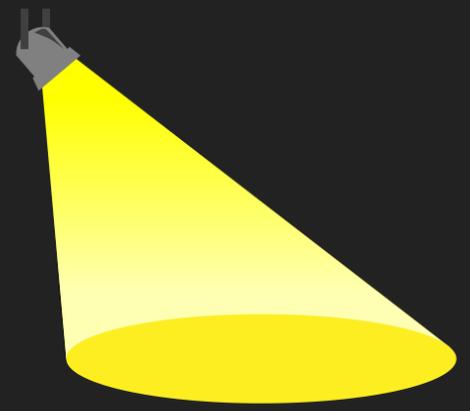


8 POWERFUL WAYS TO ENGAGE AUDIENCES



Use our simple yet powerful **Q.U.E.S.T.I.O.N.** toolkit to elevate the impact of your presentation.

1 QUESTIONS

Questions evoke the attention of the audience, as listeners respond mentally to them, even if there are rhetorical. Do you agree? :)



2 USEFUL FACTS

A statistic, data point, social trend, or something recently in the news can be used to enhance the impact of our message. Do ensure that your stated facts are relevant to the message and stated clearly.



3 ENVISION

Use words such as "imagine" or "picture this" to harness the vivid imagination of your audience. This makes your message come alive.



4 STORIES

Stories sell. They slide under people's conscious defensive barriers to connect emotionally. A simple and effective storytelling structure is the C.A.R. model: Share about a Challenge, the Action taken, and the Result achieved.



5 THEATRICALS

Create anticipation and drama with theatricals. You can use body language, tone of voice, or props to heighten the experience for the audience.



6 IMAGINATIVE ANALOGY

The human brain remembers images more easily than facts and figures. Use analogies to translate complex or theoretical concepts into pictures. This helps people to recognise, remember and repeat your message better.



7 ONLY APPROPRIATE HUMOUR

Humour livens up the room, displays your ready wit and makes the audience feel good, which increases connection and memorability. Be mindful about using it appropriately. Self-deprecating humour is safe.



8 NOTEWORTHY QUOTATION

Use noteworthy quotations to reinforce your points of view from a credible source.

