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## Who Cares What the Audience Wants? You Should!

Lets review a common scenario for just a moment. You have done your best to prepare for an important presentation you must deliver internally or externally. You've created a myriad of Power Point slides and have practiced each and every word over and over. The day your scheduled to present, you get up in front of the group and you go weak in the knees, you begin to sweat and your voice seems to have dropped 20 decibels to a choked up whisper. What just happened? Statistics reveal that public speaking ranks as the #1 fear of the human being. Even death is ranks lower on the scale! We already know this. But, what else do we know?

Lets take a look at the various components of a presentation. Every presentation you deliver in front of an audience is made up of 3 components. We call them the 3V's. They are:

### **Visual, Vocal and Verbal**

These 3 components together convey the total believability of the message you are delivering. Now, let's define them.

The **Visual** component is everything that the audience sees or doesn't see. It includes how you get out of your chair and proceed to the front of the room, how your dressed, how you stand, walk and gesture. It also includes any visual aids that you use such as Power Point slides or a whiteboard.



The **Vocal** component comprises not WHAT you say, but HOW you say it. It includes your volume, the tone of your voice, the pace at which you speak and also pauses that you include or don't include in your material.

The **Verbal** component is simply comprised of the words that you speak. These are the same words that you spent so much time preparing and that are probably on the page you have in front of you.

Unless you are presenting on the phone and have no visual appearance to your audience, your presentation will have all 3 of these components. Even a webinar has slides or a visual component. The 3 V's are the tools you have to deliver 100% impact and believability to your audience.

Here is the catch. Studies have shown that each of these 3 components has a completely different weight in the overall believability of your message. The figures are astonishing! The weight of each component follows:

<b>VISUAL</b>	<b>55%</b>
<b>VOCAL</b>	<b>38%</b>
<b><u>VERBAL</u></b>	<b><u>7%</u></b>
<b>TOTAL</b>	<b>100%</b>

Surprised? You're not alone. This means that your *visual* appearance and visual aids along with *how* you say what you say matter much more to the audience than simply the words themselves. No wonder politicians with great poise, charisma and a convincing tone get elected without really saying anything new!

We will typically invest the majority of our time and energy preparing the words and sentences without paying attention to our delivery skills. This simply cannot and does not work based upon what we know about human beings digesting information.



We must follow and practice the rules of visual and vocal delivery skills to successfully reach our audience. Otherwise, we risk putting our audience to sleep! A very seasoned speaking coach once gave me one of the most valuable tips I have ever received on delivering a successful presentation.

Here is that tip:

**“The audience can never and will never be more excited or enthusiastic about the presentation than the presenter.”**

Most speakers simply get up in front of an audience and do what they feel most comfortable doing, using slides packed with information while leaving out any well planned gestures or vocal variety. They deliver exactly the way they have in the past and achieve mediocre results. The audience pays them back with disinterest and boredom. If you expect the folks sitting in front of you to listen and take interest in your material to be motivated enough to act, then you must heed the rules we are discussing here. I didn't invent the rules. No one did. We must deal with the hand we are dealt and the way an audience receives information by delivering presentations that are audience centered. We must focus the majority of our attention on the visual and vocal components we so often leave out. The presentation is after all meant for the folks sitting in front of you isn't it? You can't change the rules, but you can change the way you deliver your material. Check out our Presentation Skills Workshop to drastically improve your effectiveness. It will be one of the best things you have ever done for yourself both personally and professionally! Guaranteed!

*With more than 20 years experience in corporate turnaround environments, John Males brings expertise to clients in the areas of management, sales and negotiations. His customers include some of the world's most successful firms and recognized brands. John can be reached at [info@fathomtraining.com](mailto:info@fathomtraining.com) or <http://www.fathomtraining.com>*

