

Presenting—A Transference of Enthusiasm

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Presenting your ideas so that people are motivated to take action requires a transfer of enthusiasm. From your first words, you must demonstrate you believe in what you say. You must show true gusto in your body language and voice. Anything less seems incongruous, and the response from your listeners will be tepid.

Do you remember when you were a child how often people tried to get you to taste or try something unfamiliar? I certainly remember a time when my father wanted me to dive in the water and swim without an inner tube. Being six, I was scared I would drown. I remember him laughing and showing me how much fun he was having frolicking in the water. If I would just try it, the two of us could swim to the raft all by ourselves. My father's enthusiasm was so contagious that I jumped in and began paddling.

As a young adult in my twenties, I remember someone wanting me to sample an unusual vegetable, succotash, at Thanksgiving. Because the person didn't rave about the taste, I never gave the vegetable a chance. My thinking was that there were plenty of other vegetables on the buffet, so why should I bother.

To transfer passion, the body and voice must work in harmony. The voice must be melodious with both high and low sounds. There can be no monotones. Words must be stressed by pausing and breathing. Each "sound bite" should help listeners to grasp key points and become educated on the speaker's rationale.

The speaker's face must also confirm "You can trust me." No one with a dour face convinces people to like what they are saying. A smile shouts you are confident, knowledgeable and a believer in the idea being discussed.

Finally, gestures are another way to back up your words. People who are animated make others envision their message. They convince people that their ideas are important and necessary.

In your business life, there are plenty of ideas, products and solutions floating around. For people to bother, you have to make them believe it is good for them. You must be enthusiastic and transfer that feeling in your words and deeds.

Impact Communications, Inc. consults with individuals and businesses to improve their face-to-face and over the phone communication skills. It is not what you know but how you communicate it that makes a difference. When you have to have impact, phone (847) 438-4480 or visit our web site, [www. ImpactCommunicationsInc.com](http://www.ImpactCommunicationsInc.com).