

## Tero International Presenting with Technology

As technology continues to improve and becomes more convenient and available, it plays a larger role in communications. Your IMPACT skills can be leveraged to help you make the maximum IMPACT in communications, even with the latest in technological advances. Consider these tips when presenting with technology.

- Utilize the Ready-Aim-Fire technique.
  - Ready - Silently, look at your visual and think about what you want to communicate to your listeners. While you're looking at your visual - so are your listeners.
  - Aim - Find a set of eyes in the audience.
  - Fire - Talk to the set of eyes.
  - Reference content on your technology in silence, make eye contact and then speak to your listener's eyes. This also serves to build useful pauses and silence into communication.
- Use purposeful movement - be careful that you're not wandering during your presentation.
- Talk to your audience not the technology.
- Do not hold the technology throughout your entire presentation.
  - Place the technology on a table periodically to allow for gestures to happen to support your message. Do not hold onto the technology unless you are using it at that moment.
- If using sound, make sure volume level is appropriate and not distracting.
- Make sure you know how to properly work the technology before your presentation.

Even though the latest technology will communicate that you are making use of the latest in technology and possibly enhance your credibility, remember that the relationship is still person to person, not person to technology. Don't let the technology take center stage in your communication.



### Tero International

1840 NW 118<sup>th</sup> Street, Suite 107, Des Moines, Iowa 50325  
515-221-2318 training@tero.com www.tero.com

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