

## Speaking to a Multi-Cultural Audience

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1. Start with enthusiasm and an indication of respect for your audience. Maintain that attitude throughout your presentation.
2. Speak *s l o w l y* and distinctly, using non-verbal communication to amplify your words (e.g., varied facial expressions, voice modulation, and hand gestures).
3. If possible, use a microphone to make it easier to hear and have your face illuminated so you can be seen.
4. Do not say anything too that is critical for the few minutes – it will take people time to adjust to your language, accent, and style.
5. **Always** use the simpler word or phrase if there is a choice. For example, “drug” is better than “pharmaceutical agent” and “most” is better than “preponderance”!
6. Avoid words that are hard for you to pronounce – there is usually an alternative.
7. Repeat major points in slightly different ways. In other words, if you have something important to say, find more than one way to say it.
8. Mix material that is familiar with material that is new. A 1:1 mix is probably about right.
9. Maintain eye contact with the audience, scanning the room to be in touch with everyone.
10. Visual aids should be clear and simple. No letters should be smaller than 20 pt, 24 is a better minimum. Power Point has built in templates that ensure readability – use them!
11. On slides, Ariel (“sans serif”) easier to read than Times Roman (“serif”).
12. Light on dark (e.g., white letters on dark blue background) easier to read. Avoid dark on dark (e.g., red on blue) or light on light.
13. Use text slides to provide an outline of your points – but use telegraphic style, do not provide a script:

1. Use text slides
2. Telegraphic style best
3. Don't read them!
14. Consider printing out your slides 3-page with room for taking notes.
15. When using slides, face the **audience** rather than the **screen**, unless pointing out something specific.
16. Summarize frequently, both in words and with slides.
17. Welcome questions during and after your talks. When asked a question, repeat it, altering it slightly if necessary to make it more general. Then direct your answer to the entire audience, not only the questioner. Make notes of questions you wish to remember.
18. Seek feedback and make modifications as necessary, both before and during talks. Make notes immediately after a talk about how you feel you might improve things next time.

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