



Sight ~ Sound ~ Sense

Effective use of the SSS tools listed here can make the difference between an average presentation and an impactful one. Incorporate tools from every section *throughout* your presentation. These tools will help you to connect with your audience. Make sure to incorporate things from each section. The more connectors you use, the better.

SIGHT (Visual)

- Books, Brochures & Handouts
- Charts, Graphs, Graphics
- Colors, Costumes, Clothing
- Copy of an E-Mail
- Photos, Props, Videos
- Physical Demonstration
- Visually Descriptive Language
- White Board/Flip Charts

SOUND (Auditory)

- Alliteration (Live, love, laugh)
- Analogies & Metaphors & Examples
- Music, Props with Sound, Recordings
- Stories, Quotes: famous or from articles

SENSE (Kinesthetic)

- Audience involvement
- Food, Games
- Family/Team/People Pictures
- Feeling language & Senses*
- Personal Examples/Self Disclosure
- Physical Demonstration, Role play
- Questions, Prizes
- Touch (appropriate!)
- Touchable Props
- Writing on white board live

More on Sensory connection...

There are many sensory tools available to you, some of which include feelings and the five senses. These can create the most powerful connections.

FEELINGS:

- Anger
- Anxiety
- Belonging
- Comfort/discomfort
- Compassion
- Envy
- Fear
- Guilt
- Happiness/sadness
- Hope/despair
- Love/hate
- Pity
- Responsibility
- Security/Insecurity
- Shame
- Surprise
- Survival
- etc.

SENSES:

