Know Your Audience. Tailor your presentation to fit the expertise of your audience. Picture yourself in the audience to see what you want to learn from the presentation.

Know Your Message. Personalize it with stories & anecdotes. Don't overuse facts and figures. Avoid phrases such as “I think” and “I believe.” Stay on subject.

Anticipate Questions. Determine ahead of time the subject of questions you are likely to receive. Be proactive and answer them rather than being defensive in a Q&A.

Avoid Jargon. If you use technical terms, make sure to explain their meaning. When using acronyms, spell out specifically the meaning in the first reference.

Speak Only For Your Organization. Don't dwell on what other groups are doing or saying; concentrate on your own position.

Do Not Use Negative Phrases. Rephrase your responses to reinforce a positive response to an issue. Don’t repeat the negative language of the question in your response.

Use Physical Animation. Voice & body work together; physical movement enhances the strength of your voice.

Tell The Truth. Honesty ultimately enhances believability, eliminating the need to have the presentation focus on why you didn’t give honest answers in the first place.

Avoid “no comment” & “off the record.” “No comment “ appears to the audience that you are uncomfortable or hiding something. If you can’t comment on a subject, explain why. Assume everything you say, write, post or text is on the record.

Be Careful About Humor. What you think is funny may not translate to a wider audience. Avoid having to say, “I was just kidding” or “that was a joke.”