



## Eleven ways to make contact with your audience

- Ask a question, rhetorical or otherwise
- Address people individually
- Provoke
- Share
- Enact part of your narrative (for example part of an interview or a negotiation with a client)
- Ask the audience to do something
- Make a list of your audience's questions
- Pick up cues from your audience (for example: you're looking critical...I think you probably disagree with me)
- Tell an anecdote, joke or riddle
- Give a demonstration, use an object and hand it around the audience
- Articulate their ideas (you must be thinking...)