

**SPEAKING IN PUBLIC-**  
**AND OWNING IT**  
by Wendy S. Tucker

**FORM**

1. Be Confident
  - \* Practice Practice Practice
  - \* Breathe
  - \* Relax!
  - \* Eye Contact
2. Or At Least Look Like You Are
  - \* Visualize
  - \* Eyes over heads
  - \* Heels in the ground
  - \* Stand up straight
  - \* Open Body Language
  - \* Hands Together if it helps
  - \* Pauses really are ok. Really.
3. Keep it interesting
  - \* Be yourself
  - \* Humor is good

**SUBSTANCE**

1. Humanize yourself
2. Know your audience
3. Employ literary devices
  - \* trilogies
  - \* primacy and recency
  - \* rhetorical questions
  - \* alliteration