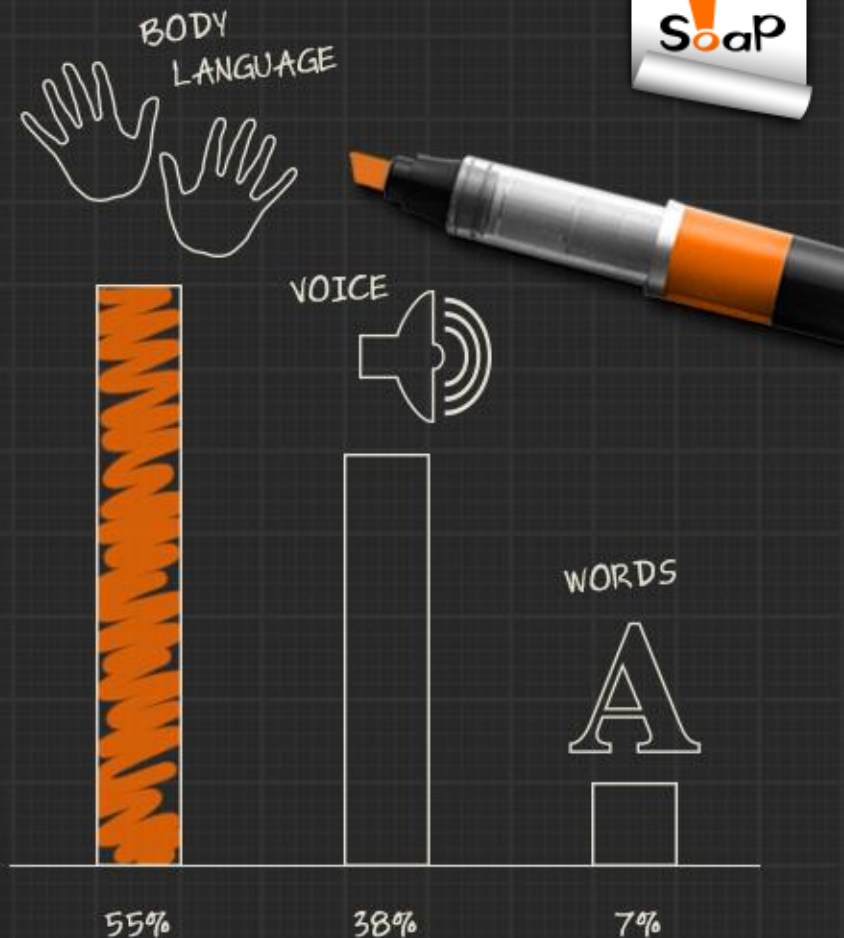


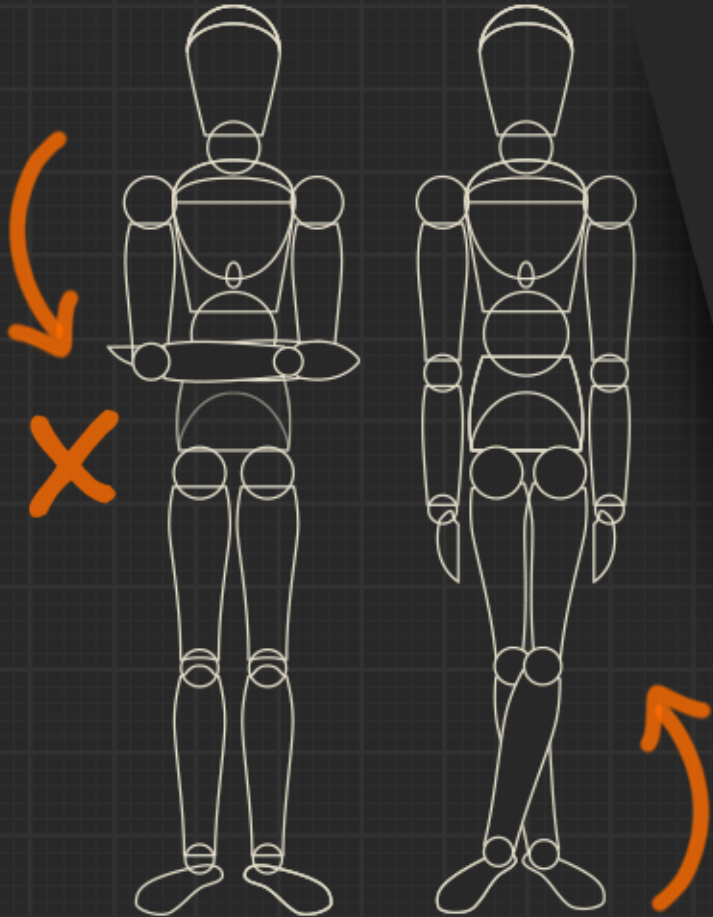
THE 10 WORST BODY LANGUAGE PRESENTATION MISTAKES

Several studies on body language show that from the point of view of an audience **the single most impactful factor is the non-verbal communication of the presenter.** Body language, in fact, weighs in at 55% of the total influence of a presenter.

And so we'd like to share what we at SOAP have found to be the **10 Worst Body Language Presentation Mistakes**, to help you improve your own physical behavior when you make presentations.



1 CROSSING YOUR ARMS / LEGS



When you cross your arms, you're sending a subtle message that **you're not open to others and that you feel threatened**. It looks to the audience as if you're being defensive. And this is the exact opposite of the message you want to get across!

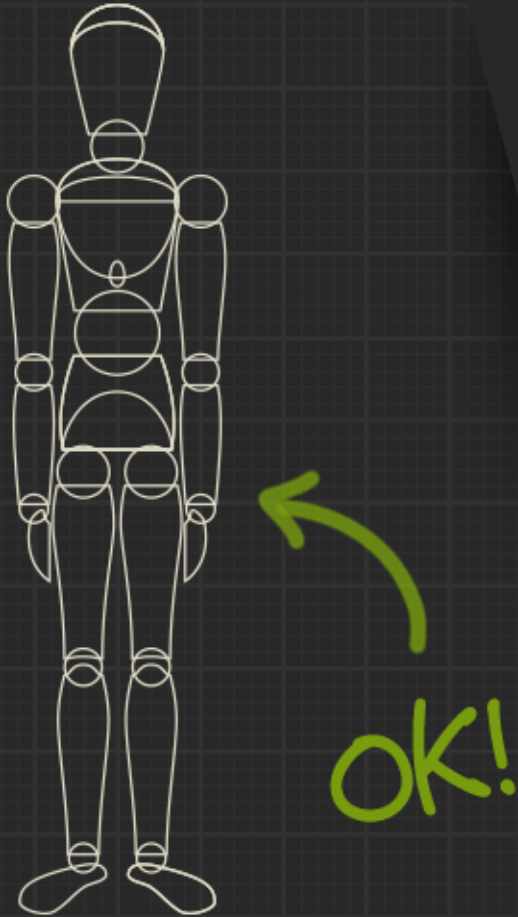
Likewise, crossing your legs when you're standing isn't great either. **It betrays nervousness and a lack of professionalism** – again, things you don't want to convey!

1 CROSSING YOUR ARMS / LEGS

When you're delivering a presentation you should be facilitating communication. You should come across as approachable.

And you should look as if you have confidence in your message.

To achieve this, keep your back straight, your head high, and your chest and arms "open."



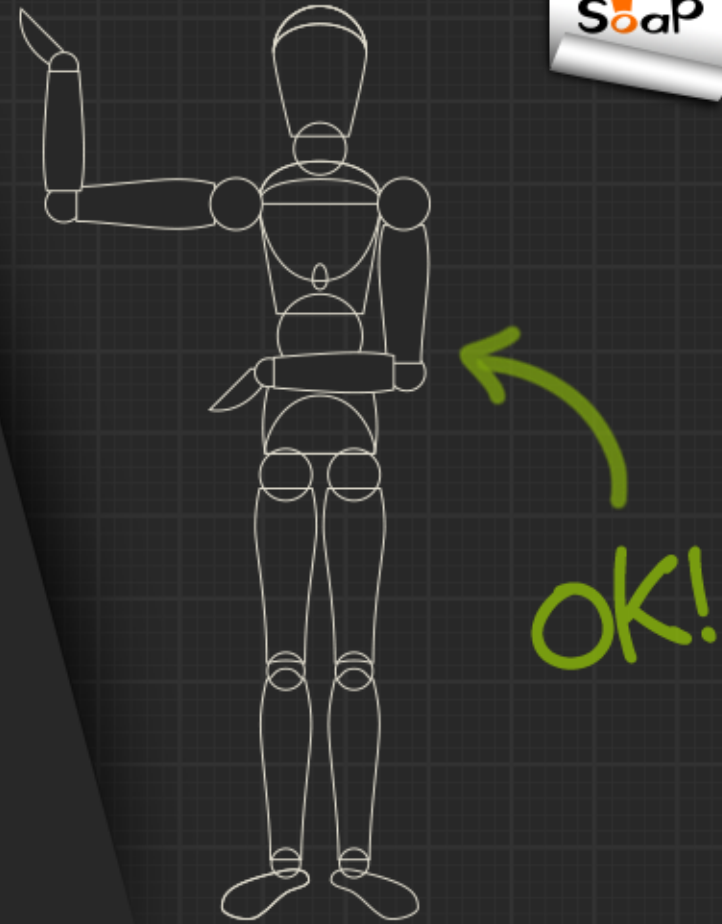
2 TURNING YOUR BACK ON THE AUDIENCE

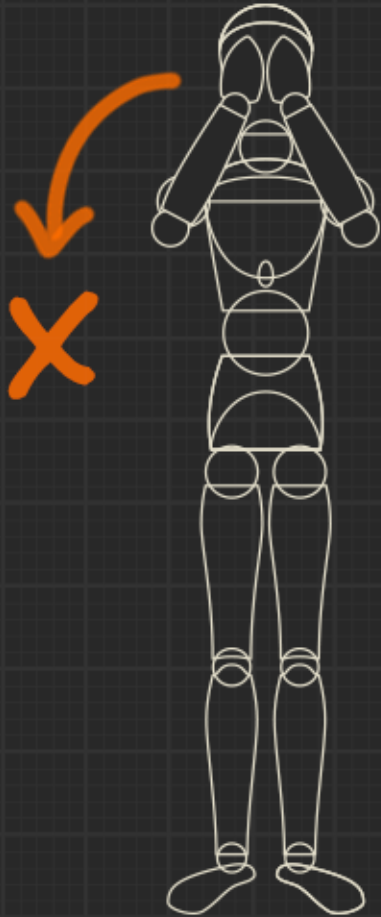
Never turn your back on an audience unless you want to lose them totally the minute you do it. Turning your back **tells an audience you don't really care** about them – it's just plain rude.



2 TURNING YOUR BACK ON THE AUDIENCE

People need to see your face, your eyes and your mouth if they're going to be able to engage with you. So if you want to draw attention to something on the screen, just turn sideways and point. A laser pointer may be a help here.

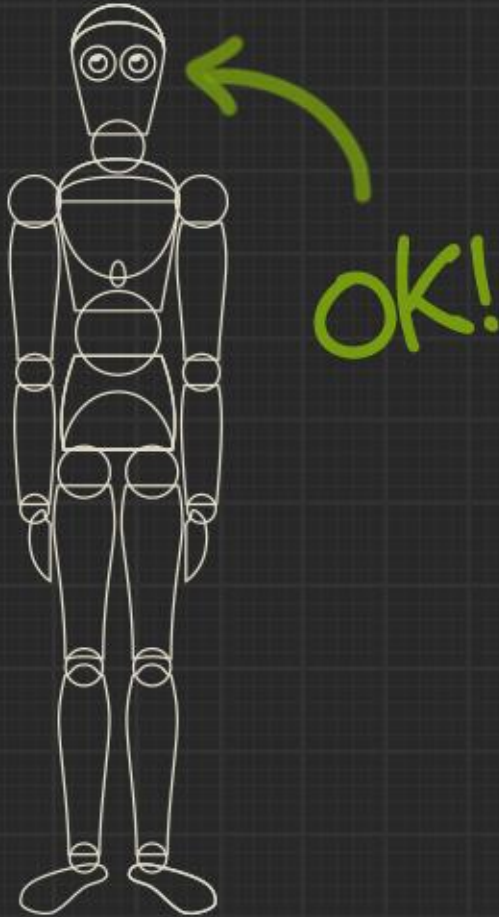




3 AVOIDING EYE CONTACT

Avoiding eye contact is something **insecure people do unconsciously, to avoid confrontation.**

But a presenter needs to feel secure and confident, and one way of showing this is to look people in the eye.



3 AVOIDING EYE CONTACT

When you **look people in the eye they will in turn pay more attention to you** and to what you're saying because they'll feel engaged and a part of your communication.

4 STARING AT A SINGLE SPOT IN THE AUDIENCE

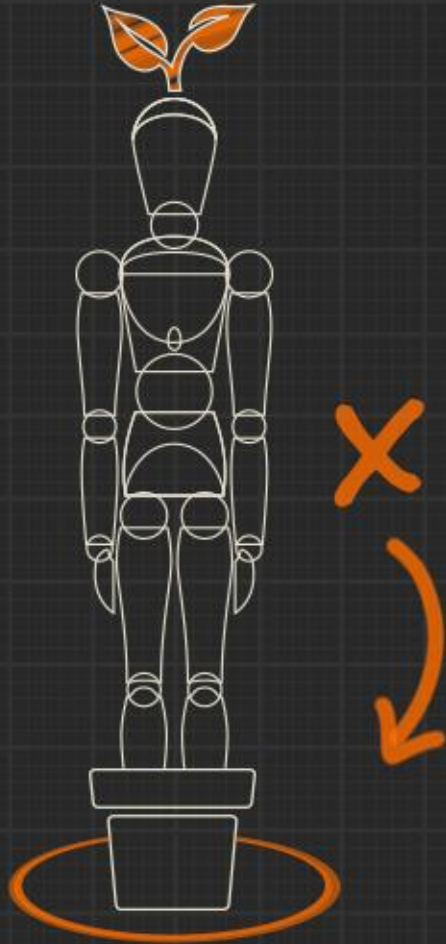
Staring at a single spot in the audience area is never a good choice. Because **people notice when you're not looking at anybody** and, just like making upward eye movements, staring at a single spot makes you look like you're not sure of yourself.



4 STARING AT A SINGLE SPOT IN THE AUDIENCE

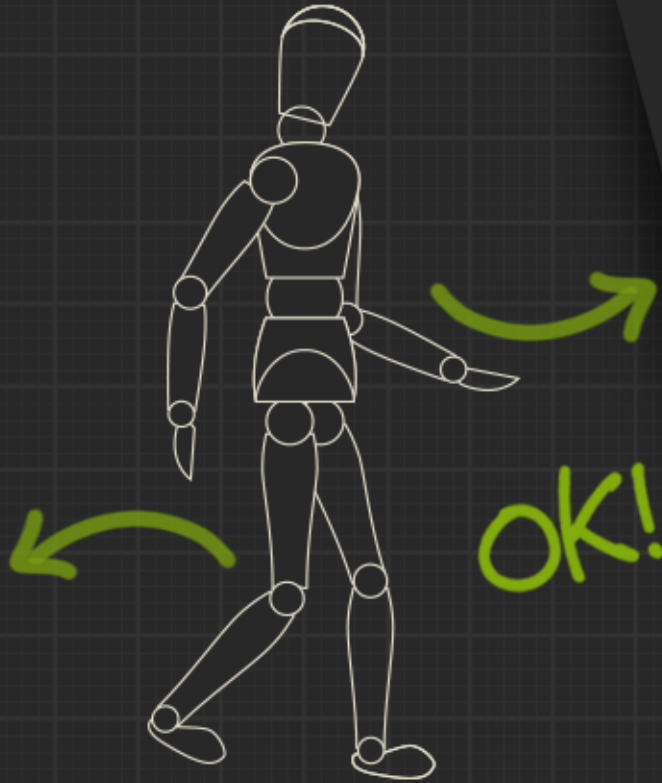
Instead, try to **look at various people** in the audience. This way, audience members will feel that they matter and they'll pay close attention.





5 STANDING IN THE SAME POSITION FOR AN ENTIRE PRESENTATION

If you're a presenter who stands in the same place because you're afraid to trip and fall, you need to know that **the odds on this are really high!** To avoid this fear, wear comfortable shoes. Stilettos not recommended!



5 STANDING IN THE SAME POSITION FOR AN ENTIRE PRESENTATION

We've said it before, but the brain needs movement to stay alert. And moving in the space around you when you're presenting is a powerful way to keep an audience attentive. So don't waste this powerful tool because you're afraid of something that almost never happens.

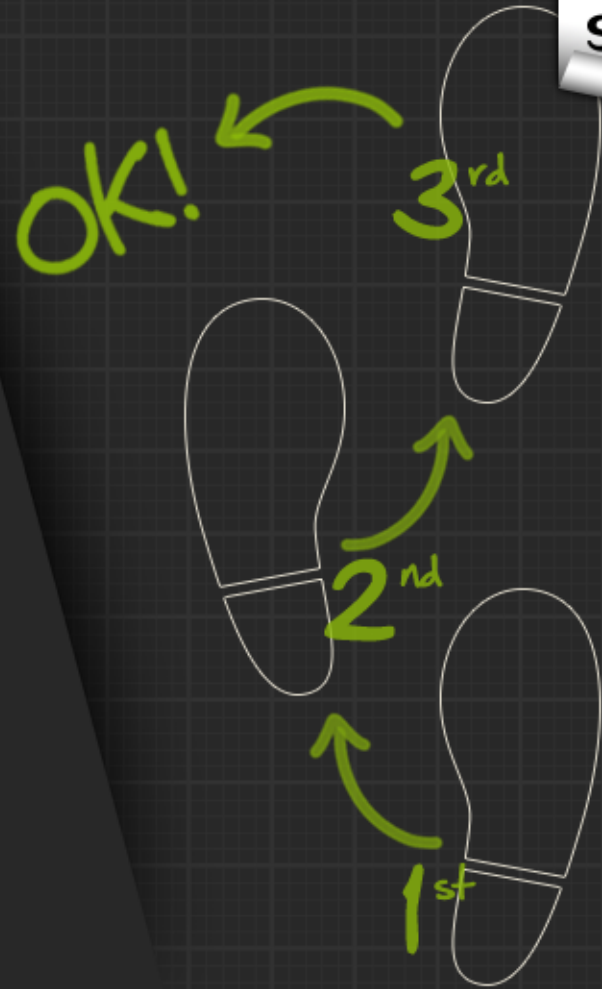
6 WALKING TOO FAST AND FOR TOO LONG

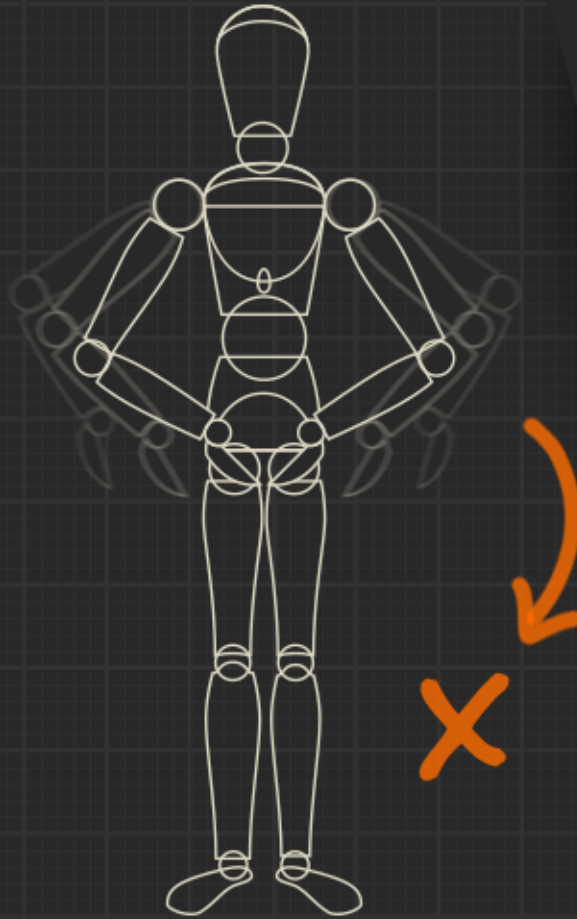
Although we do advise you to walk in the space around you, **don't overdo it**. If you're constantly walking, or if you're walking too fast, **people will think you're nervous** and they'll start to feel nervous too. Clearly, that's not your goal!



6 WALKING TOO FAST AND FOR TOO LONG

You should move whenever moving **makes sense** and **helps to convey a message**. For example, if you're addressing somebody in the audience, move to a spot where you're closer to that person. If you're presenting a list of three different points, talk about point 1 when you're at your first position, then take two or three steps and talk about point 2, and then take two or three more steps to talk about point 3.





7 REPEATING GESTURES... A LOT

Have you seen the presenter who's always making the same gestures, regardless of the messages being conveyed? Does that make sense? No, it doesn't. Your gestures should serve to **emphasize your messages** and not be a crutch when you don't know what to do with your hands.

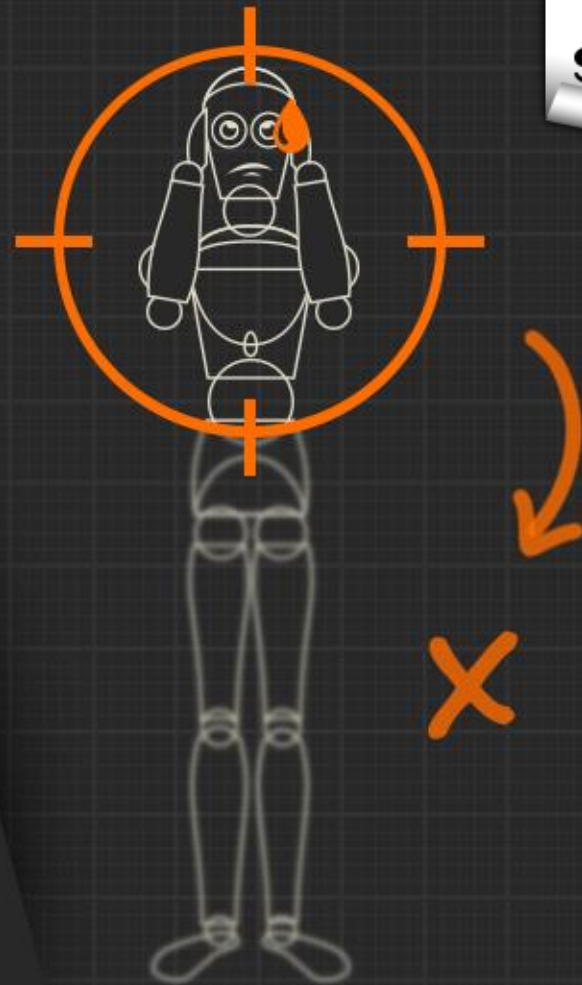


7 REPEATING GESTURES... A LOT

You should gesture when it makes sense and when the gesture **helps to convey a message**. Otherwise, gestures are only obstacles to communication. So try to vary your gestures as much as you can, but let them come in a natural way.

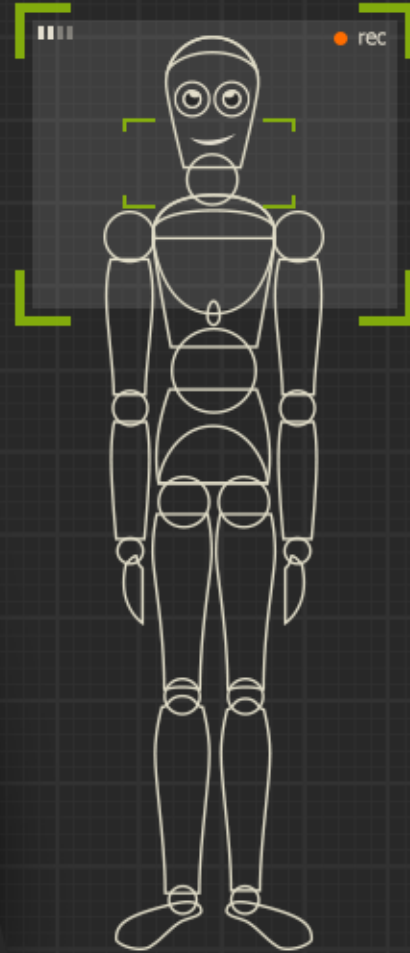
8 FIDGETING

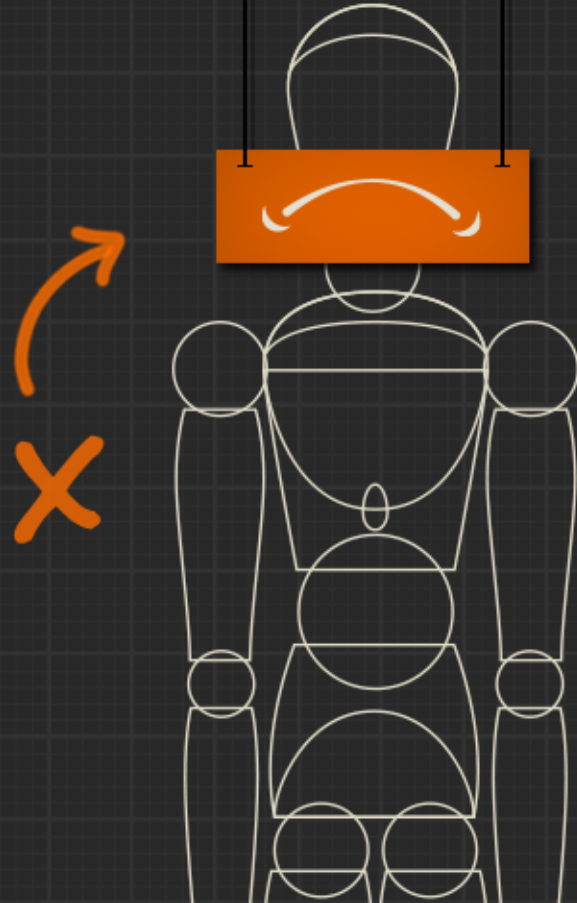
Fidgeting means nervousness, and nervousness is a total distraction. An audience ends up focusing on the **fidgeting** and not paying attention to **what's being said**, so no message gets across. Clearly not what you want!



8 FIDGETING

To avoid fidgeting, make sure you're **aware of it**. Being conscious of your body and of your body language is the **only way** to avoid fidgeting. And one of the best ways to be aware of your body language when you're presenting is to do a full presentation rehearsal, preferably with an audience, and film yourself doing it. That video will tell you just how much you fidget under spotlight conditions.





9 FORGETTING TO SMILE

If you don't smile at your audience, they'll probably see you as earnest but maybe even severe. So they'll probably avoid asking questions. And they'll certainly not participate in any discussion you may want to start. And your entire presentation will be **compromised**.

OK!

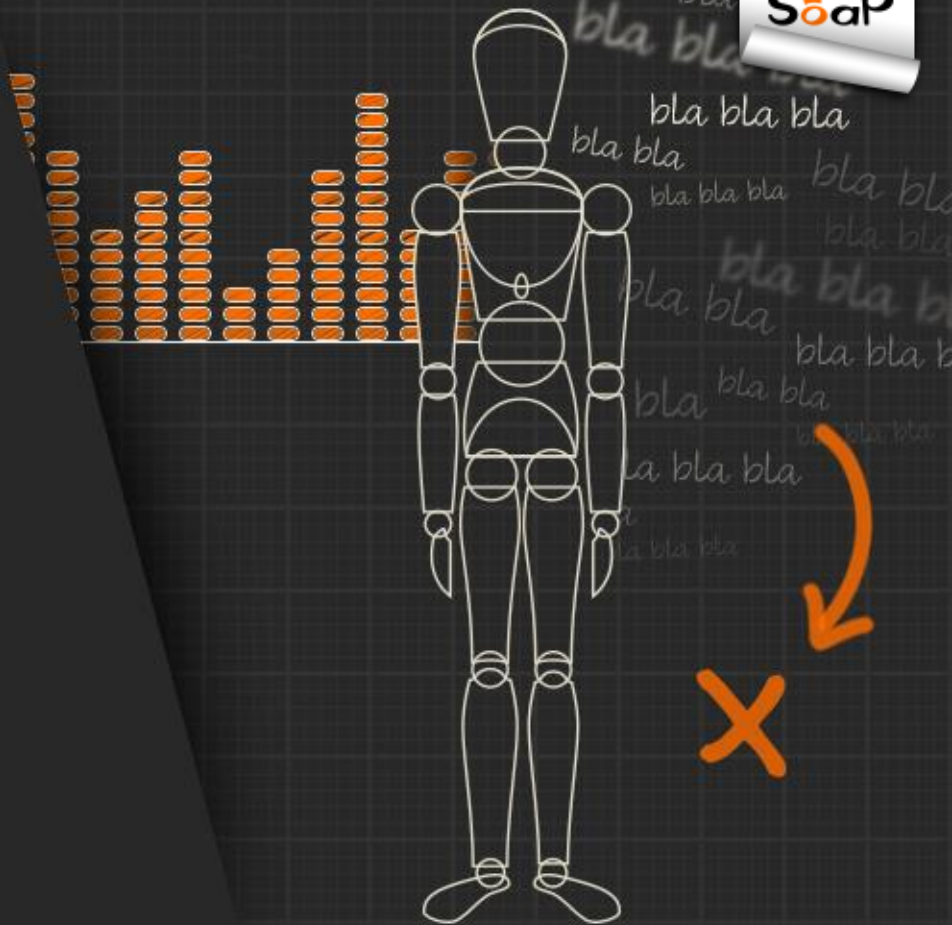


9 FORGETTING TO SMILE

Smiling is a great way to make an audience **feel comfortable** and **willing to listen**.

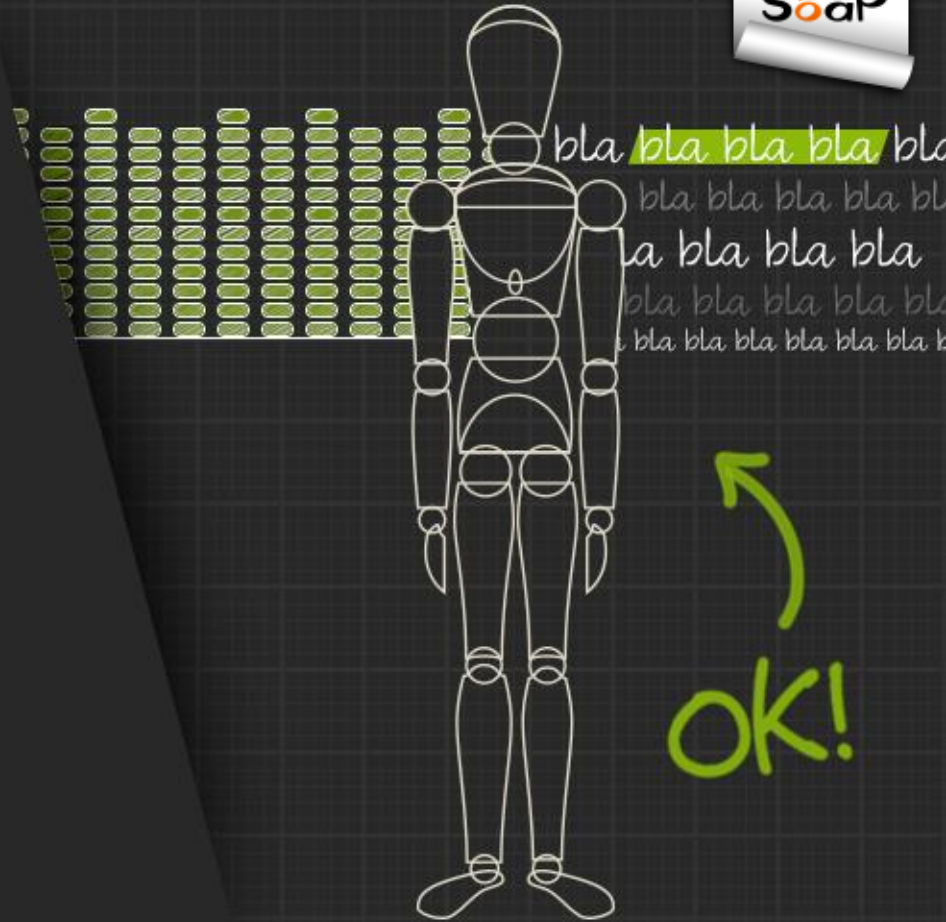
10 SPEAKING TOO FAST, TOO SLOW OR TOO LOW

If you speak **too fast**, people will have a hard time following. If you speak **too slow** or **to low**, they'll probably fall asleep! Either way, your message will be compromised and your presentation goal won't be reached.



10 SPEAKING TOO FAST, TOO SLOW OR TOO LOW

A presenter's voice is one of **his/her most powerful tools**, but the presenter must know how to use it wisely. Find the right volume and tone, emphasize important words and expressions, and articulate every syllable. If you do this, people will **understand** you and naturally follow what you're saying.





http://downloads.soappresentations.com/10_worst_body_language_presentation_mistakes

To download this eBook go to

To download other Free Resources go to

www.soappresentations.com/free-downloads



Liked it? Click and share.

