

DELIVERING CONTENT (7 SKILLS)

1) **Be aware of your audience.**

- BAD EXAMPLE #1
https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/68aOWfAdBko.html?wideo=n2qj4q52ex
- BAD EXAMPLE #2
https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/690OBlr4bsQ.html?wideo=v7xi5lp00a

2) **Use techniques for emphasis.**

- BAD EXAMPLE #1
https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/6lpC8H4H2H5.html?wideo=ibby7gntp8
- GOOD EXAMPLE #1
https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/6Div5lnj8FQ.html?wideo=f1rueog6d7

3) **Avoid distractions.**

- BAD EXAMPLE #1
https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/5oa3lJtnSCe.html?wideo=hiobr5wb97
- BAD EXAMPLE #2
https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/6YsMUFOscjc.html?wideo=lfsm66enhp

4) **Stick the landing.**

- BAD EXAMPLE #1
https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/635Ov2gGMVM.html?wideo=4360f8w3pk
- BAD EXAMPLE #2
https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/6cDPfI4K3P7.html?wideo=hd4xuaukol

5) **Create a connection with your audience.**

- BAD EXAMPLE #1
https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/5XcLtb1JXfP.html?wideo=z9qjk3t5lt
- GOOD EXAMPLE #1
https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/6ISQo8RSQ0N.html?wideo=vjuealbphq

6) **Demonstrate expertise and confidence.**

- BAD EXAMPLE #1
https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/6p9cEo1yCaT.html?wideo=kd7extmxo0
- GOOD EXAMPLE #1
https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/6OWmXVDDBwE.html?wideo=fx8500vuuc

7) **Develop visuals for your audience.**

- BAD EXAMPLE #1
https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/6PIXGfU8eo2.html?wideo=jm3v0eu4iq
- GOOD EXAMPLE # 1
https://media.academicmerit.com/4640dc25d55309c34ea81cccbd0737e9/story_content/6jsTMwLT5gi.html?wideo=tgqhalx5yj