

- You lose contact with your audience. Having spent some time developing rapport with your audience of one, several, or many, why would you want to release center stage and abdicate in favor of the anarchy of everyone reading for themselves? You want them to look at your graphics *with* you! While you're making eye contact and continuing to persuade, *you're* the answer giver. Handouts are for *after* you've explained and finished. When they go home and want to remember your data.

But, because they would like to see what you're reading from, or review again the data you've introduced, you can promise them that, *after* you do all the explaining, you will provide each of them with this data for their personal use.

What to Leave Behind

- Copies of what they saw. Very reinforcing and already familiar. Best of all, they have the benefit of remembering *your* explanation when they reread it.

- Extra documentation. Documentary evidence that you will not introduce during your presentation. Background material: articles, previous reports, excerpts of speeches given by others (in your company or not), reprints of speeches or memos by the leader, research data, and so on. Items that back up what you said.

- Your background. What additional information do they need to know about *you*, if you're speaking to a new group? Here is your chance to put together your subtle "I'm terrific" packet: resume, client list, past accomplishments, etc.

Checklist

Your package of leave-behinds may include any or all of the following:

- A summary of your ideas.
- Reproductions of the most important, comprehensive visual aids you used in your presentation.
- Documentation of why what you *say* is so, *is* so.
- Examples (if possible) of what you (or others) have already done.