

## 7. Body Posture

All right, a couple of presentation tips. When you stand -- you've seen me talk today, right? At the risk of being stereotypical and culturally inappropriate: I am of Italian descent. I use my hands. I walk; I'm nervous; I've been drinking soda. That's my style. I'm not the kind of person who's going to sit here and give a presentation like this. Perhaps I should be.

What does this convey if I stand like this? We talked about a straight line conveying strength, right? A little bit of solidity? What if I give a presentation like this? So here's some things I want you to think about. Or if I give a presentation like this? It conveys something, doesn't it? Decide what you want to convey and then give that image to your audience. Decide what it is.

I've seen teams give presentations where the one person's up here giving a nice formal presentation and the other guy's over here picking his nose because he thinks nobody's watching him. Or sitting like this. Decide how you want to be. Decide your hands and arm gestures.

Those of you -- some of you were born back when, Nate perhaps, when, John F. Kennedy was talking about -- that's a joke because clearly you haven't been that old, 1962, 1963, the Bay of Pigs crisis, the missile crisis, -- -- sat at his desk, gave his speech to the United States and he never moved his hands; his hands were flat on his desk. Can you imagine George Bush doing that? No, of course not. Obama does a little bit of that.

How do you use your hands? Decide how you use them. A lot of teachers will say, never use your hands, always have them here. Some people will say, don't put your

hands in -- men do -- never put your hands here because this is where people look.

Don't do that. Some people will say, Never cross your arms. And you probably shouldn't stand here and give a presentation like this; or when you're the teammate, stand here like this. Decide how you do it. I happen to use my hands to -- just to make points. Decide how you do it.

I do think it's better -- I've seen presentations where the people are nervous and they start talking and they're like walking -- and this is one that a lot of, college -- young women do, they grab -- I'm going to put this down -- their grab their hand like this and they stand here and give presentations like that because they're sort of scared and they don't want to do it. All right? When guys are scared, they put their hands in their pockets and sort of hunch their shoulders when they give a presentation.

So watch your body posture. Don't pick your nose. Don't look at the ground. I have up here: Don't read from the screen. And by that, I mean this, don't stand here and say: Now remember, body stance and movement, open stance...what happens when you cross your legs... I'm not talking about -- I am talking about not reading it that way, but I'm not saying, don't use the slide. And this is a particularly important when you've got information up there that you don't quite know. You don't have to have everything memorized. When you're sort of stuck with what you're saying, say, You know what, let take a look over here. And then point to the screen and use the room and use it.

A lot of presenters --- and I know especially the Eller College --- students are taught, never look at the screen, stand in front of the screen and just know your stuff. I don't agree with that. Perhaps that might be fine for you, but there's nothing wrong with using the screen. And there's nothing -- I think it's better to use the screen than your com-

puter. But maybe if you have your computer you can use it as a highlight and then reference it. So what you're trying to do is create a movement between your audience's eyes, you as the charismatic figure and the screen. So that they get the information that you want them to get.

I said back there, it's you. So be you. And then I said, fix your clicker.

No really, fix your clicker. One of the other things that you always have to be ready for is when technology fails. Sometimes you get up there and your battery doesn't work or the computer doesn't work. And when that's the case, then you just have to punt completely and you go and use your computer.