

## *Appendix A*

### **THE GOLDEN RULES**

1. Give yourself time to prepare
2. Research your audience
3. Consult your colleagues
4. Play to the overlap
5. Prepare bullet point notes
6. Use prompt cards
7. Follow the Rule of Five
8. Allow one minute per card
9. Emphasise benefits, not features
10. Avoid acronyms and jargon where possible
11. Explain on first use if you need to use jargon
12. Use plain English
13. Use active not passive verbs
14. Avoid double negatives
15. Jokes — if in doubt, cut it out!
16. Visual aids must be “visual” and must be “aids”
17. Apply the necessary and sufficient test/the Fresh Fish Rule

18. You **must** rehearse
19. Arrive early and check the room and equipment
20. Project the right image for you and your organisation
21. Use de-stressing exercises if necessary
22. Ensure that your hands are in the home position
23. Start confidently — pause, eye contact, smile
24. Hit the ground running
25. Don't apologise, unless absolutely necessary
26. Be interactive
27. Respond to feedback
28. Choose appropriate gestures
29. Be yourself
30. End positively — summary, “what that means to you”, call to action.