

Delivery

Communications & Media

The canon that decides whether the other four reach anybody.

Control

- Pace: slower than feels natural
- Pause before and after the key line
- Volume varied, not uniformly loud
- Eyes on people, not on the page
- Stillness; move on purpose only

Drop

- Reading a full script word for word
- Filler words used to cover thinking
- Slides that duplicate what you say
- Apologising for time or nerves
- A joke that needs the room to be warm

THE DIFFERENCE THAT MATTERS

Delivery is what an audience actually judges. The text only sets the ceiling.

A pause is the only tool that costs nothing, works in every room and is almost never overused.