

**Speaking to an Audience
or
Being who I want to be
when I communicate**

Speaking to an audience.



Research suggests that at least 75% of us would place speaking in public at the top of our list of deepest fears.

This means that if you are about to speak to an audience of twenty people, fifteen of them would be just as anxious as you are right now.

The other five are very possibly not even listening.

The Amygdala – physical/neurological impact

In its response to real or perceived threat – in our case the threats involved in public presentation – the Amygdala causes:

- our eyes to dilate
- our heart rate to increase – we shake, our voice trembles
- our blood pressure to rise – our face feels hot, our hands feel clammy
- our bronchial tubes to widen to facilitate deeper breathing – our mouth goes dry
- our muscles to contract – we can develop a headache, we feel tense
- our blood stream to flood with increased levels of:
 - Adrenalin
 - Cortisone
 - Insulin
- a reduction in the activity of the cortex (the thinking brain) because when it comes to survival, thinking is too slow – our clarity of thought declines which is why we can find ourselves thinking of the clever things we should have said once the presentation/interview/meeting is over and the Amygdala has calmed down

(Beh)

Some Limiting Beliefs

- ▶ I'm hopeless at speaking in public
- ▶ I'm going to get this all wrong
- ▶ I'm an imposter. I shouldn't even be here and I'm going to get found out any minute
- ▶ I just can't put my case
- ▶ No-one's going to understand what I'm talking about
- ▶ They can tell how scared/nervous I am – the tremor in my voice, the way my hands are shaking
- ▶ I sound as if I don't really believe what I'm saying
- ▶ ?

(Strats)

Strategy 1 – Walking alongside

We ‘walk alongside’ by acknowledging their physical, emotional and behavioural impact.

Here comes that sense of dread again.

Physically I feel...

And emotionally I feel...

And I get a strong sense of wanting to...

So, we don’t orphan the difficult feelings. We don’t push them away.

Like small children, they will only be calmed when we pick them up and show them our acceptance.

We need to be the adult.

On Orphaning

The more of myself I orphan – push away, or hide, or pretend was never there, feel angry with, embarrassed by, hate – the more diminished I become and the more I risk becoming the exhausted battle zone between me and the feelings I'd rather not have

What an irony. We do all of that orphaning in order to appear more whole and acceptable, when all the time, our very wholeness relies upon our acceptance and integration of all of the parts of ourselves, all our stories

(session foc)

The feelings dogs.



No matter how difficult and badly behaved some of them might be, they are all mine. They add to the richness that is me – even the difficult ones. I shall not orphan any of them.

Strategy 2 – The Permission Mandate

The Permission Mandate is about giving myself permission to enact
my worthiness

Giving myself permission involves not apologising for myself in the
way I communicate

The only person who can give me the permission to enact my
worthiness and the worthiness of what I have to say is

me

(intention)

Strategy 3 – The Acknowledgement

Becoming clear that:

what I am going to say has importance

what I am going to say has the potential to
bring about change

what I am going to say can make a difference

what I am about to say can bring hope

I am merely the messenger – but a worthy
messenger. What is important is the
message, not me. My purpose here today is
to bring the message and to bring it well.

(Rsl)

Strategy 4 – The Intention

There is no substitute for having a very clear intention of what you want from the event you are about to be a part of.

**If the event is a journey:
our intention is our compass
our intention is our map**

**Our intention, no matter what occurs, holds us
to our course**

(Mine)

The Intention.

Example:

‘I intend that everyone shall leave this presentation with a clear sense of my work, its development and the absolute passion I have for it
- including me.’

Your intention is a single sentence

(Ack)

Strategy 5 – Who do you want to be?

Research shows that up to 93% of our communication is purely facial/physical and vocal – how we look and sound.

Even before we have opened our mouths we will have communicated 55% of ourselves – who we are as a person, how we are feeling.

A further 38% of our communication is added when we start to speak – the speed, tone, volume. The actual words account for just 7% of our communication.

This means we can not NOT communicate. Simply standing there is already 55%, so our preparation needs to ensure that we are communicating what we want to communicate

This is about making decisions about what you are going to do and how you are going to sound.

What do you do and how do you sound when you are communicating those words you chose?

What do people see and hear when you are being them?

Strategy 6 – Rehearsing

Very few successful people leave the things that matter to them up to luck.

- You are aware of the physical, emotional and neurological impact of what you are about to do
- You have developed your self-talk script – your permission mandate; your intention; your acknowledgement. they're going to be the emotional drive behind the presentation
- You have organised your material
- You will have chosen who you are going to be and what you will do to communicate that

So now,

Rehearse the event.

Then rehearse it all again with someone you know and trust, someone who will be honest with you, someone with whom you have shared those words that you've chosen, someone who will be able to answer the key of all key questions:

'What would even better be like?'

Listen to the people who listen to you

On Daring Greatly

It is not the critic who counts;
not the person who points out how the strong person stumbles, or
where the doer of deeds could have done them better.

The credit belongs to the person who is actually in the arena,
whose face is marred by dust and sweat and blood; who strives
valiantly; who errs, who comes short again and again – because
there is no effort without error and shortcoming – but who does
actually strive to do the deeds; who knows great enthusiasms, the
great devotions; who spends themselves in a worthy cause; who at
the best knows in the end the triumph of high achievement, and
who at the worst, if they fail, at least fails while daring greatly, so
that their place shall never be with those cold and timid souls who
neither know victory nor defeat.

From Theodore Roosevelt
April 23rd 1910