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3 V's Analysis for July "Results Discussion Video"

Visual: Pleasant facial expression as you are delivering a challenging message. Clean cut, relaxed appearance. Orange is the color of action, which can help reassure your audience that you will be doing what you said you would do. Very expressive with eyebrows. Great smile that will disarm the negativity that you may encounter due to your message.

Vocal: Upbeat and positive tone. Chipper sounding. When you are processing your words, you tend to stretch out words- this is better than filling the space with um's but you will still want to allow pauses to replace that space. I want you to work hard on turning some of your upswings to down swings at the end of sentences. This will give more of a confident tone. Continual upswings will give the impression that you may be somewhat flippant about the topic, so you want to build confidence with your audience.

Verbal: Concrete communication. Technically heavy words, which would be appropriate for a technical audience. You are blinking frequently as you process the information. I would imagine that your audience has a sense of concern. Address that upfront and reassure them that you have this under control. "I'd like to address a situation that you may have concerns over, but be assured that we are handling this with speed and integrity.." is an example of how to frame it up.