



# 10 STATISTICS

YOU NEED TO KNOW TO GIVE A GREAT PRESENTATION



We combed through years of audience research and the data from QC's global communication database to identify 10 metrics you need to keep in mind to maximize the impact of every presentation.

You have **15 seconds** to make a good first impression



The average audience attention span: **5 minutes**

Messages including apt, well-crafted stories are

**21% MORE MEMORABLE**

**35% MORE PERSUASIVE**

than the average communication in the QC database.



Your introduction should **MAKE UP 10%** of your presentation



We are only **AWARE OF 5-15%** of the communication signals we're sending at any given time.



The sweet spot for holding eye contact with any one audience member is about

**3 SECONDS**

Women in our database use

**44% MORE 1<sup>ST</sup> PERSON PRONOUNS**

than the men, building trust by taking accountability for their messages.

The clearest presenters are perceived to be

**18% MORE LIKEABLE**

than the average speaker in the QC database.

Watch the clock as you prepare, because

**100% OF AUDIENCE**

will appreciate you ending on time.



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#### SOURCES

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