

# ***The Eyes Have It!***

*Part I of a two-part series on using your body language to empower your presentations.*

Not too long ago a client asked me to guide him through making a high stakes presentation. One of his first questions was "*How do I make a strong connection with the audience?*"

People often fail to make the impact they want in their presentations because they have difficulty connecting with the participants. Very often it is because they don't know who to look at, how long to look, and how to avoid making some participants feel left out.

Everyone generally knows how to make eye contact appropriate for the culture they're currently working with for a one-on-one conversation. But in a group presentation, people are less sure of how to make contact with the entire group.

**The Communication Coach responds:** The same techniques apply whether you are speaking before 2 or 200 people. Speakers should not gaze blankly at a face. Instead, they must look at one person at a time, making eye contact with that individual, before moving on to make eye contact with the next member of the audience.

Hold the gaze of each person for no more than the count of five heartbeats, before moving to the next pair of eyes. Sweep the room from east to west and south to north. The effect is significant. It helps establish your credibility, makes the connection you want, and increases the energy in the room. People feel involved, connected and, perhaps most importantly, *receptive*.

We often favor one side of a room more than the other. One presenter may habitually address the right side while another will focus on the left. Some talk *only* to those directly in front of them, while others, of either gender, speak only to the males in the audience.

So your task is to become aware of your own preferences or habits and then consciously adjust them so that you are addressing the entire group. If you aren't sure where your gaze is falling and are brave enough to hear the truth, ask a colleague to track your movement during your next presentation.

Don't leave money on the table because your presentation skills need a brush up. Start burnishing those skills today!

**Extra Tip:** Do **not** look over the heads of the crowd, as this merely signifies to the audience that they are not important.

Stay tuned for Part II of Building Your Presentation Skills...

*Terri*

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**"Making Outstanding Presentations" Workshop.** This workshop is designed to make your presentations one of your most powerful marketing tools. Whether you are in sales, marketing, or a

small business owner, connecting with your prospect or audience is vital to the health of your business. Focused, informative and fun, this workshop is highly interactive, and uses video, skill-building and communication strategies designed to show you how to engage and motivate your listener. Take the most mundane presentation and bring it to life in a way that makes your audience take action.

**Public Workshop scheduled for Dec 1 and 8** [www.hg-training.com/presentshop](http://www.hg-training.com/presentshop)

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### **Leadership Development Public Workshop in Eugene. December 5, 6 and 7th**

**High-Gear's Leadership Workshop** is designed to provide individuals and teams with the skills they need to think critically, operate collaboratively, and act effectively in fast-paced, high-involvement organizations. This **Facilitative Leadership®** Seven Leadership Practices provide a framework for improving the effectiveness of team, project, and organizational leaders. Workshop participants learn how great leaders inspire commitment, involve appropriately and make people feel that they are part of a larger, more meaningful effort. **Today's leader** must be a: Master Strategist, Change Leader, Relationship Builder and Talent Developer. **The Facilitative Leader is all of these.**

Visit [www.hg-training.com/leadershop](http://www.hg-training.com/leadershop) for details on our Facilitative Leadership® program

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### **The next Power of Strategic Workshop will be held on November 17<sup>th</sup>**

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