

# Public Speaking with Confidence<sup>™</sup> using Biofeedback

by Adele Greenfield

Professional speaker & seminar leader

- **Control your fears and anxieties about public speaking.**
- **Build your confidence with speaking tips from the pros.**
- **Win respect speaking to a small group or large audience.**



**PUBLIC SPEAKING WITH  
CONFIDENCE  
USING BIOFEEDBACK**

By  
Adele Greenfield  
professional speaker and seminar leader

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## Who is Adele Greenfield?

Your personal guide through this program is Adele Greenfield of Greenfield Resources in Charlotte, North Carolina. An international authority on career development and self-improvement, Adele has trained thousands of people in over 100 seminars and speeches each year.

Besides conducting presentations, she also consults with organizations about the very topics on which she speaks - self management and wellness, professional image, people management, and communication and public speaking skills.

Adele is often featured on radio and TV, and her articles appear in such publications as *Training Magazine*, *The Executive Female*, and *Industry Week*.

But, most important, Adele lives what she teaches. She conveys to her audiences her own steadfast belief that life and work can be better for all of us.

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# Introduction

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Do you panic at the thought of speaking before a group? Help is on the way.

Welcome to **PUBLIC SPEAKING WITH CONFIDENCE**. By going through this program and working with your GSR2 (galvanic skin response) biofeedback unit, you will tame those butterflies and become more confident the next time you find yourself in front of a group.

**What will this program do for you?** It will give you speaking tips - techniques used by the pros - and it will enable you to program yourself for success. The more you know about speaking, the easier it will be for you to move from panic to power. Knowledge is power. And, with power comes self-confidence.

**Does it work?** You can believe it! These tips will work for you if you practice them. As the expression goes, "use it or you lose it."

Unfortunately, many people don't use it. I see it constantly. I spend most of my time traveling around the world giving speeches and seminars in self-improvement and career development. I find that people are so busy, they don't practice the skills they learn nor do they mentally program themselves for success. Then they wonder why they don't

improve. Just by taking the time to apply what you learn here and use the self-programming strategies, you'll be ahead of the pack.

**When it comes to public speaking what's the bottom line?** Most of the time, it's not *what* you say but *how* you say it that can mean the difference between an outstanding or an average presentation. The more skill you develop, the more confident you'll be. And confidence will boost your self-esteem.

This is also true the other way around. Self-esteem is your opinion about yourself. A high self-esteem can boost your confidence. And, the more confident you feel, the easier it is to learn and apply new skills.

When it comes to speaking, how you feel about yourself has an impact on how you come across before a group. I want you to succeed and this program is designed to help you do just that.

To be an even greater success, keep these points in mind as you go through this program:

1. **Be flexible.** There is no one right way for everybody all of the time. Mold and shape this program to fit your specific needs.
2. **Take action.** Are you getting ready to get ready to get ready? What kind of speaker do you want to be? Only you can make it happen. Give yourself a chance.

3. **Use this workbook as a resource.** Review it from time to time.
4. **Reward yourself.** Moving forward takes courage. Each new step in the right direction deserves a pat on the back.

## 10 TIPS TO MAKE YOU A BETTER SPEAKER

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### **TIP 1. KEEP SPEAKING - *ACTION ABSORBS ANXIETY***

Look for opportunities to speak and keep practicing your skills. In time you can't help but become less anxious and more polished.

#### **Your 10-Second Commercial**

A 10-second commercial is a mini-presentation. When someone asks you what you do, don't just tell them. Make a 10-second presentation. Here are some questions to help you formulate yours.

1. Do you have something that will grab the listener's interest?
2. Can you use numbers such as the thousands of people you've trained or the millions of dollars you manage?

3. Is your title impressive? (If not, don't use it.)
4. Can you use humor?

Keep it short, simple, and clear. Have one for your peers and one for the general public, if appropriate. Use your commercial to write your own introduction. Keep it short - under a minute. The person who introduces you will appreciate it.

Write your 10 – second commercial:

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Who can support your public speaking efforts?

- Friends
- Work environment
- Classes, for example, your local college
- Organization like Toastmasters

- Public service audiences such as service organizations
- Others

The confidence you'll gain will not only help in your speaking but it will have a ripple effect in other areas in your life.

## **TIP 2. KNOW YOUR AUDIENCE**

**Who are these people anyway?** And, why are they listening to you?

When you're slated to give a talk, find out as much as you can about your audience. Why? So you can speak their language. When you appeal to where the group is you tend to build rapport and trust. Only then can you lead them to where you want them to be.

While it's not always possible to have in-depth knowledge, if someone is planning a meeting and the members of the audience are affiliated with the same organization, you can use a pre-program survey to help you tailor your presentation to the group. Design one to fit your specific needs. Here are some sample questions you can ask. Some may fit, some may not. Adapt them.

1. Who is my audience?

- How many people?
  - What percentage male/female?
  - What is the age range?
  - What are their job titles or positions?
  - What is their educational background?
  - Will spouses and/or family members be attending?
2. What are the objectives for this meeting?
  3. What is the one thing I want people to do as a result of my part the program?
  4. What are the top challenges or problems faced by the group?
  5. Are there specific industry or association events or trends I should know about?
  6. Are there any topics I need to include?
  7. Are there any topics which should be avoided?
  8. When do I speak and what will take place prior to my program?

9. Will there be any other speakers on the program? If so, are they and what are their topics?

10. What else do I need to know about the group?

If there's any pre-program publicity, give the meeting planner written information about you and your talk so she or he can publicize your presentation. You also want to ask for any copies of public service announcements, printed programs, etc.

If the organization has any in-house or member publications, ask them to send a recent issue and at least one back issue. If they have a brochure or material describing the organization, it's a good idea to get a copy.

The more you know, the better planning you can do. It is especially important to find out their point of view. While you may not always be on the same side, in the words of Saint-Exupery, "Love does not consist of gazing at each other but in looking outward in the same direction." Can you show them that you understand their point of view?

Once you decide you're going to speak, you might want some hints to help you develop ideas and organize your talk. In order to think creatively, try these:

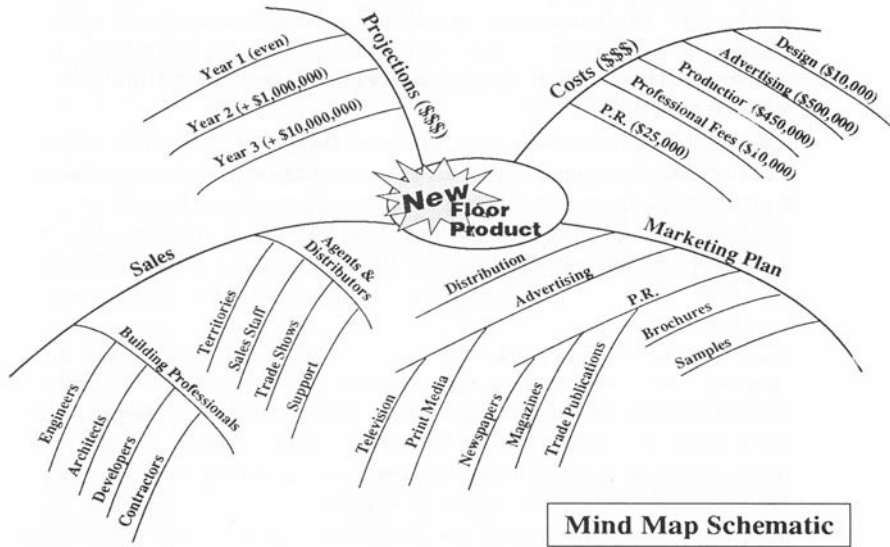
- Look for at least 20 solutions to a problem. The first few are rarely the ones you'll end up choosing.

- Fantasize - play "what if". What would happen if ...?
- Figure out the obstacles. See why it won't work only to come up with why something **will** work.
- Change your perspective. Look at an issue emotionally, then without emotion. Ask yourself, "What if things stay the same or what changes or growth could occur?" What is the best, what is the worst possible scenario?"
- Defer judgment. As ideas come up, jot them down. Evaluate later.

## **Use Mind Mapping to Generate and Organize Ideas**

Mind Mapping is a clustering of ideas around a central theme or idea. Developed by Tony Buzan to organize thinking and increase productivity, Mind Mapping is a pictorial, non-linear way of taking notes, developing ideas, and accessing your creative channels.

Most of us are taught to outline in school. This is a linear way of expressing thoughts. By linear, I mean step-by-step, logical, and in sequence. One reason we find outlining so difficult is that we're forced to order our ideas before we actually come up with them. And, if you're like me, you wrote your paper first, then did the outline. Too bad we didn't know about Mind Mapping.



Because it allows you to free associate and brainstorm, Mind Mapping helps you create. You can loosen up and let your mind do what it will. It's amazing what you can come up with once you start the ball rolling. Done on a single sheet of paper, you can easily see all the elements and how they relate to each other.

Here's how it works. First, you draw a circle in the middle of the paper. If you're giving a talk on the new product, write the topic or central theme in the center - in your circle. It's best to print it. Then draw a line off to the side and you might have a sub-heading or idea such as "marketing plan" over it. Under that sub-heading, map out the information, each thought on its own line.

You don't have to limit yourself to printing; you can also draw some of your ideas. These images work well as they are fundamental units in our memory. No need to be an artist. This is just for you. Stick figures or symbols will do just fine. Dollar signs can mean money. A drawing of eyes could symbolize ways to make the product more visible.

With a network of lines, you create more sub-headings and information. When you're finished, you might want to highlight or circle similar points that may fall in different branches. With color codes, it's easy to pull things together and recognize them quickly.

When you sit down to structure your talk, you can redo the map, organizing it, and logically moving it clockwise around the central circle. You can:

- move from fact to example to practical application
- use lists
- arrange things chronologically
- use analogies and metaphors
- state a problem, discuss the cause, and offer a solution
- use comparison or contrast
- state a goal, then go over action steps to achieve the goal

Whatever pattern you follow, by Mind Mapping it you will have a schematic of your idea - all on one piece of paper. After you've practiced this a few times, you'll see that you can use it for many different functions besides creating and organizing ideas for speeches:

- finding solutions to a problem
- preparing a written report
- sketching out all the things you need to do in a day or a week
- setting goals

For more information, see Tony Buzan's book, *Use Both Sides of Your Brain*. If you're interested in creative writing,

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read Gabriele Rico's book, *Writing the Natural Way*. This uses a variation of Mind Mapping which is called "clustering."

### **TIP 3. TAKE CARE OF YOURSELF EMOTIONALLY AND PHYSICALLY**

You are what you think! Change your thinking and you'll learn to handle your fears.

#### **"Worst Case" Scenario**

Let's taken look at the worst thing that can happen if you don't give a perfect presentation. Think about it and write your answer in the space below.

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Now that you know the worst (and it probably won't happen), prepare yourself by asking the key question. Then what?

**What if the worst does happen, then what will happen? Write it down.**

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And then what could happen? Write it down.

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How will you handle it?

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**OVERCOME**

**YOUR FEAR**

*I'd rather attempt to do something great and fail, than attempt to do nothing and succeed.*

*-author unknown*

**Knowing how you will handle the "worst case" can enhance your performance.** According to Dr. Charles

Garfield's research, peak performers go through a "worst case" scenario. They figure out what they will do if the worst happens. It rarely does, but just in case. Then they discover that they really can handle it. Armed with this as well as a healthy dose of optimism, they proceed knowing they have all the bases covered. Peak performers are not victims of circumstances; they are the **victors**.

**Take a few seconds and think of yourself giving a speech.** If the mere thought makes your heart pound, sets your teeth on edge, and causes your stomach to turn inside out, let's examine what is happening. You are experiencing a physical stress reaction. Public speaking can be stressful. However, it's been said that stress can add zing to your life or it can add sting. Let's go for the zing!

**Stress** comes when the demands made on us are greater than our resources. Any demand made on the mind/body system can create stress. Presentations are demanding.

**Good stress / bad stress** depends on your interpretation. The speech isn't the important thing - it's how you interpret it and how you react. What I see as a threat you might see as an exciting opportunity. Or it can be the other way around.

**Our stress reactions are based on how we think.** Thoughts trigger feelings.

**What you think about, you will bring about.** We think in words and in pictures. What kinds of internal sentences

and pictures do you have when you think of speaking before a group? We all talk to ourselves and, whether you're aware of it or not, we all visualize pictures in our heads.

**What is really at the bottom of your fear?** One of the major causes of fear is feeling out of control. Think about it. When you verbalize and/or visualize that you have little or no control over yourself or a situation, doesn't your fear escalate?

Complete these sentences by writing whatever comes to mind.

**Making a speech can mean:**

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**What scares me most is:**

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What you wrote down represents your thinking process or self-talk. Your thoughts - those words now on paper-trigger your feelings. **What did you discover about yourself?**

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As you think about your talk, you can panic yourself or empower yourself, depending on your point of view. Optimists see the world as friendly. Pessimists don't. Which are you? Which would you like to be?

To learn more about your point of view, Einstein suggested that one of the most important questions you can ask yourself is: *Is the world friendly?* **What's your attitude? Do you see the world as friendly or do you see the world as hostile?**

Now relate that to your audiences. Dr. Martin Seligman's research proves that optimists perform better than pessimists and optimists are more apt to learn from their mistakes. They are also likely to use supportive self-talk to help themselves. This makes sense considering that the best speakers love their audiences.

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We all talk to ourselves. Optimistic self-talk sounds like this:

- I know I can succeed when I follow my plan.
- I have all the resources I need.

Be *for* your case instead of *on* your case. Whenever you start to sabotage yourself change those internal thought sentences. Neutralize your negativity with positive statements.

When you say, *I can't do this.*

Change it to, *This may be a bit tough and I can handle it.*

When you say, *I know I'm going to bomb.*

Change it to, *I have the resources to do well.*

When you say, *This won't work.*

Change it to, *I can present the material and do just fine.*

When you say, *I was never any good at...*

Change it to, *Up until recently, I wasn't good at... and now I can...*

Notice how these change statements are positive and they are realistic.

You can direct your images and your self-talk, reprogramming yourself as you change your old negative beliefs. You're creating a new thought pattern. Use self-talk to help you program yourself to perform in a positive way.

We don't usually panic ourselves on purpose. It's unconscious. What do you think you might say to panic yourself?

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Substitute empowering, supportive sentences. Change panic self talk to:

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**What kind of picture do you have of yourself?** In your mind's eye, we see pictures and we can create the ones we want. What kind of speaker do you want to be? See yourself that way. Visualize yourself connecting with your

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audience. Envision yourself as both dynamic and calm. In doing this, you plant a seed in your mind. You'll have an opportunity to visualize later on in the audio program. It is a very powerful tool.

Taking care of your emotional and physical well-being boils down to a healthy lifestyle. Ideas for relaxing and re-energizing as well as eating and exercising for peak performance are in the back of your workbook.

#### **TIP 4. GET THEIR ATTENTION INSTANTLY**

Develop an, "I'm glad you're here" attitude - even if you know they're hostile. They are giving you an opportunity to state your point of view.

Often, you can make friends before the talk. When you stand up to speak, look at your "friends" and make eye contact with several people in the audience. If appropriate, smile. Most of the time, they want you to succeed.

Get into the topic immediately. People get restless when you waste their time. Jump right in and grab them within the first few seconds by doing some of the following:

- Use humor.

- Ask a question.
- Tell a story - one that will grab their attention.
- Make a startling statement.
- Use a one-liner.
- Give them a statistic - one that will blow them out of the water.
- Tell a joke - only if it's fresh and only if you tell it well.
- Sell them on benefits - what will they get out of your presentation?

The opening is an opportunity to let the audience know your purpose. Make it clear. Make it punchy. And, you've got them!

## **TIP 5. KEEP BUILDING THE RELATIONSHIP BETWEEN YOU AND YOUR AUDIENCE**

1. Be real. The goal is to be perfectly human rather than humanly perfect. Anyway, it's impossible to fake sincerity. You cannot lie. They know how you feel.
2. Use *you* and *your*. Be an advocate for them.
3. Rather than rehash old material, give them a new slant on old "stuff."
4. Remember, you're in this together. Keep looking outward in the same direction. As you share your point of view, respect theirs.

## TIP 6. GET YOUR AUDIENCE INVOLVED

The audience involves itself in many ways - laughter, taking notes, asking questions, participating in discussions and group exercises or just thinking about your thought-provoking statements.

Here are some ideas to add interest:

- Keep selling - here's what you'll get out of this
- Make segments short (beginnings and endings are remembered best)
- Use stories - anecdotes that tie into the content
- Make the concepts concrete, especially when using numbers
- Help them visualize by use of colorful words, aids, and demonstrations
- Get them involved - simulation, group exercises, discussion topic
- Use media such as films, tapes, etc.
- Allow for artistic expression where appropriate - drawing, painting, poetry, sculpture dance
- Ask them to solve a real-life problem
- Make learning life-centered - fitting previous life/work experience
- Give plenty of relevant examples to illustrate your points
- Get them into their feelings

- Make things easy to understand
- Use body language and movement
- Vary your voice
- Ask questions
- Have them ask you questions
- Give them choices
- Use their names to get their attention
- Use well-planned gimmicks
- Use props
- Use one-liners, quotes, quips, off the cuff (planned) responses
- Include them by using *you, we, our*
- Put a new slant on old material
- Use posters, cartoons
- Learn magic and/or juggling
- Help them discover something about themselves by using self-tests, questionnaires, instruments etc.
- Do the unexpected

Sometimes it's a good idea to reinforce your message with visuals. If you use slides, for better viewing, make sure the screen is as high as it will go. As much as possible, keep visuals towards the upper half of the screen.

One way to involve your audience is to use humor. Here are some ideas you can use to TICKLE A FUNNY BONE

### **Why use humor?**

- Humor tends to put things into perspective
- It speeds the assimilation of information.
- It improves decision-making and problem-solving skills.
- It boosts productivity.
- It relieves tension and relaxes people, helping them warm up to you.
- James Thurber once said that humor is life's chaotic happenings remembered in tranquility.
- Carol Burnett's mother told her that a lot of comedy is tragedy plus time
- Bill Cosby said you can turn a painful situation around through laughter. If you can find humor in anything' you can survive it
- Will Rogers said that we're all here for a spell. Get all the good laughs you can.

As humor consultant Joel Goodman, advises us: *put more smileage into your life, jest for the fun of it.*

### **How do you get it?**

Keep it on your conscious mind. Look for it. It's everywhere.

- Write things down

- Start a file
- Involve your family
- Read, observe, ask for stories
- Clown around, laugh, play
- Pick up one-liners
- Use joyous events
- Use extemporaneous humor and judge the reaction
- Look for the absurd
- Use mistakes - an opportunity to turn negative into positive

**Some guidelines in using humor:**

- Make it relevant to fit you and your audience
- Laugh with rather than laugh at
- Use esteem-building humor and avoid sarcasm or ridicule
- Use humor to establish common ground
- Use humor to deflect inappropriate questions or hostility
- Ask the audience to come up with funny lines for boring topics
- Be at their level
- Use "comfortable" humor
- Remember the "Rule of 3" - three funny things in a row, then move on

- Keep it fresh
- Keep it clear and uncluttered
- Revise and rework it
- Master the pause - this is what timing is all about
- Do new material after you've used the tried and true so you can judge its effectiveness
- Smile and deliver it with confidence
- If it bombs, move on

To prevent wandering minds, use variety and keep things moving. For example, switch from humor to facts to emotion and back to humor. Use your body language. The larger the group, the broader the gestures. Vary your speed, your voice. And enjoy yourself.

## **TIP 7. KEEP YOUR COMPOSURE NO MATTER WHAT HAPPENS**

From the time you are introduced to the time you end your presentation, you have a right to take control.

Some things *will* go wrong. It doesn't matter. It's how you handle them that counts. What's important is to be yourself and keep the focus. You have a style, a personality; let it shine through.

In the audio program I go over some of the glitches that could occur and what to do when they happen. With practice, you'll stay cool when the going gets rough. Listen to the audio tracks and practice the strategies.

## **TIP 8. TAKE CHARGE OF THE BIG THREE (BODY LANGUAGE, TONE OF VOICE, CHOICE OF WORDS)**

You are always communicating. You can't help but broadcast a message. And, the good news is: you can be a one-person public relations agency for yourself.

The best communicators are congruent. Body language, voice, and the words they use all fit together. I once heard a speaker talk about image and how to dress for the boardroom. Her voice was low, husky. Sexy! It sounded like a bedroom voice, not a boardroom voice. Totally incongruent with her message.

Imagine if I came onto the platform, crossed my legs (while standing) caved in at the chest with my shoulders hunched and said, "Now, I'm going to teach you how to be a more powerful speaker." And, imagine if I said it with an upward inflection at the end of my sentence, making it sound like a question. Many of us do these things unconsciously. And it sabotages our power.

Communicate with a sense of purpose. What message do you want to send out? Act it, look it, dress it, feel it, gesture it, and be it. Videotape yourself and see how you look and hear how you sound. Watch for unconscious mannerisms that detract from rather than add to your message.

**What about your voice?** How do you say what you say? Your voice carries weight. When you listen to yourself, listen for:

- Pitch - are you too high or shrill? Lower tones are more credible.
- Inflection - do you end your sentences with an upward inflection, making them sound like questions?
- Rate of speed - a faster pace is more convincing. But slow down for emphasis and variety. And, use appropriate pauses, for example, at times when you might say "um" or "you know" after a question or a significant statement
- Volume - does your voice project? Do you tend to trail off at the end of a sentence?
- Rhythm - is there enough variety?
- And diction - do you slur your words, pronounce them well? Have someone who knows listen to you and critique you.

**What about your choice of words?** Be concise and use concrete language that lets the audience in on the feeling of what you are saying. For example, instead of saying, "A period of unfavorable weather," tell it like it is. You might say "It's been raining every day for a week." Here are some common mistakes:

- Using fillers - um, you know, okay, to be honest.
- Hedging - this may sound silly, I'm new at this, but....
- Tag questions after making a statements asking if everyone agrees.
- Use of words such as always: never, should, must.
- Resorting to off color, sexist, racist, or ageist language.
- Going off on a tangent.
- Jumping from one thing to the next.
- Saying in ten sentences what you could have said in one.
- Use of stiff words like "employ" instead of "use."
- Over-use of descriptive adjectives or adverbs or words like "wonderful" or "fantastic."

Words have power. Use them wisely.

## **TIP 9. ASK FOR FEEDBACK AND CRITIQUE YOURSELF**

Whenever you can, get feedback from your audience. Some speakers use evaluation forms with numbers ranging from 1 to 5 or 1 to 10 indicating Excellent, Very Good, Good, Fair, and Poor ratings for both content and delivery. Others just have questions. Design an audience feedback form which is appropriate for the group and your topic.

What do you want to know? At the top, it's a good idea to include your name, the title of your talk, and the date and place of the presentation. Here are three things you might I want to put on your form:

1. What was of most value to you?
2. Do you have any suggestions to improve this presentation?
3. Your comments are appreciated:

Here are some other things to consider:

1. If you want referrals, you could ask:

Are there any companies or organizations that would be interested in this or another of (your name) presentations? If so, please suggest who to contact and where.

2. You might want to use the positive comments you receive, especially if you're asked for a reference. (Laminate them!) Ask permission on your form with something like:

May we use your comments in future promotions? \_\_\_\_\_yes \_\_\_\_\_no.

3. Somewhere on your form, ask them for their name, address, and phone number along with their job title and

company, if appropriate. If you have a mailing list, this could be useful.

### **Assessing Your Assessment**

If you're like most of us, you get some positive comments and perhaps a few negative ones. And you'll remember the negative ones, won't you?

Let's see what you really mean and how you can deal with the criticism.

1. Reading your feedback can be enlightening. Learn from it or you'll miss out on a valuable opportunity.
2. Put it in perspective.
3. If you get many comments saying the same thing, either make the necessary adjustments or live with the criticism. My friend is constantly told she talks too fast. She likes it that way and says they listen too slowly. She doesn't mind the criticism. However, when I adapt to the audience's constructive suggestions, my ratings go up.
4. If you only have one or two negative comments out of many, ask yourself if it has any validity. Remember that sometimes when people criticize you, they are telling you more about themselves than they are about you.
5. There is no such thing as a perfect speech. Excellence means growth, improvement. You learn from every single talk. Work on being 1% better.

## TIP 10. END WITH A BANG

This is not the time to rush in with more information - the information you had trouble squeezing in earlier. Give the audience what they need. You don't have to tell them everything you know about a subject.

I've heard many speakers say they're going to sum up the talk. Rather than announce that you're about to review or summarize the material (that's a good way to lose them), wrap up your presentation by telling them what you've told them and you can use one or more of these interest-catching ideas:

- Bring back a visual, a phrase, or a comment
- Use emotion
- Recite a short poem, the kind that says it all
- Tell a story
- Call for action
- Use a cartoon or humor
- Quote someone the audience respects

Your ending needs to reflect your talk and your purpose. Ask yourself: What kind of speaker do I want to be? What is my mission? Why am I speaking? And remember, throughout your talk:

- Instead of trying to be liked, be effective.

- Instead of focusing on being interesting, be interested - in them.
- Instead of aiming for perfection, aim for excellence - be 1% better.

Whatever you decide, show the audience that you care. Believe in what you say. And do it from your heart.

## DE-STRESS... RELAX AND RE-ENERGIZE

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Counter a stress reaction with relaxation. Besides using your GSR2 biofeedback unit, there are ways you can relax quickly and easily. I call them *relaxicizers*.

A good time to relax is when your stomach is fairly empty. Don't do a long relaxation procedure (over 3 minutes) right after a meal. Since relaxation interferes with the digestive process, you need to digest your food first.

If you have a medical problem, please get medical advice. For example, if you are taking medication for diabetes, heart problems, or a thyroid condition the balancing that takes place with relaxation can throw the medication off.

1. **WHEN IN DOUBT, BREATHE!** Use your diaphragm. Sometimes this is called abdominal breathing. It's like there is an inner tube around the lower part of your rib cage and the abdominal area. It inflates as you inhale and deflates as you exhale. Not only is it the best way to project your voice, it tends to calm you down.
2. **BREATHE RE-LAX:** Focus on inhalation and exhalations. As you inhale, silently say to yourself, *re* and, as you exhale, say, *lax*. Do this for up to 20 minutes. It can help improve your concentration and feeling of well-being.

3. **DO THE TENSE-RELEASE:** Release excess tension. Tensing and releasing your muscles can reduce negative feelings and promote positive ones. Each group of muscles is progressively tensed and then released. As a quick exercise, inhale, hold your breath, then tense any set of muscles. Or, you can tense your whole body. It can also be an isometric exercise. Feel the tension. Hold for a few seconds. Don't strain. Then release your tension as you exhale. Only you can release tension. And, by the way, only you can create it.
4. **TREAT YOURSELF WITH THE 3-5-7 BREATHING EXERCISE:** Take 3 fairly deep breaths and hold the exhalation out after the third. Don't breathe in until you need to. Then take 5 breaths and, after you exhale the fifth breath, hold the exhalation out. Do the same after 7 breaths. Then, breathe normally.
5. **ENERGIZE WITH THE ENERGY SHAKE:** Shake your body. Start with bending and straightening one leg then the other. Now, quickly. Your body is almost vibrating. Shake your hands as if you put your hands under running water and (oops!), there are no towels. Now, shake your hips and shoulders and head. Let your body shake for a few more seconds. As long as you'd like. This gets your blood flowing and can energize you.
6. **PRACTICE AUTOGENIC PHRASES (ADAPTED FROM DRS. SCHULTZ AND LUTHE'S ORIGINAL AUTOGENIC TRAINING):**  
Repeat each phrase silently - and slowly - about 10 times. Between each set of 10, repeat once, silently: I am at peace.

- My right arm is heavy and warm.
- My left arm is heavy and warm.
- My right leg is heavy and warm.
- My left leg is heavy and warm.

(Reverse the order if you are left-handed.)

- I am breathing easily.
- My pulse is calm and regular.
- My forehead is pleasantly cool.

You can add gentle reminders such as:

- My jaw is loose, limp, and relaxed.
- I am moving up.
- My shoulders are relaxed and comfortable.
- My body is relaxed and my mind is alert and ready.
- I allow all my muscles to relax.
- I am calm.
- Whenever I choose, I can relax myself and be peaceful.
- I speak with confidence.

- I am a confident speaker who can really connect with an audience.
  - I enjoy getting the word out.
7. **TAKE CARE OF YOUR VOCAL EQUIPMENT:** Don't stress your throat needlessly. Clearing your throat irritates your vocal cords. Humming and yawning are relaxing and beneficial. And, remember to breathe through your diaphragm.

## **PROGRAMMING FOR SUCCESS**

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The next part of the program helps you use the GSR2 for visualization. Here you will learn to direct your images and your self-talk, reprogramming yourself as you change your old negative beliefs. Create a new pattern for yourself.

First, complete YOUR SUCCESS LADDER. On line 1, write down what you fear least about public speaking. On line 10, write what you most fear, then fill in the ladder from 2 to 9, going from less fear to most fear.

### **YOUR SUCCESS LADDER**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

While listening to the last section of the program, get comfortable, either relaxing on your back or in an easy chair. If you have a tendency to fall asleep when on your back, sit on a chair.

As you practice biofeedback, listen for subtle changes. Be aware of your thoughts as changes occur. Most of the time, these little changes go unnoticed. Pay attention to how your body responds to the little as well as the big stressors.

Your GSR2 unit is automatic. It runs on a battery. When you put your fingers on the sensor, it turns on and when you remove your hand, it turns off. No switch is needed and it can be used almost anywhere. The audio program tells you how to use it for relaxation and visualizing success.

## BIOFEEDBACK... A WAY TO LISTEN TO YOUR BODY

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Biofeedback is a learning system which allows you to measure and amplify internal body activities. Because it gives you information immediately, you soon learn to **control** these activities.

Developed by clinical psychologists and engineers, the GSR2 is a reflection of variations in your sweat gland activity and pore size. Both of these functions are controlled by the sympathetic nervous system. When your emotion - either excitement or nervousness - take over, your skin resistance changes. It decreases. When you are calm and relaxed, it increases. This is represented by a tone. The calmer you are, the lower the pitch.

While excitement such as looking forward to a speaking event is positive, nervousness can get the best of you. The key is to relax enough so you can eventually get excited.

One thing we know about biofeedback is that your body doesn't lie. You may think you're calm, but if your thoughts about a stressful situation get the best of you, the tone will change. Your body doesn't know the difference between something real or something imagined, that is, something you just think about without actually doing. If you think of sucking on a lemon, don't you salivate? Almost as much as if you were really sucking on a lemon?

# APPENDIX 1

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## Techniques to Boost Your Memory

1. Visualize - form a picture in your mind. See the information. Associate it with an image.
2. Play - make a word out of the first letter of items on a list, make up a poem.
3. Ask yourself questions.
4. Tape your notes or outline (read them into a cassette recorder) and listen to the tape over and over - when driving in the car, walking getting ready to go out, eating or getting undressed at night. We learn through spaced repetition. Bombard yourself with the material. If you use earphones, keep the volume low DO NOT use earphones when you exercise. It can produce hearing loss.
5. Read your notes while listening to the tape. This provides both auditory and visual stimulation.
6. Associate - make connections. How might one idea relate to another? How do these ideas compare? What can I compare this to? The crazier your connections are, the easier it will be for you to remember.
7. Act it out. We also learn through movement.
8. Stand when learning and delivering material. We do think better on our feet.
9. Reflect on the material. Go beyond the facts to analyze, synthesize and draw conclusion about the material. How can you expand on the information? What does it mean to you, to your life?
10. Use humor. We remember things that are fun.

## **APPENDIX 2**

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### **EXERCISE FOR ENERGY**

Not only will fitness help you manage stress, it will help you concentrate and it will improve your memory and reasoning ability. Also, people who exercise often feel good about themselves.

Your body was meant to move and you can make it fun. Pick activities you like such as walking, cycling, swimming, tennis, dancing, yoga, or racquet- ball. Do the ones you enjoy most and vary them when you want. Do them alone or with friends or family. Here are some Ideas.

### **10 TIPS TO GET IN SHAPE FOR THE TOP**

1. Set realistic, short-term goals. Then, program yourself by positive self- talk and seeing yourself in your mind's eye. This will affirm your goals. Your attitude helps shape your body, too.
2. Make a commitment to keep in shape for the rest of your life and you may have a longer and better life for it.
3. If you're not used to it, start gradually and build yourself up.
4. Train, don't strain.
5. Stop if you feel pain. Get professional advice.
6. If you're of the age when you should talk to your doctor about your fitness plans, do so. If your health is not up to par, get advice.

7. Use the right kind of equipment and that includes footwear.
8. You don't have to compete, especially if your work is very competitive.
9. Take short movement breaks throughout the day. It will reduce fatigue as blood carries oxygen to your muscles.
10. Have fun. Enjoy the natural energy "high."

## **APPENDIX 3**

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### **WHAT YOU EAT CAN AFFECT YOUR PERFORMANCE**

Food is fuel. What you eat can affect your energy level, your moods, the quality of your performance and, of course your overall health. See for yourself. Keep a food and feeling diary. At the end of a month, review it. Do you notice any patterns? Do you get nutritious foods which fuel your body for high performance? What's missing? Are you eating too much fats, sugars, or "junk" foods?

Speaking demands energy. While I am not going to give you a treatise on good nutrition, I'll mention some guidelines that will help you think and perform on your feet

1. Don't drink alcohol, milk, grape juice, carbonated or iced beverages before or during your talk. Milk gives you phlegm, carbonation makes you burp, and ice is an irritant which constricts your vocal chords. Also, stay away from caffeine, especially coffee or tea. Caffeine stimulates the stress hormones so it can make you feel nervous. Besides being addictive, it can reduce iron in the blood, and contribute to dehydration.

Room temperature water is best. It lubricates the vocal cords. It also helps regulate your body temperature and assists your kidneys as they flush out waste products from your blood.

2. Eat a good breakfast. If you skip it, your blood sugar (glucose) can go down, leading to fatigue and possible errors. You don't need this extra strike against you when you're speaking. Your brain needs glucose to function well. And, by the way, if you're skipping a meal to lose weight, it doesn't work. Skipping breakfast can actually cause weight gain.
3. To eat for productivity, Dr Charles Wingate of the Biomedical Research Division of NASA suggests an ounce of low fat complete protein (like low fat dairy, fish, certain cereals, food mixtures such as beans and brown rice) along with carbohydrates for breakfast. Iowa Breakfast Studies backs this and there have been similar results found by the U.S. Department of Agriculture and M I.T.
4. To eat for rest, eat a meal of vegetables and whole grains to release serotonin (a chemical) in your brain.

Serotonin can make you sleepy. A good idea the night before your talk, but not a good idea just before speaking to a group.

5. Avoid added sugar. It can raise your glucose level too high. Your pancreas secretes Insulin which quickly drives the glucose out of the blood and into your cells. Since your brain needs a steady supply of glucose for energy, you may feel tired and anxious when it dips below normal. Natural carbohydrates such as fruits and vegetables are absorbed more slowly and give your brain a steady supply of glucose.
6. 6 Avoid saturated fats and cholesterol. Red meat gives you a heavy feeling, partly because of the fat. Not a good choice if you want to perform well. Food should be steamed or baked rather than fried. How does this affect your speaking? Fatty foods take longer to digest as your body diverts blood from your brain to your stomach. This can slow you down.

Good fats can be found in most fish. Not only do researchers think this can help your heart (not a bad idea to start at a young age), fish contains dopamine and norephrine, chemicals essential for smooth brain functioning.

7. Avoid salty foods before speaking. They will make you thirsty. For some people, salt has been associated with a variety of medical problem. Use spices, lemon, and other flavorings instead.

*KNOCK 'EM ALIVE!*

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