

PUBLIC SPEAKING

HOW IMPORTANT TO THE PUBLIC...
IS THE WAY THE SPEAKER SPEAKS?

WHO WE ASKED

143 SENIOR EXECUTIVES WERE INTERVIEWED

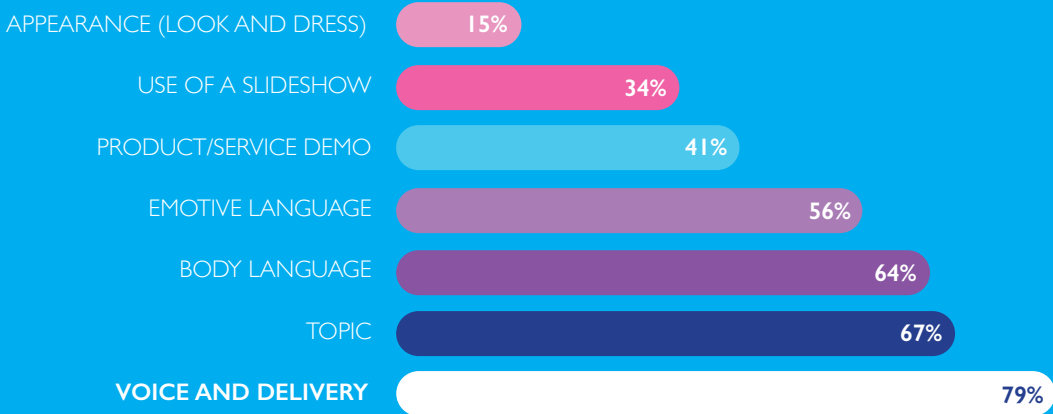


THE DOMINANT LEARNING STYLE OF PARTICIPANTS

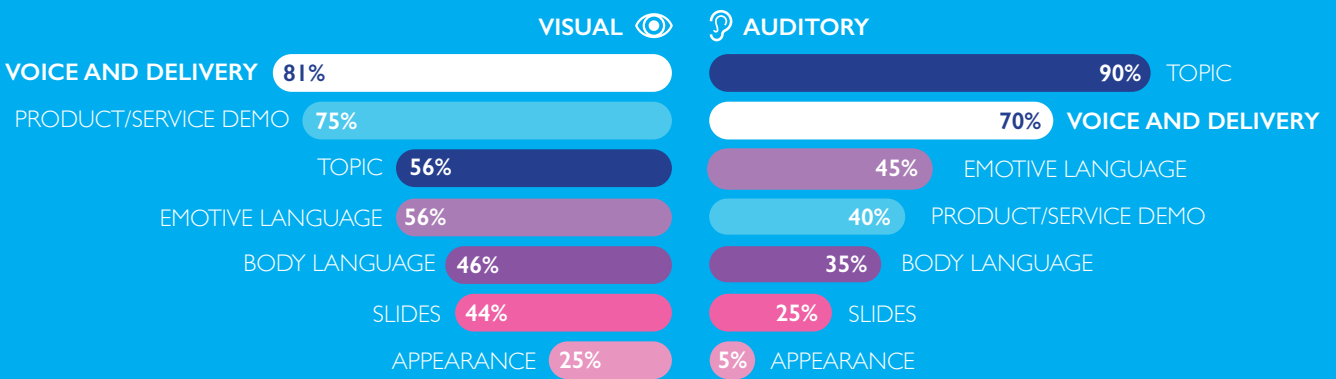


● KINESTHETIC 18%
● READ-WRITE 27%
● VISUAL 41%
● AUDITORY 14%

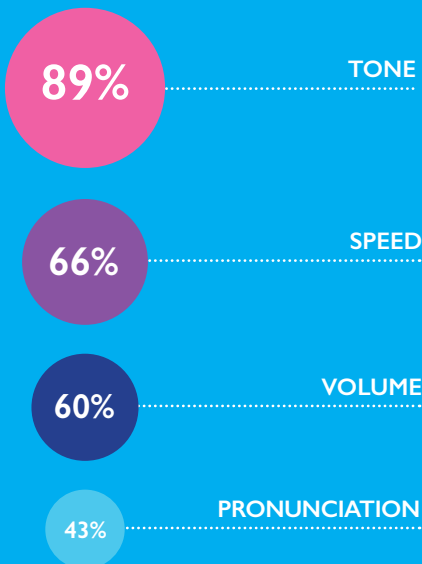
HOW IMPORTANT ARE THESE IN KEEPING A SENIOR EXECUTIVE ENGAGED WITH A SPEAKER?



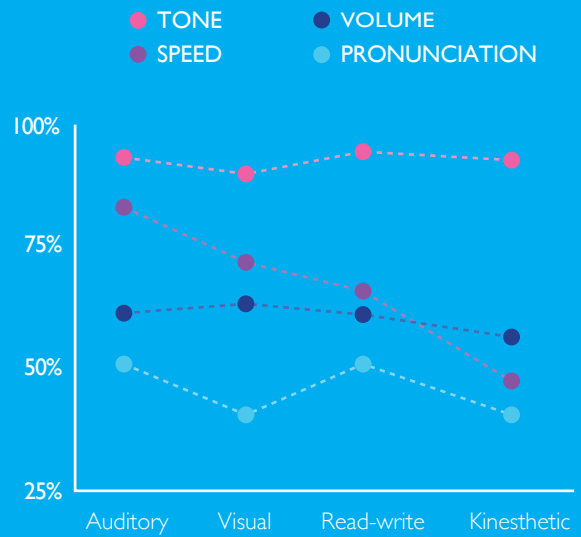
WERE VISUAL PARTICIPANTS MORE ENGAGED BY VISUAL THINGS?



DOES HOW THEY SAY IT REALLY MATTER AS MUCH AS WHAT THEY SAY?

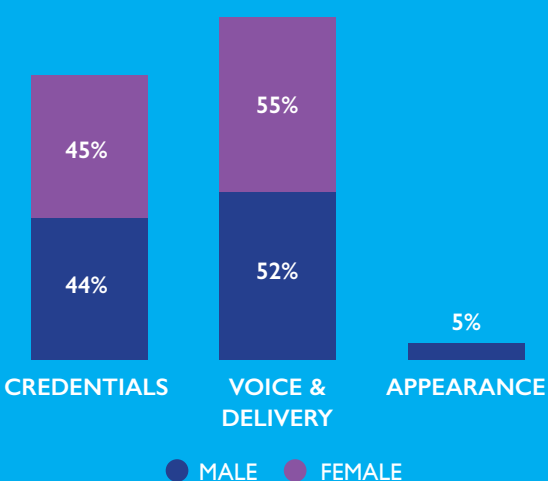


ARE THE AUDITORY LEARNERS MORE PARTICULAR?

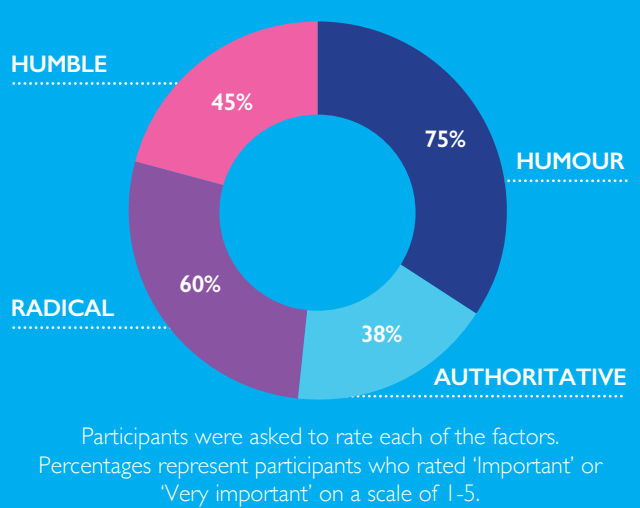


Participants were asked to rate each of the factors. Percentages represent participants who rated 'Important' or 'Very important' on a scale of 1-5.

WHICH ONE MADE PARTICIPANTS MOST TRUSTING OF WHAT THE SPEAKER SAID?



DO THESE APPROACHES HELP PARTICIPANTS TO REMEMBER THE CONTENT?



Please note that figures have been rounded to 1.d.p, therefore sum totals of percentages may not add up to 100% and there could be a +/-1-2% deviation in some cases, due to rounding.