

BusinessWeek carried an article about what business people consider the 10 worst/most annoying/distracting habits presenters do while presenting.

1. Reading from Notes – Use notes as a support, but know what you’re going to say without them
2. Avoiding eye Contact with the audience – Need to look at people 90% of the time
3. Reciting Bullet: Similar to reading notes- kills the energy of a presentation – rule of thumb no bullet more than 4 words across and not more than 6 bullets to a page
4. Speaking for too long: average audience has a 18 minutes attention span
5. Failing to excite: give the audience a reason to care
6. Poor endings: summarise the presentation, but leave the audience with a single message.
7. Fidgeting, jiggling, swaying – very distracting from the message
8. Fail to rehearse: be sure of the content and know how and when to deliver it
9. Dressing down - Look sharp
10. Standing to attention: Be animated while speaking; use your body, hands, etc to reinforce the message

*10 Simple Secrets of the World's Greatest Business Communicators-Carmine Gallo presentation coach and former Emmy-award winning television journalist*