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Communication High-Level Pointers:

- Keep in mind you know more. People are watching you because you are the subject matter expert. It's just a conversation.
- Know your audience and adjust messaging accordingly (if general, keep high level; if technical, get into nitty gritty when applicable/if time allows)
- Depending on the setting and the audience, keep your tone neutral but maintain conviction without being condescending or pedantic (people don't like to be spoken-down to).
- Enjoy it! Smile!

Verbal:

-Studies show that 3 is a magic number for people to absorb—so bucket your messaging accordingly. People can't absorb too much, so start off high-level then unpack relative to your audience.

-Message Diamond: have 3 main points; with one overarching message umbrellaing it. Keep pivoting back to your overarching message using the 3 points and a few contextual examples underpinning them. Then, close out with a wrap up going back to your initial overarching message. (Academia reference: here's what I'm going to say, saying it, said it).

-Use anecdotes to help people relate.

Physical:

-Gesticulate if you are comfortable doing so but don't force it, if it's not a natural thing for you.

-It may seem awkward, but lean slightly forward in your chair in an erect position (make sure you're not slouching). Keep your arms relaxed on the rests (not crossed).

-Don't forget to breathe, blink, and smile!

-Maintain eye contact.

Dos & Don'ts:

-Avoid caffeine before a public speaking engagement because your nerves are already spiked. Caffeine will make it hard to maintain your breath.

-Wear solid colors; blue is a color people associate with trust.

-Tuesday, Wednesday, Thursday, Friday—even Saturday. Use Sundays and Mondays to ground/collect yourself.

-Have your key message in mind and keep repeating it in different ways.

-No matter what the moderator or interviewer asks you—go back to your key message(s).

-Maintain consistent eye contact with the interviewer or moderator

-Do not be afraid to take a pregnant pause to collect your thoughts but do not stay awkwardly silent.

-Do not repeat any part of the question asked to you in case it goes against your main message.

-Do not stare off to collect your thoughts (people may view this as a form of lying).

-Remember you are in control—you have a message to convey. The moderator or interviewer is a prop.