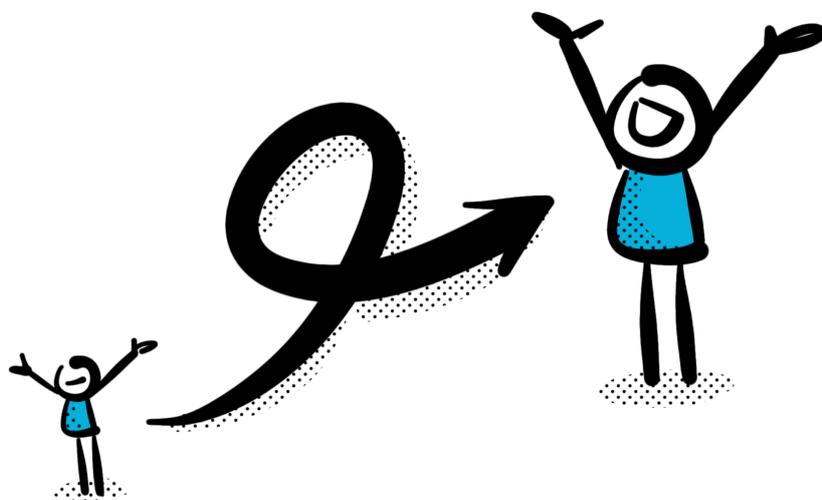


PUBLIC SPEAKING

WITH CONFIDENCE

Workbook



HELLO

Hi friend,

Inside these pages, you'll find tons of tools, exercises and tricks to overcome any fear of public speaking and to feel excited to speak in in the spotlight.

So, grab a pen, get your creative juices flowing, and uncover the confident speaker within you!



Philipp

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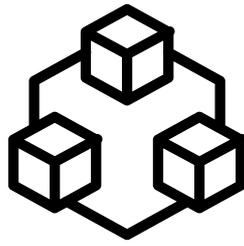
NOOM

JUST EAT

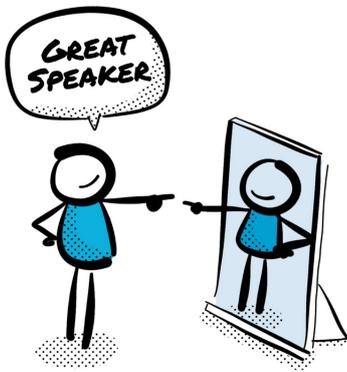
HOYA

INSEAD

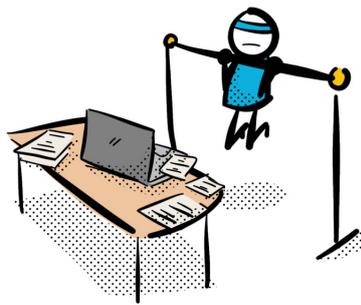
NewtonX



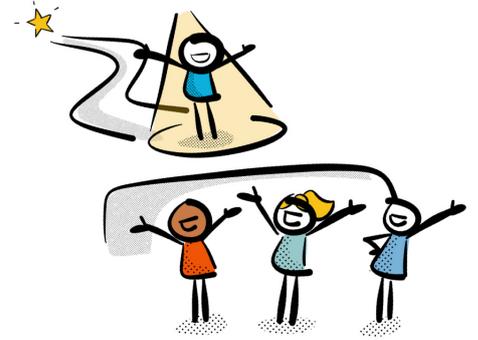
OUTLINE



PERSPECTIVE



PREPARATION

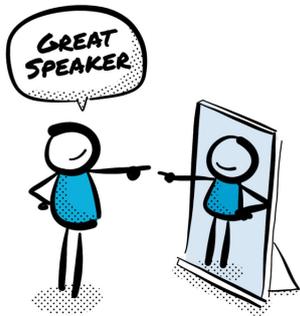


PRESENTATION

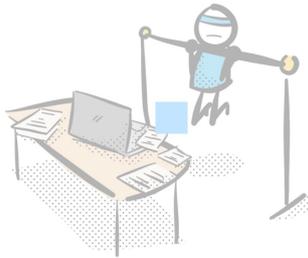
“Great speakers are not born,
they're trained.”
— Dale Carnegie

PART #1

PERSPECTIVE



PERSPECTIVE



PREPARATION



PRESENTATION

GIVE LESS F*CKS - OVERVIEW

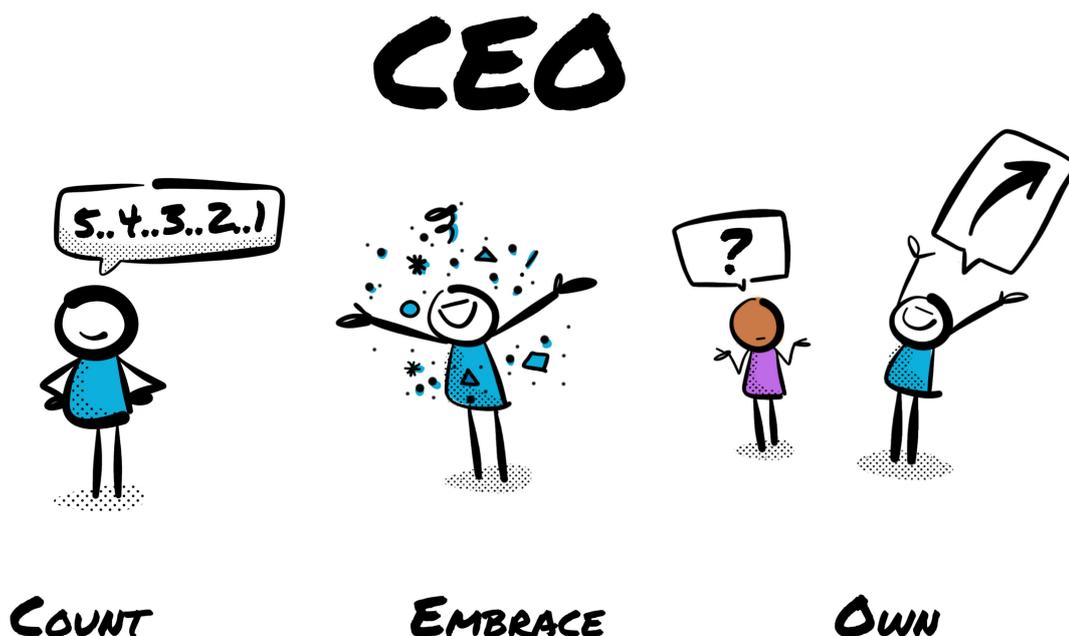
WHAT IS CONSTRUCTIVE EMBARRASSMENT?

Constructive embarrassment is a practice where you purposefully put yourself in an embarrassing situation.

IDEAS TO EMBARRASS YOURSELF

1. Give a stranger a high-five.
2. Announce the weather in the subway.
3. Lie down on the floor of a coffee shop.
4. Hug a tree in a crowded street.
5. Do a yoga session in the supermarket.

THREE STEPS TO EMBARRASS YOURSELF



GIVE LESS F*CKS - EXERCISE

Review the long list of embarrassing activities and pick 3 you want to try. It can be as simple as giving a high-five to a stranger or cheering for a group of runners that pass you.

After that, go outside and do the activities.

CHALLENGE #1

CHALLENGE #2

CHALLENGE #3

REWRITE YOUR STORY - OVERVIEW

We tell ourselves stories all the time. But often, these stories hurt our confidence and our ability to speak in public.

HOW TO REWRITE YOUR STORIES

IDENTIFY THE SELF-LIMITING BELIEF

Pick a few beliefs that have negatively impacted your ability to speak in public (e.g. “I’m not a natural speaker”).

UNCOVER THE UNDERLYING STORIES

Spot a recent negative experience or moment that made you believe that way.

IMAGINE HOW THE STORY CONTINUES

Recognize that this is the middle of your story and think about actions you’d take to become a better speaker.

IMAGINE HOW THE STORY TURNS OUT

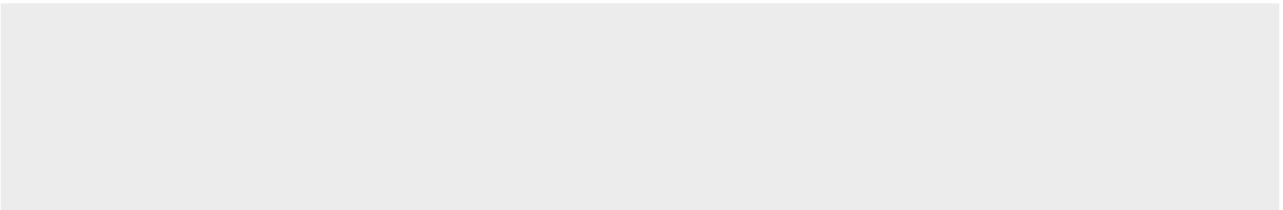
Think about a scene that shows you as the speaker of your dreams.

INSTALL THE MODIFIED STORY

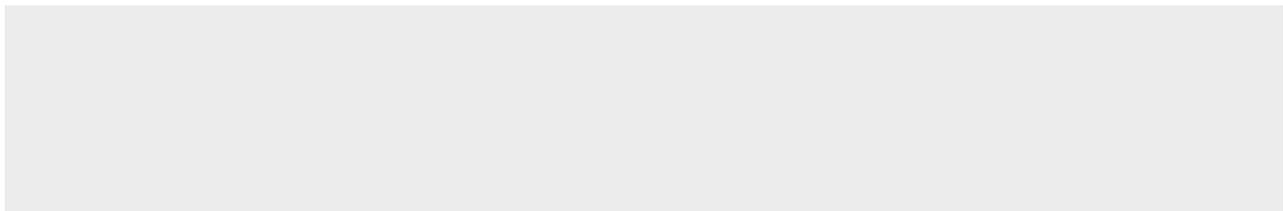
Write down your story and read it out loud.

REWRITE YOUR STORY - EXERCISE

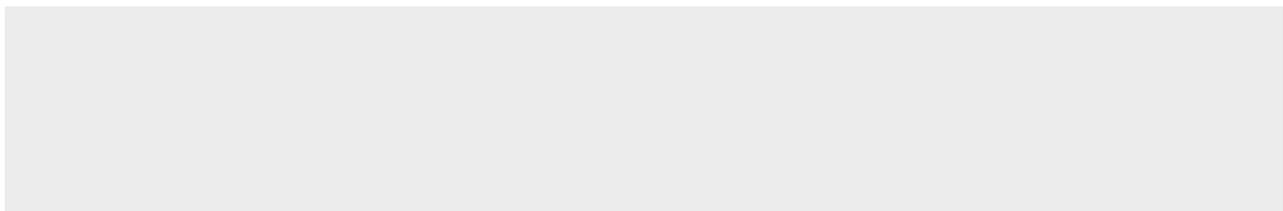
1. **Identify self-limiting beliefs:** Pick a few beliefs that have negatively impacted your ability to speak in public.



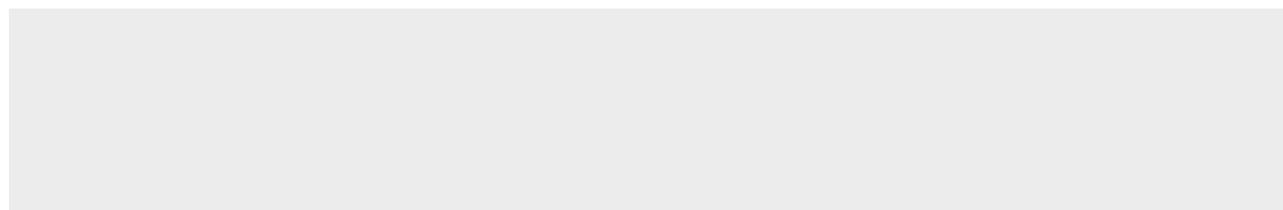
2. **Uncover the stories behind the belief:** Spot a recent negative experience that made you believe that way.



3. **Imagine how the story continues:** Think about actions you'd take to become a better speaker.

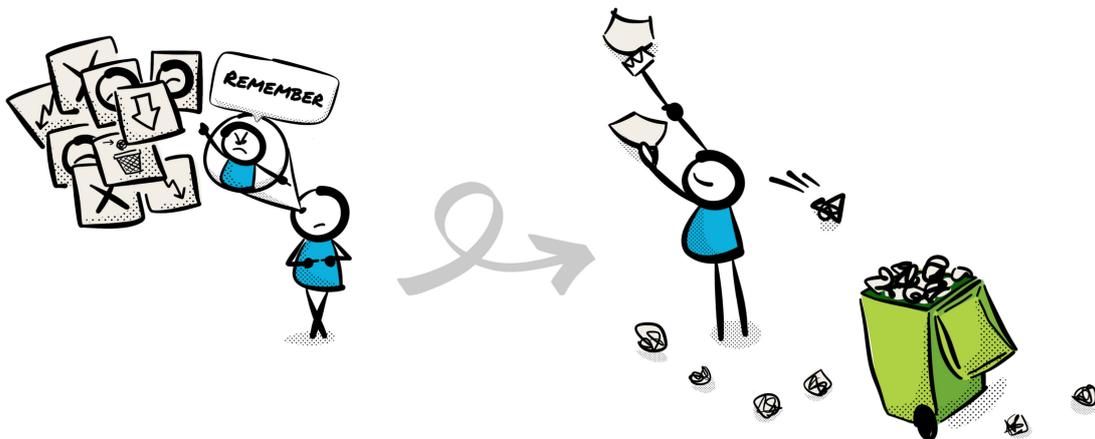


4. **Imagine how the story turns out:** Think about a scene that shows you as the speaker of your dreams.



REWIRE YOUR BRAIN - OVERVIEW

You don't have to prove yourself on stage hundreds of times in order to feel confident. You can rewire your brain to feel like an incredible public speaker today.



HOW TO REWIRE YOUR BRAIN

GET INTO MEDITATIVE STATE

Practice the *physiological sigh*, incl. one inhale through the nose, a 2nd sharper inhale through nose & a slow exhale through mouth.

VISUALIZE YOUR FUTURE SELF

Imagine a short scene where you see yourself as a great public speaker. Try to visualize the event as vividly as possible.

FEEL ELEVATED EMOTIONS

Feel the emotions associated with being a fantastic public speaker. How does it feel to be happy, fulfilled, grateful, or confident?

REWIRE YOUR BRAIN - EXERCISE

Find a spot where you won't be disturbed, sit down (on a chair or cushion), and start to rewire your brain:

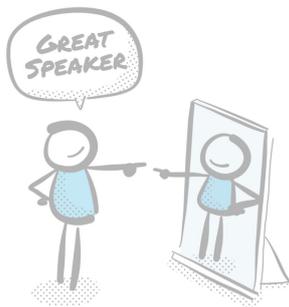
1. Get into a highly meditative state (doing the physiological sigh).
2. Visualize your future self (seeing yourself as a captivating speaker).
3. Feel elevated emotions (going deep into feeling confident)

Need more guidance? Check out our 15-minute guided meditation to reprogram your mind. Click on the image below or go to www.power-of-storytelling.com/vip-zone

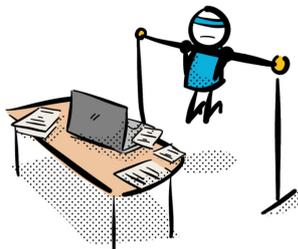


PART #2

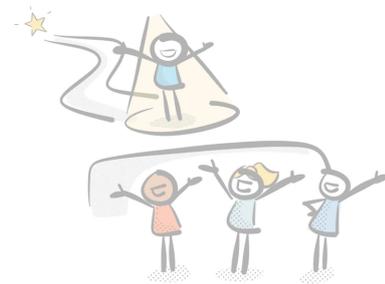
PREPARATION



PERSPECTIVE



PREPARATION



PRESENTATION

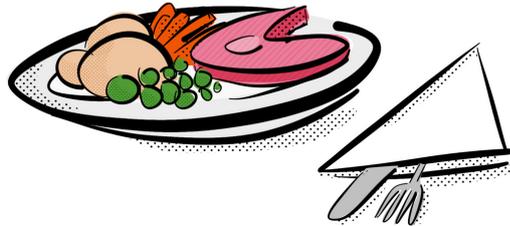
STRUCTURE YOUR PRESENTATION - OVERVIEW

Your presentation is like a three-course meal consisting of an appetizer (opening), main course (body), and dessert (closing).

1. OPENING



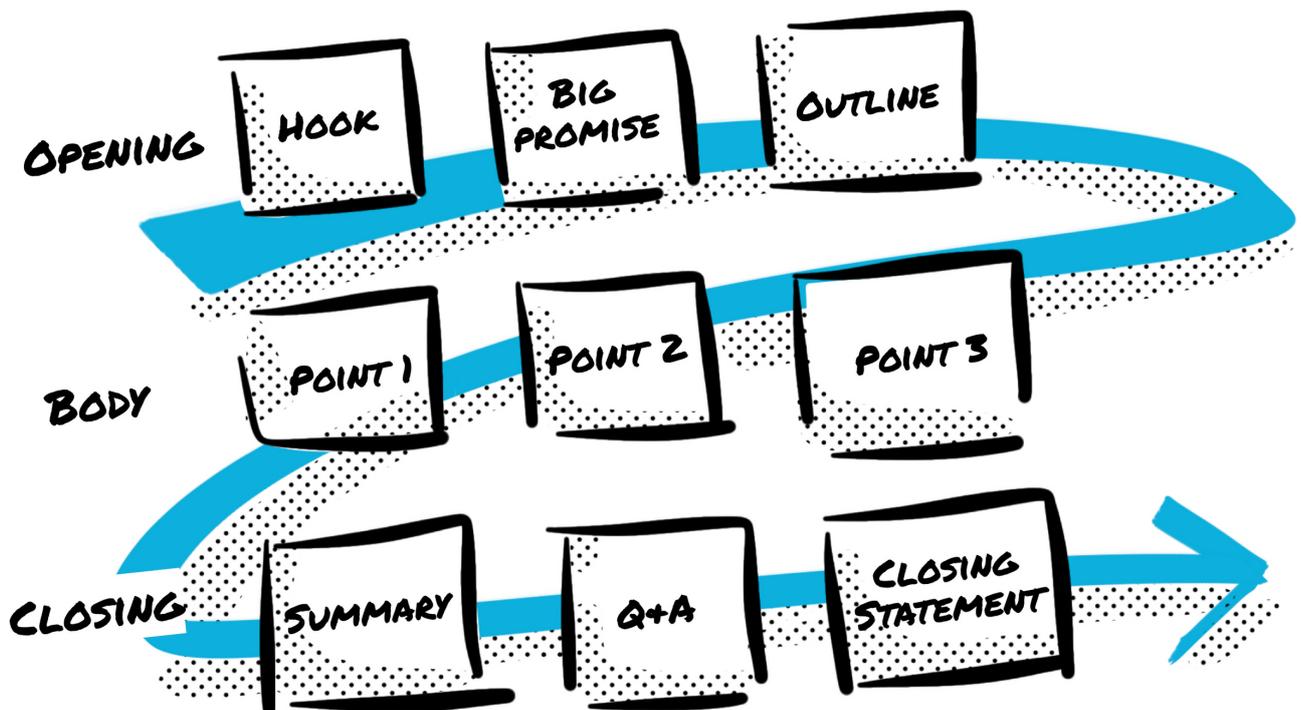
2. BODY OF THE SPEECH



3. CLOSING



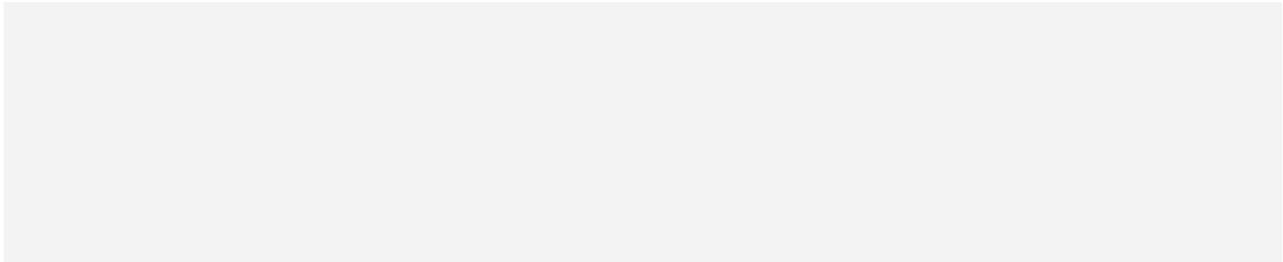
COMPONENTS



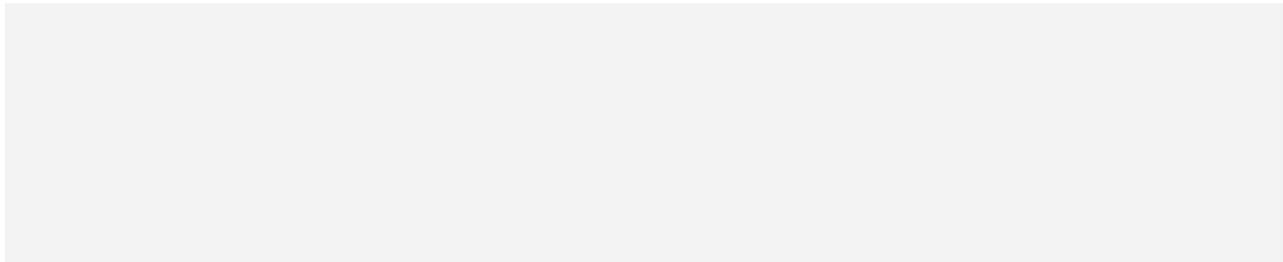
STRUCTURE YOUR PRESENTATION - EXERCISE

Outline any upcoming presentation along the three segments (opening, body, and closing).

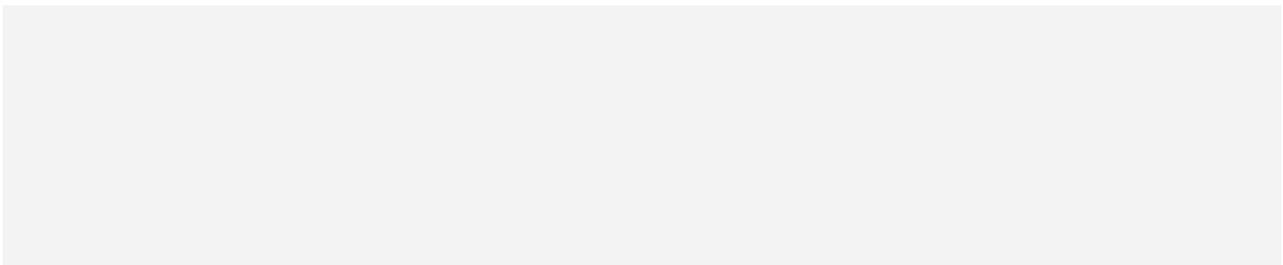
SECTION 0: AUDIENCE



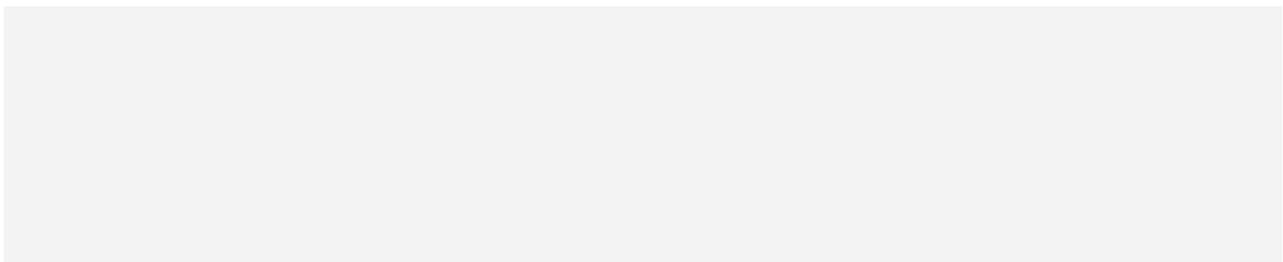
SECTION 1: OPENING



SECTION 2: BODY OF YOUR SPEECH



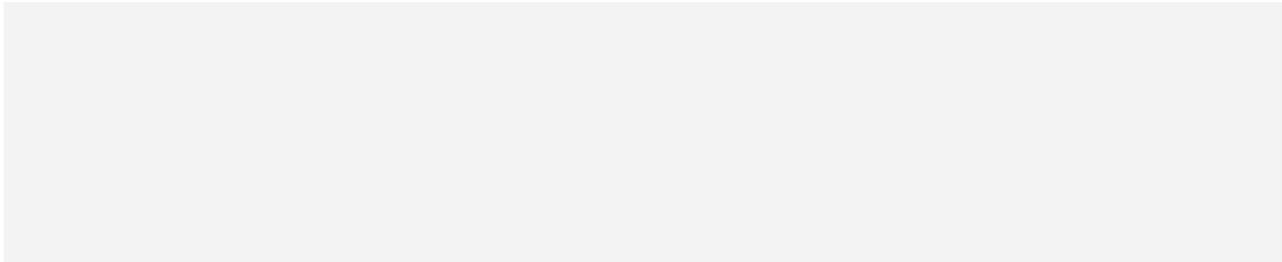
SECTION 3: CLOSING



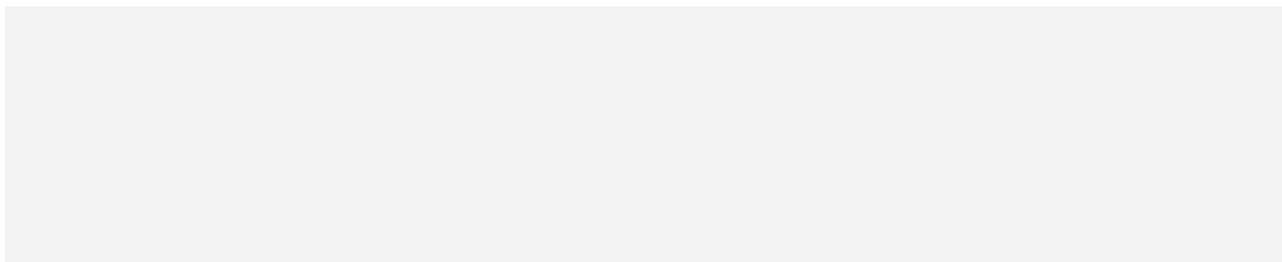
STRUCTURE YOUR PRESENTATION - EXERCISE

Outline any upcoming presentation along the three segments (opening, body, and closing).

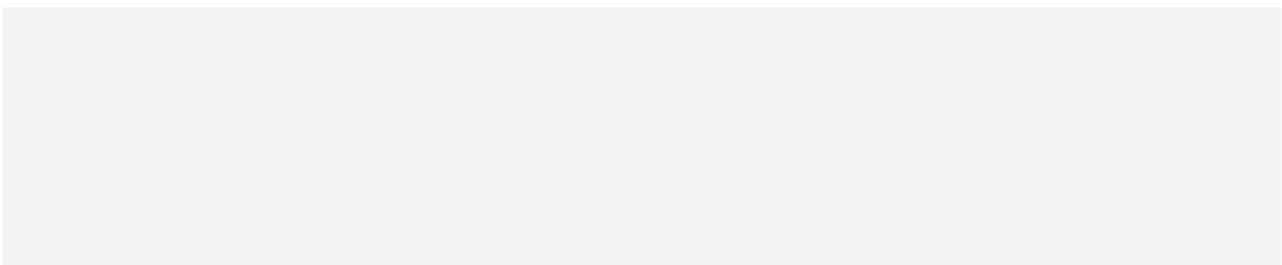
SECTION 0: AUDIENCE



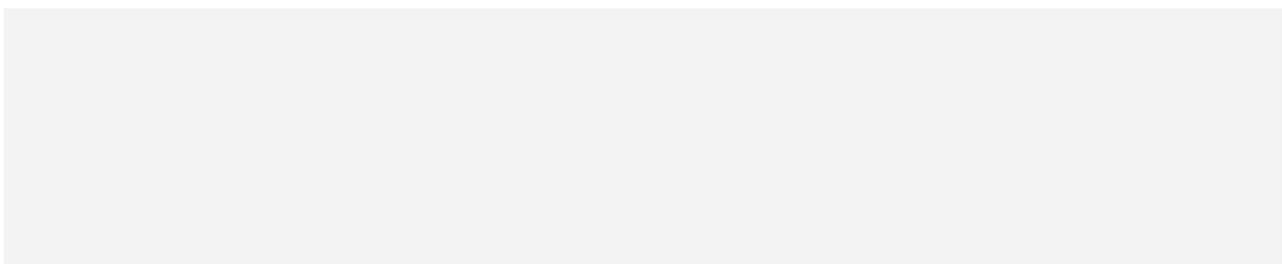
SECTION 1: OPENING



SECTION 2: BODY OF YOUR SPEECH



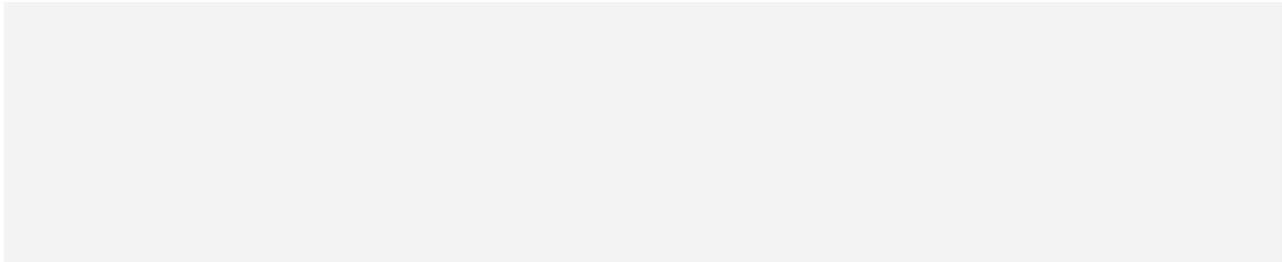
SECTION 3: CLOSING



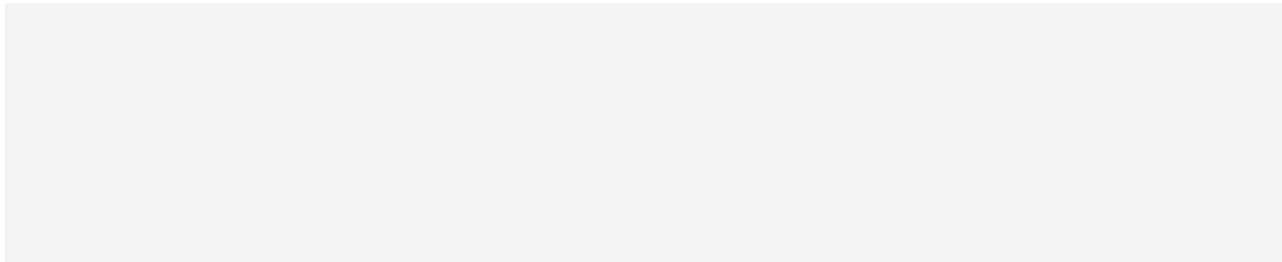
STRUCTURE YOUR PRESENTATION - EXERCISE

Outline any upcoming presentation along the three segments (opening, body, and closing).

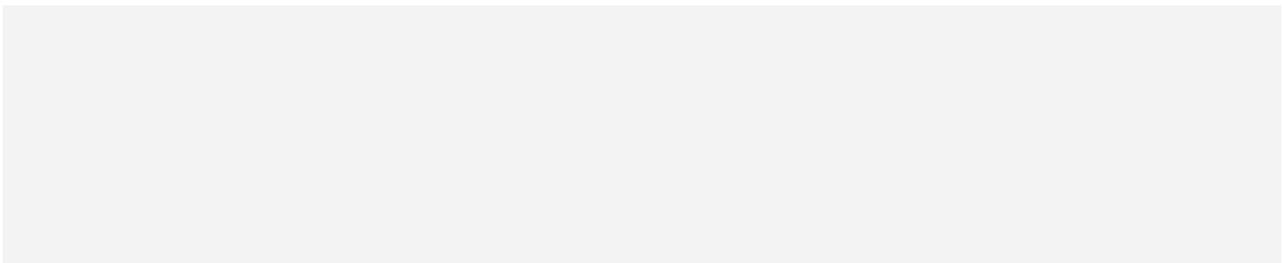
SECTION 0: AUDIENCE



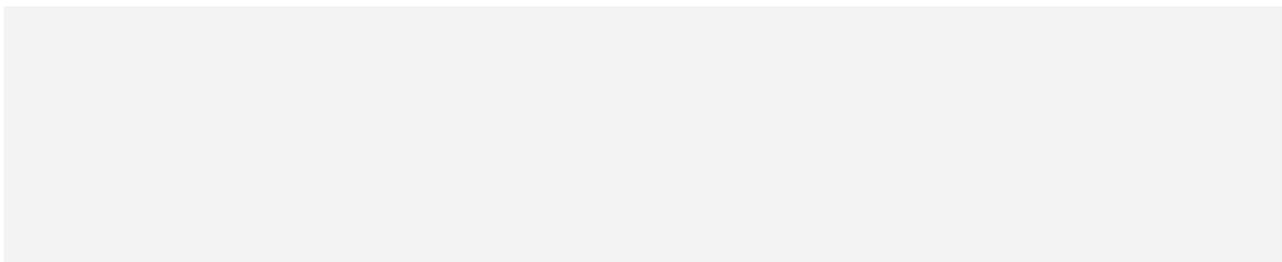
SECTION 1: OPENING



SECTION 2: BODY OF YOUR SPEECH



SECTION 3: CLOSING



SPICE IT UP: STORYTELLING - OVERVIEW

FINDING STORIES

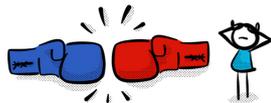
Start *Homework for Life*, asking yourself every day, “If I had to tell a story from today, what would it be?” Then, note down the date and that moment.

STRUCTURING STORIES

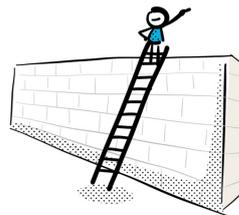
CART



CONTEXT



ADVERSITY



RESOLUTION



TAKEAWAY

ENHANCING STORIES

ELEMENT

SAMPLE TECHNIQUE

EMOTIONS

Say what that the main character was thinking (fears, hopes, & plans) in that crucial moment.

VISUAL MOMENTS

Paint a vivid picture, by describing the emotion, using dialogue and describing the actions.

SURPRISE

Break the typical pattern of what is expected, by sharing an unusual action, event, or reaction.

SPICE IT UP: OTHER TOOLS - OVERVIEW

OTHER TOOLS TO SPICE UP YOUR PRESENTATION

IMAGINARY WORLD

Invite your audience to imagine a certain problem or solution.
(e.g. "Imagine walking into...")

QUESTION

Ask your audience a question to hear about their experiences, problems, or solutions.
(e.g. "What's your favorite...?")

POLL

Ask your audience a few questions about their background, preferences, or experience.
(e.g. "Who of you has been...?")

QUIZ

Invite your audience to participate in a short quiz.
(e.g. "Which approach is more effective...?")

STUDENT TEACHER

Ask participants to turn to their neighbor and explain the concept they have just learned.
(e.g. "Please turn to your neighbor and...")

ANALOGY

Compare one topic or concept with something familiar to the audience.
(e.g. "Building a business is like...")

IRONY

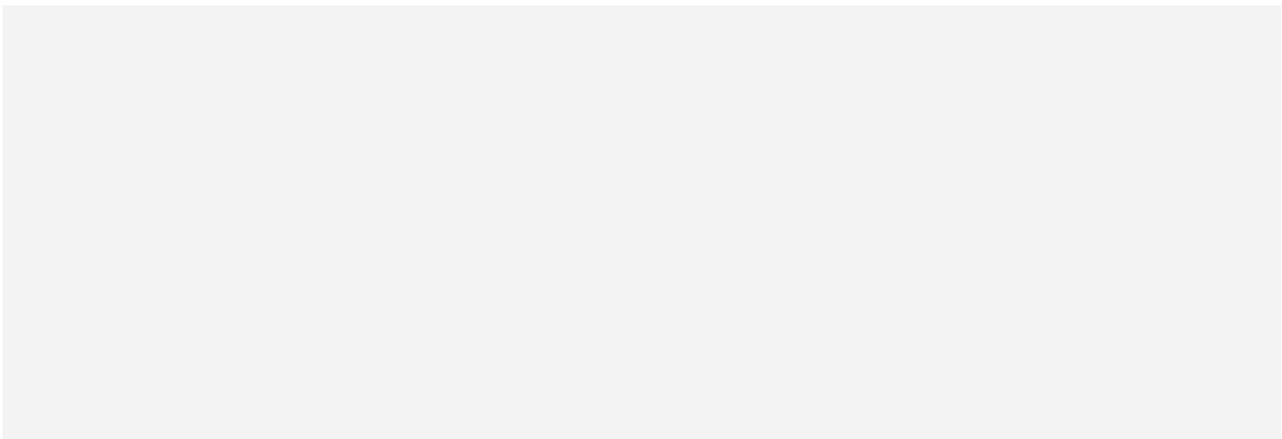
Bring in a funny contradiction in which you say something different from what you mean.
(e.g. "Look at this sexy PowerPoint slide...")

SPICE IT UP - EXERCISE

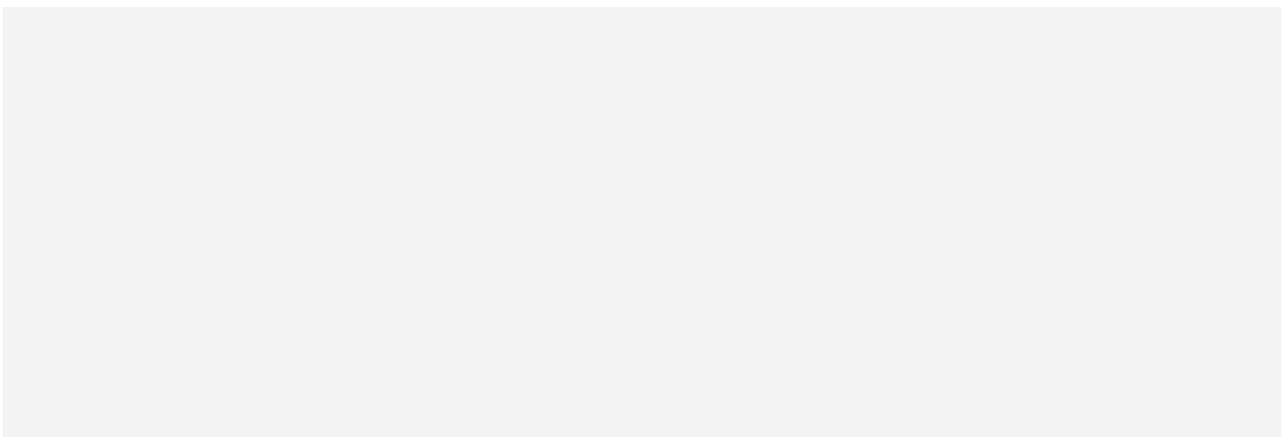
Take the presentation you outlined in the previous exercise and enhance it:

1. Think where you could include a story or another engaging tool or activity.
2. Pick 1-2 engaging tools and work out the details (e.g., crafting the full story).

TOOL #1

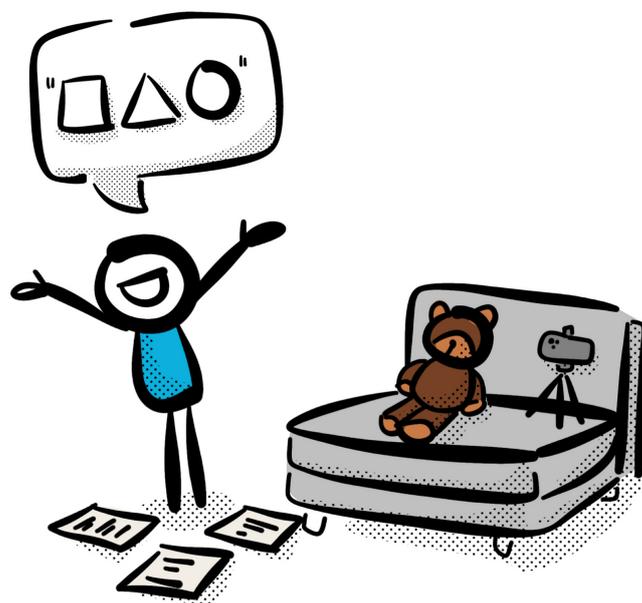


TOOL #2



PRACTICE YOUR CONTENT - OVERVIEW

Confidence comes from rehearsing your presentation thoroughly. Don't try to wing it or just think about your presentation. Practice dilligently.

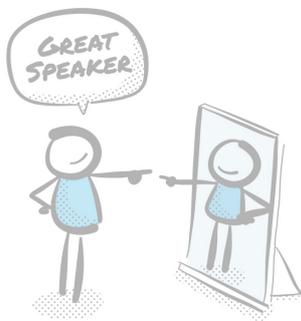


STEPS TO PRACTICE YOUR PRESENTATIONS

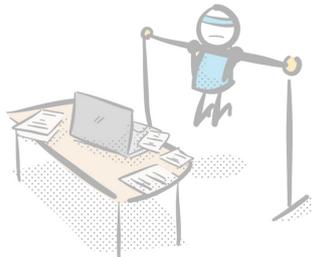
1. Read your script out loud a few times.
2. Deliver your presentation (by yourself) until you don't need notes.
3. Deliver your presentation in front of a small audience.
4. Refine your script.
5. Repeat steps 1-4.

PART #3

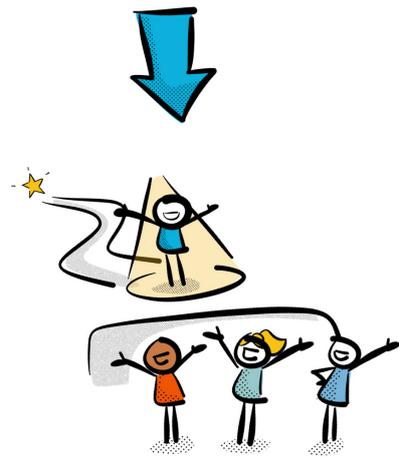
PRESENTATION



PERSPECTIVE



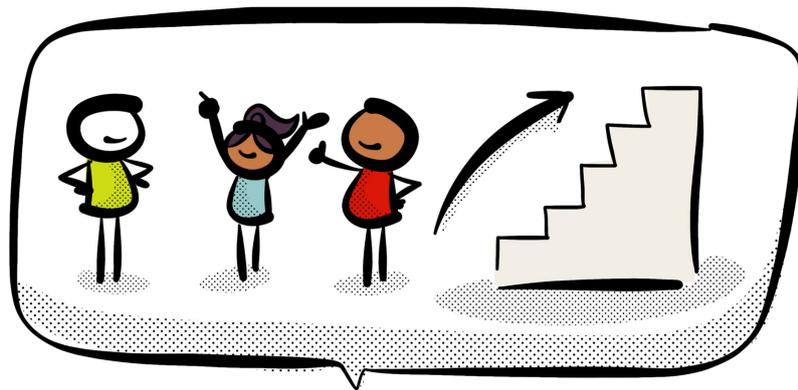
PREPARATION



PRESENTATION

GET INTO THE ZONE - OVERVIEW

Get into the zone by doing a five-to-ten-minute warm-up routine before your big moment.



TECHNIQUES TO GET INTO THE ZONE

SHAKE OFF

Shake your body for 2-3 minutes to let go of stress.

OUTWARD FOCUS

Think about how you'll help your audience.

GRATEFUL MIND

Be grateful for your mentors, emotions, past speaking challenges, etc.

ENJOY THE SPOTLIGHT - OVERVIEW

A powerful technique to feel confident on stage is to focus on the three techniques of BOS:

BOS



BREATHE

OPEN-UP

SMILE

BREATHE

Breathe from your belly: When you breathe in, your belly moves outwards. When you breathe out, your belly moves inwards.

OPEN-UP

Assume an open posture, keeping your arms relaxed by your side, opening your palms, and standing with straight back.

SMILE

Smile more. You can even “smile with your eyes” while speaking (squinting your eyes slightly).

RECHARGE & IMPROVE - OVERVIEW

To feel more excited, confident, and prepared the next time you speak in public, it helps to have a deliberate after-the-speech practice.

THE 4 ES



**EXPRESS
GRATITUDE**



ENERGIZE



EVALUATE



EVOLVE

**EXPRESS
GRATITUDE**

Repeat mantra (e.g. “I did my best under the circumstances that were given to me”) and think about three things that you did well.

ENERGIZE

Recharge your batteries after the event, by going for a short walk, stretching, breathing deeply, working out, or shaking your body.

EVALUATE

Do an after-action review in which you reflect on what went well & what could be improved. Also ask for feedback from the audience.

EVOLVE

Spot the themes you need to improve on and commit to working on one or two specific areas until the next presentation.

SET YOUR GOALS - OVERVIEW

For you to work on your speaking skills and to sacrifice your precious free time, you have to make the desired outcome enticing. To do so, you can set yourself 1–2 goals that you'd like to accomplish by becoming an incredible speaker.

EXAMPLES

- Being promoted to manager by the end of the year
- Speaking at a large industry conference
- Winning the Toastmaster's championship
- Participating in a New York StorySLAM in six months

HOW TO SET GOALS

Use SMART goals (Specific, Measurable, Achievable, Relevant, and Timely), but replace *achievable* with *ambitious*.



What *exactly* are you trying to achieve?

How will you know when you've achieved it?

Is the goal big enough to inspire you and hold your attention?

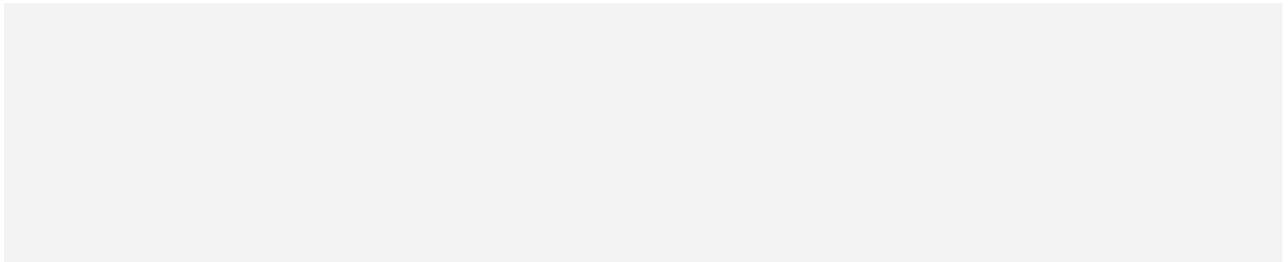
Is the goal aligned with your values & long-term objectives?

When do you want to achieve this by?

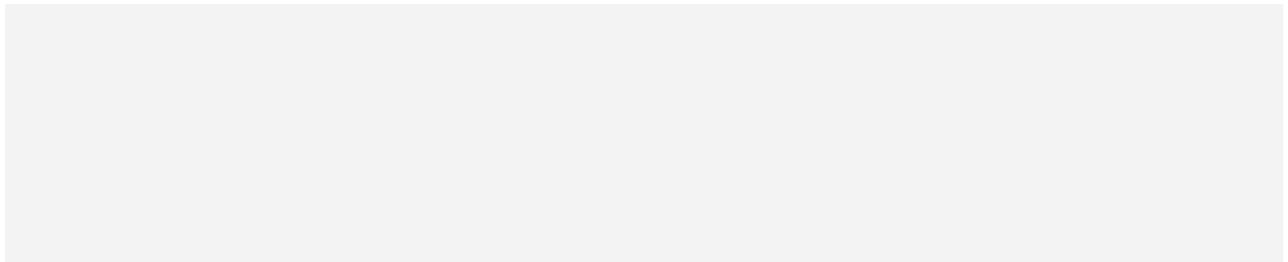
SET YOUR GOALS - EXERCISE

Set 1-3 goals that you'd like to accomplish by becoming a better speaker.

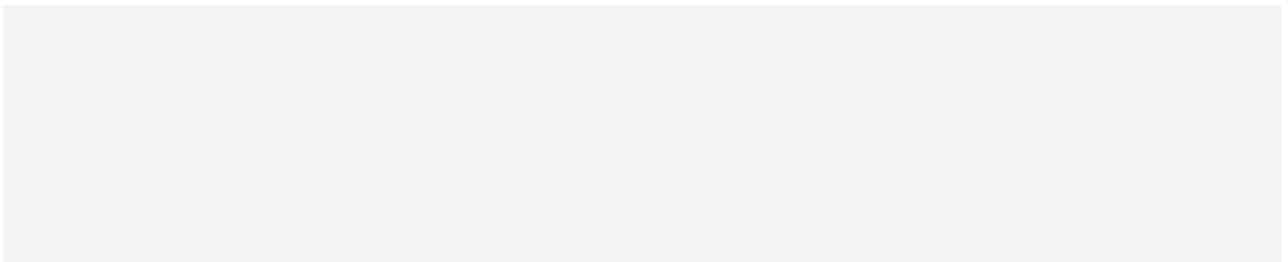
GOAL 1



GOAL 2

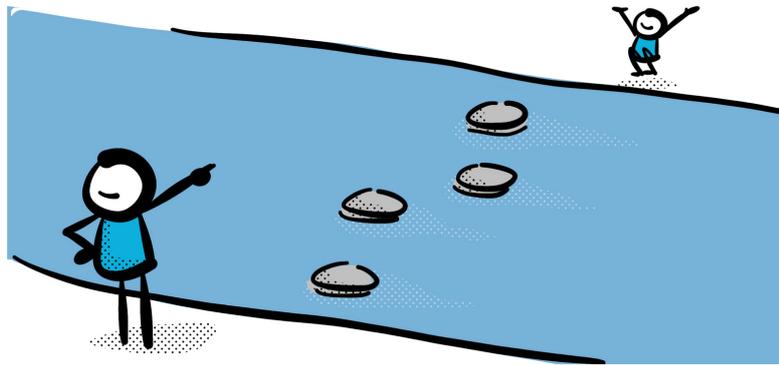


GOAL 3



DEFINE AN ACTION PLAN - OVERVIEW

If you want to reach your ambitious goal, you need to have a clear plan on how to get there. By defining five specific actions and corresponding due dates, you'll have a concrete plan to reach your ambitious goal.



SAMPLE ACTIONS (NOT EXHAUSTIVE)

PERSPEC- TIVE

- Embarrass yourself in public
- Rewrite a story you tell yourself
- Do guided meditation on public speaking

PREPA- RATION

- Outline your presentation
- Capture your *storyworthy* moment
- Rehearse your presentation a few times

PRESEN- TATION

- Do warm-up routine to get into the zone
- Think of 3 things you did well after your presentation

DEFINE AN ACTION PLAN - EXERCISE

Define ~5 actions with due dates that will help you reach your goal.

ACTION	DUE DATE



THANK YOU!

“

All speaking is public speaking,
whether it's to one person or a
thousand.

- Roger Love, vocal coach

”

