wavelength, that's the last thing you want to transmit. Stay humble and enthusiastic about sharing what you know.

Analogies

These are one of the best devices for clarifying a complex or abstract concept. Since they're usually a story or an example drawn from life, they have instant appeal for any audience.

By turning away from a hard-nosed pragmatic approach to your message and finding a basic story, fable, folk legend, quote from classical literature, or example from current events that suits the basic principle involved, you cause people to be persuaded on much more familiar territory. It's reinforcing as well as amusing to listen to. Your audience doesn't have to work too hard to tune right into your wavelength, unlike the unfamiliar material you're asking them to stretch and reach for.

Analogies provide a change of pace and build in a sense of suspense. The audience looks forward to the end when the point of your story comes clear and they can see the connection with what you've been saying. Analogies can underline a basic truth with a seemingly light-hearted moment.

Using an example from daily life puts every member of the audience directly into the story, as well humanizing you, the teller.

A word of caution: Think through your analogy to see how apt it is for making an instant connection between your point and the point of the story. Will everyone get the punch line? Does it really fit?

Use Words Visually

Use words that make images; that have feelings and shape and color and description in them; that can provide sensory experiences. "The bright shiny red exterior of the new unit, complete with chrome trimmings and a *very* quiet purr, instead of the beat-up old clanking one we've now got in the back corner of the office . . . " makes the unit come alive visually and be real to everyone who's listening.

Learn to use graphically descriptive phrases to make your speech more interesting and compelling. People love to relate to three-dimensional images rather than equations. *Your* challenge is to see your work product and your subject that way, rather than only as a chart or a graph.