Projecting Credibility and Confidence
with Cara Hale Alter

The Basics

Body Language

Posture
- Keep spine straight and long
- Stand with weight balanced equally over both feet
- Sit with shoulders level

Gestures
- Keep gestures in the "gesture box"
- Keep hands fluid but relaxed

Movement
- Wherever you move, stand still when you get there
- Move no more than every paragraph
- Keep your posture open to the entire audience

Voice

Volume
- Use strong volume
- Support the ends of phrases and sentences

Articulation
- Enunciate every syllable clearly
- Open mouth wide when speaking

Pace
- Be energized but do not rush
- Feel free to pause

Expression
- Vary your pace, pitch, inflection and stress
- Focus on delivering the message, not composing the message

Eye contact

- Hold eye contact for 3-5 seconds per person
- Engage the entire room
- Keep your attention forward at all times
- Be interactive
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The Bonus Points

• Project - “Meet them in their seats”
• Elicit a response - “Get their heads to nod”

The Derailers

• Avoid extraneous uhs, ums or filler words
• Avoid extraneous movement
• Avoid emphatic gestures, gripping hands or stiff hands
• Avoid holding chin up, chin down, or tilting head
• Avoid “self-commenting”

The Perfect Balance

Authoritative

• Take up more space
• Maintain strong eye contact
• Stand symmetrically
• Hold head still while speaking
• Use strong volume/resonance
• Use a downward inflection

Approachable

• Take up less space
• Use fluid gestures
• Use fluid facial expressions
• Use a wide range of vocal expression
• Elicit a response verbally and non-verbally

Daily articulation warm-up: “Whether the weather is cold or whether the weather is hot, we’ll be together whatever the weather, whether we like it or not.”