

Build Your Credibility

1. Brainstorm at least three ways you can build rapport and trust with your audience right away.

2. List three ways you can continue to build rapport and trust after your initial contact (especially if you are an outsider to the organization).

3. List two content experts that can provide you with valuable feedback.

4. List two content sources that this audience will know and be impressed you are referencing.

5. List ways in which you can demonstrate excellent credibility during your presentation.

Things you can do:

Things you can say:

Things you can show:

6. Any audience perceptions of you or the topic that will work to your advantage? How will you manage them?

7. Any behaviors of your own that can rob you of your credibility on your speaking day? How will you overcome them?