



The following is excerpted from *THE MILLION-DOLLAR TOOLBOX: A Blueprint for Transforming Your Life and Your Career with Powerful Communication Skills* by Ty Boyd.

Tool Two: Owning The Territory

One of Ty's most practical tips comes from the chapter he calls "Practice, Practice, Practice," in which he encourages everyone to show up early in order to "own the territory." From the book, here are some examples:

- Is the room set up so that people who come in late or leave early can enter or exit without crossing between you and the audience?
- Is there a lectern, a table, a bank of microphones that become a barrier between you and the audience?
- Is the first row of chairs or tables too close or too far away from you?
- Is everything you need for your audio-visual support there and in working order? Handouts ready? Microphone on?
- Is the room set up awkwardly, perhaps requiring you to turn your back on some members of the audience in order to face others?
- Is the room too dark, too bright? Too cold or too hot?
- Is there a window behind you, offering a distracting view to the audience? Or is the window behind the audience allowing the sun to blind you? Do blinds or curtains need adjusting? If you walk into the room where you'll be presenting, imagine yourself making the presentation and look for anything at all that is out of kilter.



You'll be surprised how many little things you can find to tweak. Little tweaks that will make a big difference in your ability to connect with your audience.

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