

Sight ~ Sound ~ Sense

Effective use of SSS tools will make the difference between an average presentation and an impactful one.
Incorporate elements from every section *throughout* your presentation to connect with your audience.
The more connectors you use, the better.

SIGHT

Books, Brochures & Handouts
Charts, Graphs, Graphics, Slides
Colors, Costumes, Clothing
Photos, Props, Videos
Physical Demonstration
Visually Descriptive Language
White Board/Flip Charts

SOUND

Music, Sound Effects, Alliteration, Rhyme
Analogies & Metaphors
Quotes & One Liners
Examples & Stories
Recordings

SENSE

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:

