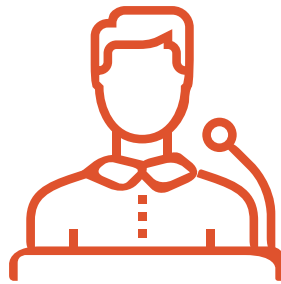




From Wonder,  
Wisdom



Heartfulness  
Education Trust



# The heartfelt **PRESENTER**

Influence minds and win hearts





## THE HEARTFUL PRESENTER

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## INTRODUCTION

Have you ever walked out of a lecture feeling like you wish you had not attended? How many times have you felt bored, dissatisfied, and underwhelmed with the whole experience? Sometimes, this happens even with seasoned and high profile speakers.

Here are the key reasons speakers fail:

### FEAR



Most people fear public speaking, which is known as glossophobia. In fact, it affects 3 out of 4 people. More people are victims of this fear than fear of death, spiders, darkness and claustrophobia put together. Fear is also the basis for negative emotions like anxiety, nervousness, despondency and even anger.

Many times, people show up without adequately preparing. This leads to a vicious cycle of making mistakes, trying to cover them up, talking in circles, and leaving the audience feeling cheated.



### PREPARATION

Even the most polished, well-prepared presenters, fail to make an impact if they don't connect with their audience. Intellectualism and lack of vulnerability often prevents such a connection.

### CONNECTION



We all bring a certain presence to every situation. This is felt subconsciously in the form of vibrations by everyone that interacts with us. Our self-image often dilutes the presence that we could bring to public speaking.



### PRESENCE

The good news is that everyone can be great at public speaking. It takes understanding and applying the five most important aspects of presenting, and mastering them over a period of time with practice and diligent effort. These five are:

**BODY LANGUAGE,**  
**VOICE MODULATION,**  
**PRESENCE,**  
**EMPATHY, AND**  
**IMPACT.**

There are 26 Cs of communication under these five areas. By practicing these Cs you can also become a heartfelt presenter, so that whatever you speak will touch the hearts of your audience. You will win minds and influence hearts.

Here are the 26 Cs categorized under 5 focus areas:

|                         |   |
|-------------------------|---|
| <b>BODY LANGUAGE</b>    | calm, comfortable, composed, choreographed and consistent                   |
| <b>VOICE MODULATION</b> | clear, crisp, controlled, civil, and charged                                |
| <b>PRESENCE</b>         | confident, credible, current, charismatic and courageous                    |
| <b>EMPATHY</b>          | caring, compassionate, connected, context-aware, careful and conversational |
| <b>IMPACT</b>           | concise, compelling, creative, convincing and comprehensive                 |

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## BODY LANGUAGE

Research shows that body language accounts for 55% of all communication. Non-verbal expression makes a very significant difference to the impact of your presentation.



### CALM

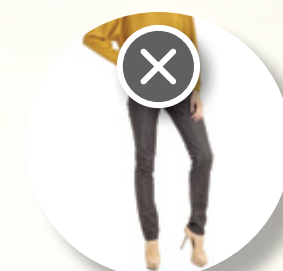
Many times even seasoned speakers have 'nerves'. Classic symptoms are rapid heartbeat, shivers, a dry mouth and a shaky voice. Relax yourself and breathe deeply to get rid of this. Do a quick version of the Heartfulness Relaxation if needed. You can find this at <https://www.youtube.com/watch?v=HuiV395xI4I>.

### COMFORTABLE

Take your time to get comfortable with the environment. Preferably visit the day before, or arrive early. Soak in the atmosphere and feel like you command the space.

### COMPOSED

Maintain a balanced state within and a steady posture. This will reflect as your poise. Your feet should be shoulder width apart and point straight ahead. Men tend to keep their feet at 10 o'clock and 2 o'clock. Women tend to lean on one leg and then shift to the other.



### CONSISTENT

Ensure that your body language supports your words. This will amplify the perception that you mean what you say and say what you mean. For example, if you are describing a big new idea, spreading your arms wide open is better than bringing them together.

### CHOREOGRAPHED

Always stand still and make eye contact with one person in the audience at a time while speaking, even if there are thousands of people present. Pause and shift to another person and resume speaking. Pause while moving, and resume eye contact and stand still before speaking again. This will make your movement on stage appear purposeful and impactful.

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## VOICE MODULATION

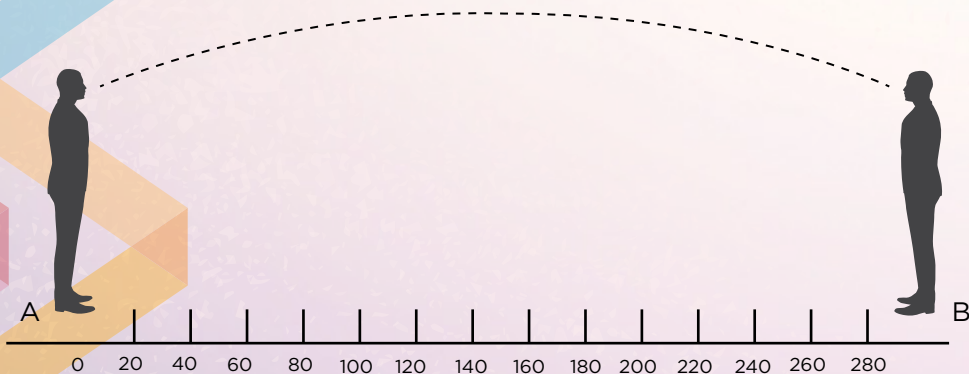
Research shows that 38% of your communication is based on voice modulation, independent of the words. There are 5 areas within voice modulation that you may want to specifically improve:

### CLEAR

The first requirement of being understood is to be clear. It is easier said than done. Many people tend to speak fast, mumble and not enunciate. They also do not project their voice. To overcome these issues practice speaking slowly and clearly. Two exercises that help as lot are as follows:

### VOICE PROJECTION

Ask a friend to stand about 6 feet from you. Say to them, "I hope you can understand me clearly." Ask them to give you a thumbs up or a thumbs down, and then move 6 more feet back. Repeat the exercise with increasing distances. Speakers who project their voice will be heard at 200 to 300 feet. Remember not to shout or yell, but rather increase your volume by filling more air in your lungs, and letting your voice come all the way from the stomach and chest. The more you practice this, the better your voice will project.



## ENUNCIATION

To get your enunciation right, practice with a friend. Speak slowly and open your mouth so that your teeth are visible. Then say a few tongue twisters. For example: "High roller, low roller, lower roller," "Peter Prangle, the prickly pear picker, picked three perfectly prickly pears." Have your friend confirm that your teeth were visible and that you said every word clearly.

### CRISP

Being crisp is all about making brief sentences with appropriate emphasis. Avoid filler words like "Uh," "Um," etc., and emphasize the right words.

### REPLACING FILLERS

Take a small paragraph with a couple of ideas that you want to convey. Say it once with a friend listening to you, or record it on your phone, and play it back. Now repeat it, consciously replacing all filler words like "Uh," "Um," etc., with simple pauses. Be uncomfortable, even if your pauses are long. Most speakers pause far less than they should.

### EMPHASIS

Practice taking a sentence and emphasizing one word in it at a time. For example, the sentence, "I am feeling strangely sad today," will feel completely different, based on which word you emphasize: 'I' or 'am' or 'feeling' or 'strangely' or 'sad' or 'today'. Now decide the word you want to emphasize based on the meaning you want to convey, and dial up the emphasis to a point where it sounds dramatic and uncomfortable. Then dial it back down. This way you will become very clear in what you say.

The next three areas come to us from an article by Ram Chandra of Fatehgarh called 'Principles of Conversation':

**CONTROLLED**

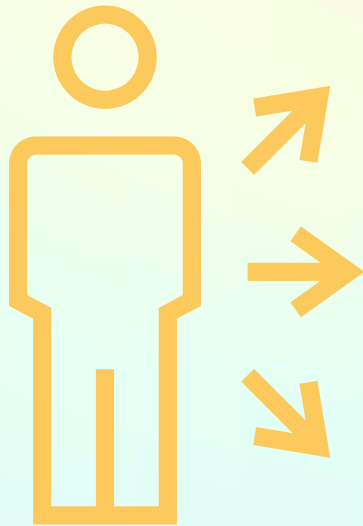
Practice eliminating highs and lows from your voice to make it more controlled, and hence more impactful. This doesn't mean being monotonous. Tone and pitch are two different things. Unless you are singing, you don't need your pitch to go above or below a certain level. Keep it in a narrow zone, natural to your voice. This will make your voice more controlled.

**CIVIL**

Consider situations where you get worked up, feel frustrated or angry. Purposefully work on toning down your voice to show restraint, and express your feelings and reactions in a civil tone. This will have an incredible benefit in allowing you to be assertive without being aggressive. You will find that people listen to you a lot more when you apply this principle. And your anger and frustration will diminish along with the balance in your voice.

**CHARGED**

To accomplish this practice, think that the ideas you are conveying are touching the hearts of your listeners. You will find that inculcating softness and speaking in a gentle manner, along with this thought, will make your voice charged.



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## POWER OF PAUSE

The tips and tricks in this part have consistently been rated as the most valuable by the hundreds who have participated in our Heartful Presenter training. Let's look at why the art of pause is so important, and how to pause.

### PAUSE TO ENGAGE THE AUDIENCE IN CONVERSATION

As it turns out, we speak much slower than we can listen. The average person speaks at 125 words per minute, and can listen to 400 words per minute or even more. So what happens with the 75% mental capacity that is not used in listening?

There is a natural tendency for the mind of your listener to wander, even if the subject matter is interesting. By structuring your content to have logical points of reflection, you can draw in your audience's attention. For example, if you make a point, you could follow it by saying, "Consider that for a moment," and pause. Now your audience is thinking about the point you made, instead of their mind wandering. You have moved them from 'disengaged' to 'participating'; passive to active.



## COMBINE PAUSE & RETENTION TECHNIQUES

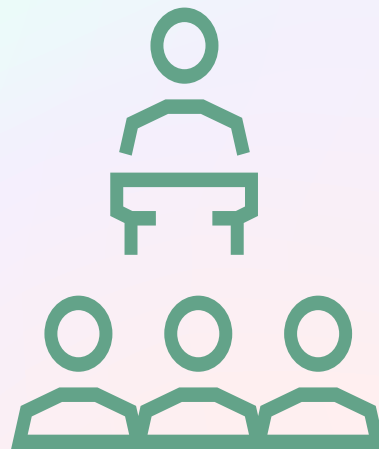
The research about how much of a talk people retain varies wildly, however everyone agrees that a lot of what is said is forgotten. Providing spaced repetitions and context, are great ways to improve retention. All these rely on pause:

### SPACED REPETITION

Here is an example: at the beginning of a talk you say, “The West faces a severe demographic challenge, with the average age in most countries being well in the forties.” After talking about a few other things, you could say, “Remember I said that most countries in the West have populations with an average age in the forties,” and then pause. This lets the audience connect your previous statement with the current one and absorb the information better.

### CONTEXT

Make a point, and then provide context around that point. Pause to let your audience understand your point in that context. For example, you might say, “Close to 2% of people in China live on less than two dollars a day.” Consider, however, that this number used to be almost 20% just ten years ago.” Pause to let them assimilate your point in the context you just provided.



## ELIMINATE FILLER WORDS

Filler words such as “Uh”, “Um”, or “Like”, which is common with teenagers and young adults, are extremely distracting; the speaker comes across as unprepared. Fillers completely take away the effectiveness of the point being made. They occur because we are thinking and speaking at the same time, and sometimes lose our train of thought. Instead of using filler words, pause. This is a much more elegant way of getting back your train of thought.

## DEMONSTRATE CONFIDENCE AND CONTROL

Speakers who speak fast and don't pause come across as nervous and lacking in confidence. By pausing and making purposeful eye contact in silence with your audience you will demonstrate confidence and balance. This in turn helps them feel secure and reassured that you know what you are doing, and they will derive more value from your session.

Let's now discuss how you can practice and develop pausing. Here are a couple of exercises:

**1) Pause based on punctuation** - Write out a few ideas on a sheet of paper. Now record them in a short 5-minute talk. Listen to the recording of yourself and mark the places where you did not adequately pause where there was a comma, a semicolon, or a full stop. Repeat this exercise until you are satisfied that you are pausing adequately.

**2) Pause longer to emphasize** - Ask a friend to listen as you go through 2 to 3 short sentences. For example, “Hi, I am John. I am here to discuss the importance of recycling with you.” Pick a word that you really want to emphasize. For example, “I am here to discuss the importance of recycling.” Pause much longer after this word than you consider adequate. Ask your friend if your pause felt uncomfortably long. Keep increasing the duration of your pause until she says “Yes,” and then dial it back just a little.

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## PRESENCE

Now we shift from the science to the art of Heartful Presenting.

We are evaluated and judged, even as we walk onto a stage. This happens subconsciously, before we have uttered a single word. There are simple external factors like the clothes we wear, and more subliminal factors like our thoughts and feelings as we walk in, which combine to establish our Presence.

To understand the importance of Presence and how to purposefully establish it, try the following simple exercises:

With a group of friends or co-workers, have one person walk in as if they are about to present on a topic. Before they say anything, ask the group to comment on the person by saying, "I felt that she brought a \_\_\_\_\_ presence to the room," and filling in the blank. You will be surprised at the types of comments you receive. This will bring to light how subconscious evaluation happens.

Ask the same person to now think about what presence they would like to bring, for example, confident, casual, somber, authoritative, serious, joyful, etc. Have them walk in again, without sharing with the group what presence they wanted to bring. Now ask the group to comment again as before. This exercise will bring to light how much the presence of a person can shift simply based on intent.

There are 5 Cs that need to be mastered to establish presence in public speaking:

### CREDIBLE

It is very important to establish upfront who you are, why are you qualified to speak about your topic, and why your audience should listen to you. For example, if you are speaking about the importance of balancing exercise, nutrition and meditation for overall wellness, it would help to start with a statement like, "I have been an avid yoga practitioner and meditation instructor for over 20 years. I have also been a nutrition consultant for the last 2 years. I am passionate about helping people create balance in their lives through better nutrition, exercise and meditation."

### CONFIDENT

Confidence arising out of preparation and self-belief is essential to elicit attention. The best way to develop confidence is to speak to a large group in the same you would have a conversation. Simply make eye contact with one person at a time, and say whatever you have to say, as if you are having a conversation. Self-belief comes from knowing that you are the expert in whatever message you are here to deliver, irrespective of whether or not you are the expert in a particular field.

### CURRENT

Use approaches that are in vogue with the times and the environment. For example, if you are doing a TED talk, don't stand behind a podium. Use visual aids appropriately to highlight key points. Ask questions so that you use an 'inquiry-based learning' style.

### CHARISMATIC

Let your natural personality shine through. This is the simplest way to develop charisma. Most of us believe that charisma is something natural, and you either have it or you don't. The reality is that most charismatic people have worked on it. Charisma is there in all of us, but inhibitions and the fear of being judged block it. To overcome this, practice speaking and having conversations with a firm belief that you are not being judged. Deliberately go to the edge of what you are comfortable saying.

### COURAGEOUS

Be spontaneous. Don't be afraid to go off script. Courage naturally attracts people. This is because it inspires confidence and builds interest. When you get on stage and speak, you are also leading your audience. They need to feel that you are not just there to read a script, but to share something from your heart.





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## EMPATHY

Most of us believe that we are very empathetic, but when we are in real-life situations most of us fail miserably in this essential human quality. In the context of public speaking, empathy can make the difference between good and great.

Empathy essentially involves putting yourself in the shoes of your audience. Speaking directly to what is of interest to them, conveying what benefits them, and avoiding what is offensive to them. It is the heart of Heartful Presenting. Being empathetic as a speaker will ensure that you speak to the hearts of your audience, not just their brains.

There are 6 Cs that need to be considered:



### CARING

Truly care about your topic as well as your audience.

### COMPASSIONATE

Speak with an understanding of the challenges they face.



### CONNECTED

Speak to them as one of them, not at them. Use language to include yourself. Use “us” and “we” instead of “you” and “me”.

### CONTEXTUAL

Know the context within which you are speaking, or set one early.



### CAREFUL

Avoid humor or culturally specific references that may offend.

### CONVERSATIONAL

Your audience will enjoy feeling like they are in a conversation. Use the interactive tools of inquiry-based learning, like asking them questions, pausing after a question for reflection, and asking them to raise their hands. This elicits active listening.



Try the following exercises with a group of friends, to develop empathy while speaking to audiences:

01

Deliver a eulogy at the funeral of a co-worker. Assume that you didn't know her all that well.

02

As a senior law enforcement officer, deliver a talk to refugees that have been refused asylum in your country, and have to turn back.

03

As the mayor of a city that has been devastated by unprecedented flooding, deliver a talk to a group of citizens to remain calm and patient as help arrives.

In each of these cases, don't take more than 3 minutes. Refine and repeat as many times as needed after receiving feedback from your friends on whether you came across as empathetic or not.

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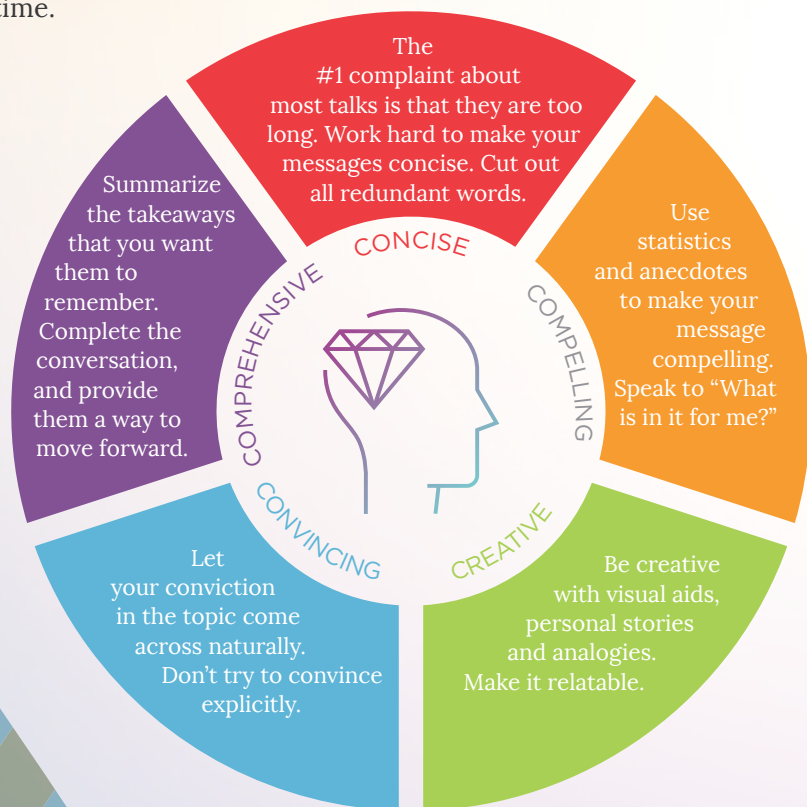
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## IMPACT

Impact is what you leave with your audience. It is the result of your communication and is how it will be remembered.

Many times speakers deliver excellent content, have several important messages in their talk, make a lot of great points, and even make a really good connection with the audience. Even still, the audience leaves without much impact. How can we ensure that this doesn't happen to us?

There are 5 Cs that will ensure that you have an impact on your audience every single time.



Here are a few exercises to sharpen your ability to deliver the right impact:

01

Assume that you've just talked about the importance of improving the city's sewerage system. You've covered many points and made many arguments. Now summarize everything in terms of 3 key takeaways and 1 most important thing to remember. This summary should take less than a minute.

Assume that you've conducted an introductory workshop on Relaxation and Meditation. You've also talked about the benefits of incorporating these practices in day-to-day life. Summarize the two top benefits, and remind your audience of the next steps they should take. For example, "When you get home today, please take advantage of this opportunity and register for free a one on one session with an instructor on our website."

02

03

Practice delivering a punchline after setting it up at the beginning of your talk. For example, at the beginning you might say, "We are going to dive into what inflation and life expectancy increases are doing to retirement plans. I promise to share a solution with you today." After covering everything, you can refer back to this promise and deliver a unique idea or suggestion, for example "As promised, I want to leave you with a solution. By adding 3% to your retirement savings now, while you are in your 20s, you will be covered for an extra 15 years of retirement."







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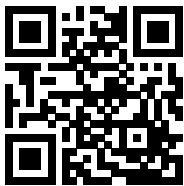
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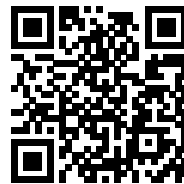




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