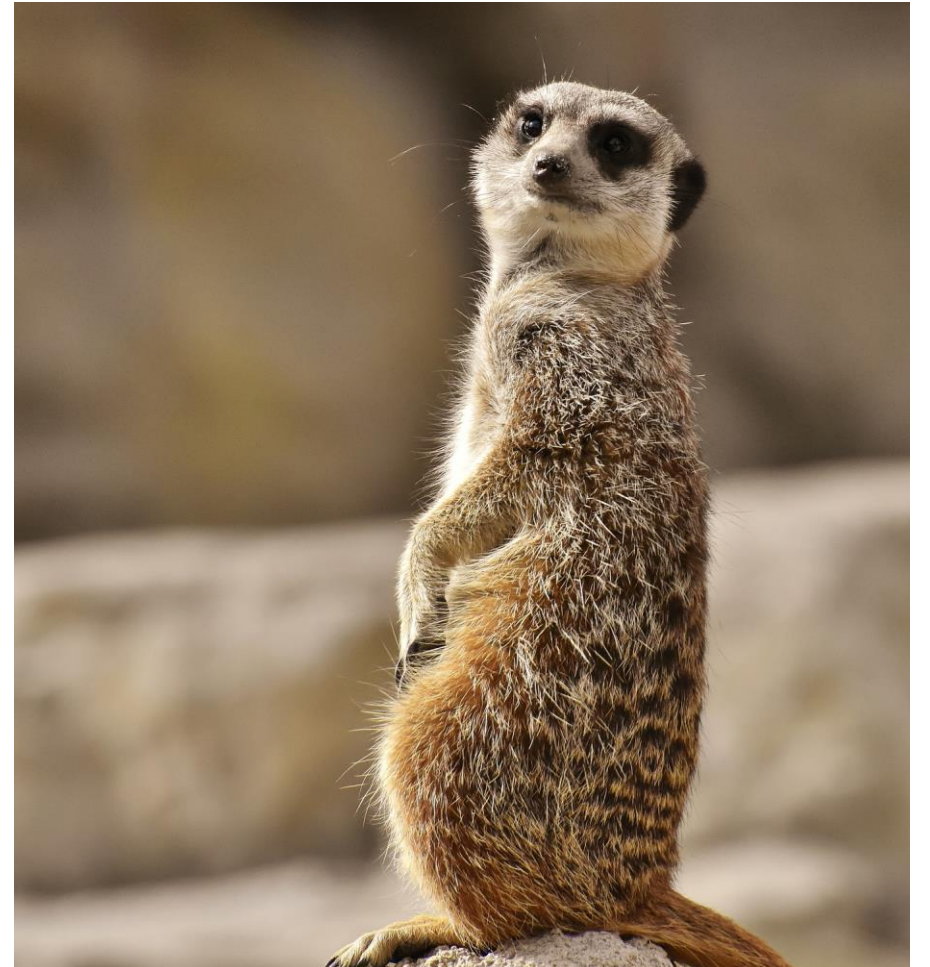
Chin parallel

Presenting virtually

Sit / stand straight

Camera on

Eye level



EFFECTIVE BODY LANGUAGE

Above waist – below chin

Controlled

Match

Natural (for you!)

Out from body



EYE CONTACT

Presenting in-person

Minimum 3 seconds

Look and lock

Random vs lighthouse

Eyebrows

Pause and look

Presenting virtually

Camera at eye level

To camera when
speaking

To screen – listening /
checking



THE SSS OF PRESENTING



Get into a really good CEO stance

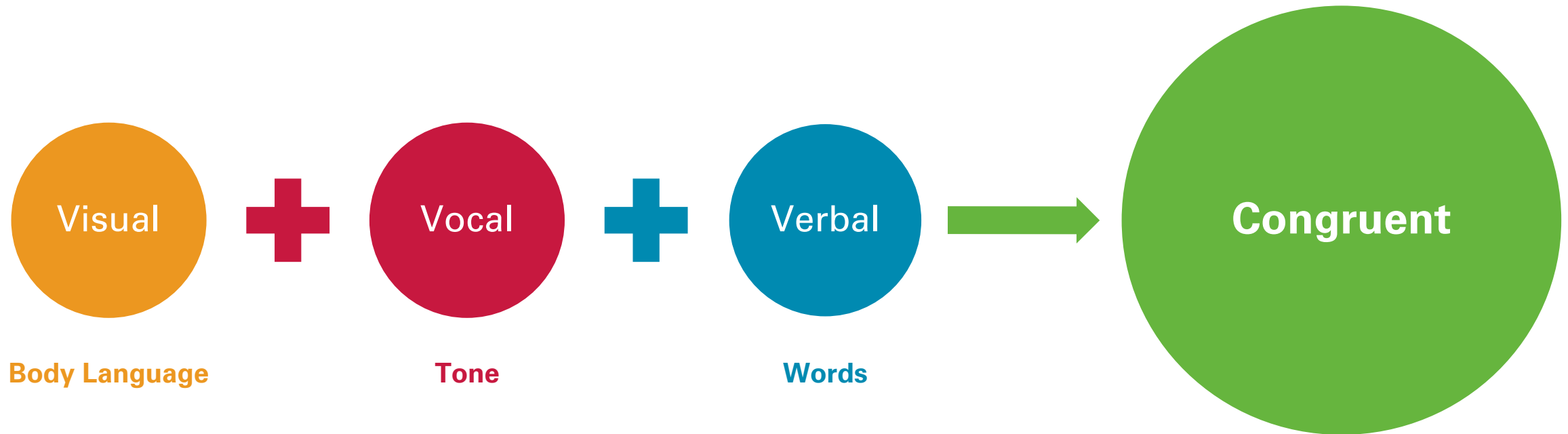


Settle yourself at the front of the room or in front of the camera



Put on a smile, it releases endorphins and can help to relax you

CONGRUENCY



When the 3 V's are in synch you are **CONGRUENT**

When you are **CONGRUENT** you are **CREDIBLE**