Turn to the right audience "channel"

People take in and retain information for decision-making through different approaches. We tend as speakers to send out information in the channel most comfortable for us. The challenge is to make your ideas accessible to ALL, regardless of channel preference.

"Texturing" is the term we use to describe planned variations in delivery methods designed to hold everyone's attention and to be sure all audience members get the message.

- **Print—"I want to read it."**

- **Visual—"Show me a pic or diagram."**

- **Audio—"Tell me."**

- **Interactive—"Can we discuss this?"**

- **Kinesthetic—"Moving and thinking."**

- **Haptic—"Touch and learn."**