

PRESENTING & PUBLIC SPEAKING TIPS

Audience Control



1

Who is your audience?

Make sure that you know who is going to be in your audience.
E.g., other behavior analysts, other professionals, caregivers, students

2

Match language to audience.

Do you need to be very precise?
Do you need to drop jargon?
Make sure that you adjust your language for the audience.

3

Match content level to audience.

Make sure that the content level is well matched to, or just slightly above, the audience skill level.

4

Relate to audience.

Use examples and stories that are relatable and valuable to your audience.

5

Attend to your audience.

Pay attention to your audience and make adjustments as needed (e.g., pacing, volume).

Helpful article

Heinicke, M. R., Juanico, J. F., Valentino, A. L., & Sellers, T. P. (2022). Improving behavior analysts' public speaking: Recommendations from expert interviews. *Behavior Analysis in Practice*, 15(1), 203–218.