

July 22, 2010  
Vol 1, No 2

The eBulletin of the HBA Metro Chapter Group Mentoring Program

## Mentoring Momentum 2

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### The Well-Spoken Word Is Not Dead

*Donna K. Ramer (2010 Mentor)*



Despite rumors to the contrary, social media and interactive communications have not killed the spoken word. In fact, verbal communications have an increasingly important role as we need to expand upon the 140-word Tweets and highly consolidated email and text messages upon which we're all dependent.

#### Five Ways to Make Your Presentations and In-person Interactions Stand Out

1. **Know Your Audience:** Tailor your comments so you hit critical messages in a way that will resonate with your audience.
2. **Keep Comments Short:** Your audience is more likely to remember a short statement. *Fun fact:* Only 7% of what your audience remembers 1 week after your presentation/interaction is content; the rest is how you looked and sounded.
3. **Use Support Points Sparingly:** Provide handouts with additional backup as you deem both appropriate and necessary.
4. **Polish Your Grammar:** While most grammarians are flexible about the use of colloquial expressions, the correct use of pronouns and not dangling your participles or splitting your infinitives will help you stand out among peers. So as an up-and-coming executive, brush up on your grammar to avoid making common mistakes that just may have your audience questioning your credentials.
5. **Use Bridge Phrases:** This will make it easier for your audience to follow as you move from one point to another.

*Donna Ramer is a Mentor in Networking Group, "Rise & Shine." She is President, StrategCations, Inc., a communications training, issues/crisis management and public relations consultancy and is Editor-in-Chief of The HBA Advantage magazine. She can be reached at [dramer@strategcations.com](mailto:dramer@strategcations.com).*