what you say

what you say

you

you

you

presence

presence

presence

impact

impact

impact

how you say it

how you say it

how you say it

contents • key message

purpose • rationale • structure

clarity • adapted to audience

rhetoric • punch • spice

intention • values

personality • talents

motivation

knowledge • ambition

skills • experience

authenticity • gravitas

confidence • connection

assertiveness • trust

credibility • dynamism

voice • intonation • rhythm

breath • gestures • posture

energy • emphasis

expression • language • rapport

interaction

inspire • influence