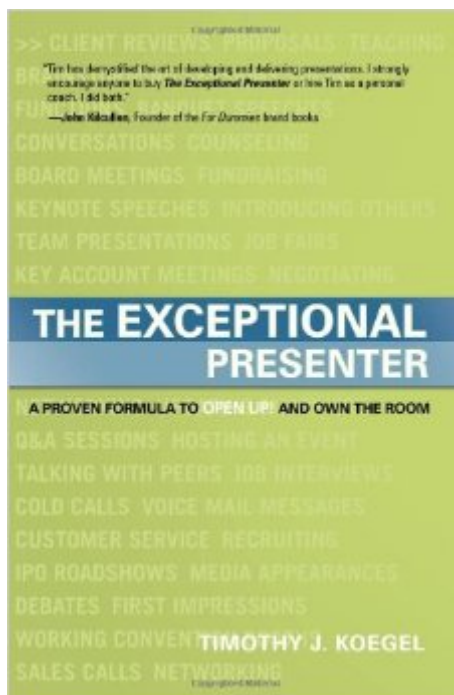


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# The Exceptional Presenter: A Proven Formula To Open Up And Own The Room



## Synopsis

THE NEW YORK TIMES AND WALL STREET JOURNAL BESTSELLER Revised and Expanded Edition It's often reported that the number one fear among American adults is public speaking. But in today's competitive business world, effective communication is a crucial skill, and the cost of being less than effective is quite high. From the White House to boardrooms worldwide, Tim Koegel has strengthened presentations, media relations and communications skills of CEOs and world leaders alike with his renowned coaching abilities. His new book, *The Exceptional Presenter*, lays out his techniques in a format perfectly suited to today's busy world.

## Book Information

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Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (105 customer reviews)

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## Customer Reviews

This little hardback is incredibly easy to read. Extremely well organized, it's written in clear, jargon-free language. Each of its many lessons covers just a few pages, and is composed of short, straight-to-the-point paragraphs. Sized to fit easily in the side pocket of a laptop case, it's an ideal way to kill time at an airport gate, on a flight, or even during those dead half-hours that often pop up between convention sessions. Better still, this book really delivers on its promise. Practice its advice and you will become an effective public speaker. Author Tim Koegel ("KAY gull") covers a wide range of verbal and nonverbal topics, from how to avoid using "verbal graffiti" (such as the dreadful "to be honest with you") to how to have good posture. The book is organized around what, at first glance, seems like a corny conceit. Koegel claims that an exceptional presenter is one who can "OPEN UP and own the room." Why does he put "OPEN UP" in all caps? Because that's the

author's self-invented acronym that refers to six characteristics Koegel feels all great presenters share -- they're Organized, Passionate, Engaging and Natural speakers who Understand their audiences and routinely Practice their presentation skills. The book then devotes a full chapter to each of these traits. Each chapter is filled with useful tips. The one on being passionate has two dozen! A section on what to do with your hands is especially helpful. Illustrated with 27 simple line drawings, the advice gets quite specific. For example, when the author discusses which hand gestures are best to emphasize comparisons, he writes that you should mimic the information as it would appear on a slide: "Dollar amounts, percentages and revenue are typically depicted using vertical bar charts.

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