

IMPACTFUL COMMUNICATION



Unlock the power of impactful communication with these essential tips designed to enhance your body language, vocal delivery and choice of words



BODY LANGUAGE



Eye Contact: Maintain eye contact to establish trust and show confidence.



Lighthouse: In a group use the lighthouse technique to slowly sweep your eye contact from the person on the left, across to the right and back again, making one point to each person.



Gestures: Use hand movements to emphasise points and visually reinforce your words.



Open Posture: Stand or sit with an open stance to appear more approachable and engaging.



Facial Expressions: Smile before you start speaking. Ensure your facial expressions match the tone of your message for authenticity. Expressions are amplified during online meetings.



Emphasis: Vary your tone and slightly exaggerate your natural emphasis on one word in each sentence to pick out the key point. We call this verbal underlining.



Pace: Most people speak too fast when they are nervous, so keep a steady pace. Then add variety to maintain interest. Speed up to show passion and enthusiasm. Slow down to explain complex points.



Volume: Adjust your volume to be heard clearly, without overwhelming your listeners.



Pause for Effect: Use strategic pauses to allow your message to sink in or to draw attention to a key point.



VOCAL DELIVERY



WORDS WE SAY



Clarity and Brevity: Choose simple words and construct short, clear sentences to make your message easily understandable. Don't use corporate speak, use conversational language.



Avoid Jargon: Stay away from technical terms unless you are sure the audience understands them.



Powerful Start and Finish: Begin with a strong statement to grab attention and end with a memorable closing point to leave a lasting impression.

Remember, effective communication is about making a connection, conveying your message clearly and evoking the intended response from your audience. Use these tips to refine your skills and become an Impact Communicator.