

HOW TO PERSUADE USING YOUR BODY AND VOICE

POSTURE

| Body | Arms | Face |
|---|---|---------------------|
| Upright | Not crossed | Relaxed |
| Equally standing on both legs | Not behind your back | Smiling / agreeable |
| Relaxed enough (not too tensed / frozen) | Relaxed next to your sides | |
| | OR Hands joined in front of your chest | |
| | OR Hands holding your notes in front of you | |

SPACE & MOVEMENT

| Location | Arms / Hand gestures | Walk? | Eye contact |
|---------------------------------------|--|---|--|
| In front of the examiners | Not too frequent | Do not walk unless it's necessary (e.g., if you need to come closer to show an infographic) | Do not stare at one examiner only for too long |
| Not too close, not too far ≈ 2 meters | Only if necessary ⇔ if it really emphasises your speech | | Alternatively look at both examiners |
| | If you hold your notes : keep them in front of you. Do not move them up and down | | |

VOICE

| Volume | Enunciation/diction | Intonation | Pace |
|---|--|--|--|
| Loud enough | ARTICULATE! | Avoid speaking in a monotone | Better to speak too slowly than too quickly Articulating helps |
| Do not yell | Better to exaggerate than to mumble | Do not exaggerate either (you're not an actor on a stage) | Pauses = allowed! |
| Slight variations of volume can be used to emphasise parts of your speech | You can over-articulate some words to emphasise them | Give emphasis to important words / phrases / arguments by changing your tone | Change your speech pace / add pauses to emphasise words or phrases or to allow the examiners time to process an important piece of info |