

Speaking with Impact: The 5 Cs

CONFIDENCE

Show them you stand for what you say.

- ✓ **Engage your body**
 - Grounded feet, solid base
 - Firm, committed gestures
- ✓ **Own your space**
 - Walk, stand, and sit tall
 - Open chest and arms
- ✓ **Take your time**
 - Arrive, pause, then speak.
- ✓ **Keep your head still**
 - Avoid tilting and excessive nodding.

CONNECTION

Establish the bandwidth before sending information.

- ✓ **Eye contact**
 - Lock on and stay with one person for a while, then focus on the next person. Don't scan the audience.
- ✓ **Move or turn towards**
 - Don't stand too far away.
 - Walk towards the audience to establish more intimacy.
 - Direct 100% of your physical energy towards the people you are talking to.

CENTRING

Be fully present.

- ✓ **Balance:** weight on both feet, relax your knees.
- ✓ **Relax** the area between your eyebrows, your jaws, tongue, belly and pelvic floor.
- ✓ **Breathe:** Inhale - grow taller, exhale - relax your shoulders and settle into the floor. Repeat.
- ✓ **Happy:** Think of something that makes your heart smile.
- ✓ **Expand:** Imagine that you shine/ glow/ radiate heat or light from your heart and expand your presence to fill the room.

CONTRAST

Emphasize what's important - modulate your voice.

- ✓ **Vary the volume**
 - Speak keywords very loudly - or very softly.
- ✓ **Pause, pause, pause**
 - A pause lets the audience digest and gives you time to think.
- ✓ **Infuse emotion and energy!**
 - Gestures will energize your voice
 - Articulate: Put more effort into consonants

CLEAN

Get rid of weak language and filler sounds that dilute your message.

- ✓ **Be silent**
 - Pause while waiting for the right word.
- ✓ **Shorten your sentences**
 - Avoid long "and...and" constructions.