

contents • key message
purpose • rationale • structure
what you say
clarity • adapted to audience
rhetoric • punch • spice

intention • values
personality • talents
motivation
knowledge
skills • experience
you

authenticity • gravitas
confidence • connection
presence
assertiveness • trust
credibility • dynamism

impact
inspire influence

voice • intonation • rhythm
breath • gestures • posture
how you say it
energy • emphasis •
expression language • rapport
• interaction