



## SPOKEN WITH AUTHORITY



### STANCE

- Avoid distracting movements
- Add purposeful gestures

WEAK ◀▶ STRONG



### SOUND

- Speak loudly, lowly, slowly, and clearly
- Add vocal variations

WEAK ◀▶ STRONG



### SMILE

- Show enthusiasm and energy
- Add facial expressions to convey emotion

WEAK ◀▶ STRONG



### SILENCE

- Eliminate junk words
- Add dramatic pauses

WEAK ◀▶ STRONG



### SIGHT

- Hold gaze for three seconds
- Aim to speak without notes

WEAK ◀▶ STRONG



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Christine Clapp is the author of *Presenting at Work: A Guide to Public Speaking in Professional Contexts* and the president of Spoken with Authority, a Washington, D.C.-based presentation skills consultancy that includes a team of six expert coaches. Through training programs and coaching engagements, Christine and her team help professionals at law firms, corporations, associations, and non-profit organizations build the confidence to connect and the capacity to lead.

Christine holds two degrees in communication: a bachelor's degree from Willamette University, and a master's degree from the University of Maryland, College Park. She also taught public speaking to undergraduate and graduate students at The George Washington University for thirteen years.

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