

# SPEAK WITH MOXIE

## PUBLIC SPEAKING & PRESENTATION SKILLS

*The Art & Science of Powerful Presentations*



**eBook Edition**

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# PREFACE

The world doesn't need better speeches.  
***It needs better performances.***

At Moxie, we teach leaders **the art of authentic performance**. That means knowing how to bring all of yourself into the moment—your voice, expressions, mannerisms, and authority.

Shakespeare got it right when he said that all the world's a stage. The trick to that stage is learning to command it. This e-book shows you how.

It explains what we call **The Moxie Method**, designed to transform every element of your presentations. It's based on the techniques Fia learned acting and directing in New York, and we (Fia and Gregg Fasbinder) co-wrote this book to share how those same techniques will take your speaking from routine to remarkable.

What do speeches have to do with acting? Everything.

**Speeches are performances**, and actors devote their lives to mastering performance. They relearn breathing and speaking and moving in order to communicate every subtle thought and emotion.

Both Broadway premieres and boardroom talks are moments manufactured for persuasion. **Manufactured doesn't mean fake**; it means working a purposeful process. The Moxie Method shows you how to perform authentically, embrace anxiety, use every muscle in your body, and let your leadership shine through.

## READY FOR REVOLUTION?

## LET'S GET TO WORK!



Like our in-person workshops, keynotes and online coaching, these pages aim for maximum impact in minimum time. They're chock-full of actionable strategies drawn from science and the stage. What follows is in three parts.

First, we'll discuss a few ancient practices for preparing your speech. Then we'll work through each step of the Moxie Method:

**M = MOVE YOUR MOUTH**

**© = OXYGENATE**

**X = 'X'CITE YOUR AUDIENCE**

**I = IT FACTOR**

**E = ENJOY YOUR EXPERIENCE**

Finally, we'll end with advice on next steps after your speech.

The strategies compiled here are the product of thousands of hours of coaching with clients. They're time proven, and if you'll give them the chance, we know they'll dramatically improve your next keynote, board meeting or business presentation.

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If you find those strategies helpful, have any questions, or just want to say hello,  
**we hope you'll be in touch!**



**FIA & GREGG FASBINDER**

We started with a single goal: to teach authentic performance. When speakers in Southern California began asking Fia Fasbinder for help with the skills she'd learned at the prestigious NYU Tisch School of the Arts, the need was clear. Fia's husband Gregg Fasbinder—entrepreneur and Fortune 100 executive—saw how better training could meet that need.

Every day the team they've built—which includes award-winning actors, renowned writers, designers, and entrepreneurs—creates transformation, from the TED stage to the C-suites of Fortune 500 firms.

Our background means we approach presentations differently.

## THE MOXIE INSTITUTE KNOWS HOW TO TAKE YOUR PRESENTATIONS FROM BORING TO **BRAVO.**

When your team needs nothing less than world-class performances, **we'll be there.**



Our acting experience made us experts in stage presence



Our work in higher education made our workshops models of adult learning, based in the latest research in psychology, neuroscience, and performance studies



Our years of executive speechwriting taught us all the tricks of the trade



You'll find all that experience in each line we write, each slide we design, and every minute of our famous trainings.

**BEFORE YOUR SPEECH**

## Your presentation starts not on the stage, but on paper.

Most of our clients work with a speechwriter and designer, but every speaker should know what a good speech requires. The secrets of persuasion have been passed down for two millennia now, and are just as effective today as in Aristotle's time.

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### **ETHOS** | Establishing Credibility

**Ethos answers the question:**

**"Why should the audience be listening to this speech?"**

Build credibility at the outset by explaining your authority on your subject. Does it come from your job title? Your experience? Your backstory? Your research? Credentials should follow an opening that immediately engages your audience to eliminate doubts about why your voice should be heard. Connect, then lead.



### **PATHOS** | Engaging Emotions

**Don't speak like Spock. Address your audience's emotions.**

We lead textured emotional lives: we laugh, we cry, we bristle at injustice, we crave nachos. Your words should engage that entire emotional range.

Just remember: authenticity is nowhere more essential than with emotional appeals. The only feeling stirred by canned jokes and insincere stories is awkwardness.



### **LOGOS** | Explaining With Clarity

**The logic of your speech is what holds it together.**

These days we don't usually think of speeches as having a logic, but they do! In a well-designed speech, the structure is obvious; each point builds on the last; the evidence is rigorous; charity is shown to critics.

Logos is consistently the weakest element in the speeches we hear today, but it needn't be. Carefully consider the structure and support for your message, and you'll lock in the power of logos.





## NARRATIVE | Your Tale

In his book *TED Talks: The Official TED Guide to Public Speaking*, Chris Anderson writes,

**“One of the biggest reasons we turn down applications to speak at TED is when we’re offered compelling anecdotes but no central idea that wraps the narrative together.”<sup>1</sup>**

That matches our experience at Moxie. All talks—especially at TED—demand clear storylines, and everyone notices when they’re gone.

Why? **Because we all love a good story**, and because good stories are drawn from the heart. A good story is the sort that can be woven into ethos, pathos, and logos themselves: a narrative that establishes authority, captures the imagination, and illuminates your logic.

Like Anderson, we’ve found that compelling presentations need good stories. Narratives aren’t second-class citizens to the classical features Aristotle described—they’re the glue that binds the whole presentation together.



<sup>1</sup>Anderson, Chris. *TED Talks: The Official TED Guide to Public Speaking*. 1 edition. Boston: Houghton Mifflin Harcourt, 2016.

# 1

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CHAPTER

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**M = MOVE YOUR MOUTH**

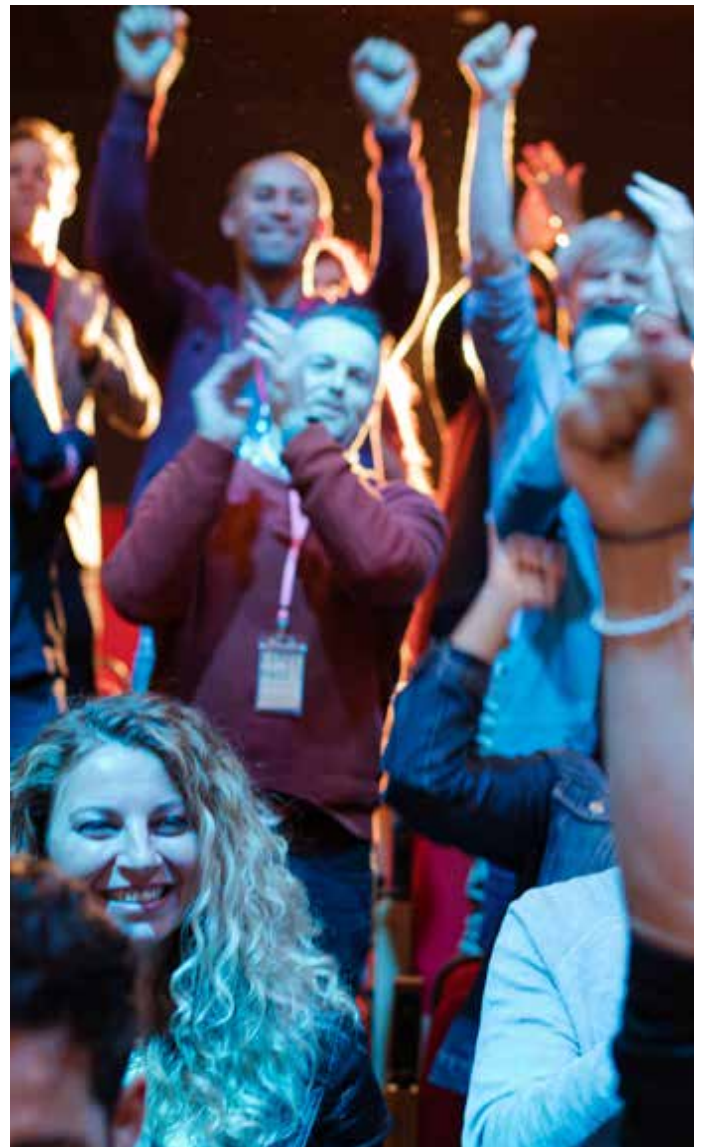
Each step of **The Moxie Method** builds confidence, and confidence starts with moving your mouth.

Human speech is incredibly complex: consider how the slightest movement separates the sounds of “sh” from a “ch”. Now consider how hard it can be to distinguish those sounds from the back of an auditorium.

Moving your mouth well requires your entire vocal system: how your lips form a word, the inflection in the sound of that word, how you project the words you speak.

These form the start of what we’ll call your **speaker persona**.

Your speaker persona is **you at your most articulate**. In fact, it has to be you, or the audience will sense a fake. It’s still you, just you at your most dynamic. It’s still your voice, just your voice at its most eloquent. (Try to impersonate someone else’s voice and the audience will know.)



**The payoff for developing this persona is pure electricity.**





# ELECTRIFY YOUR AUDIENCE

Actors know that **nothing elicits emotion like the voice**. The sound waves that move past your lips carry magic in their wake—they feel like electricity to the audience because they are electricity.

You know how sound works: vibrating air moves the fluid in the inner ear, and your brain interprets those vibrations as sound. That means that each word—each syllable you utter—creates a tiny electric charge in the ears of listeners.

That makes electricity the perfect metaphor for performance. It's what actors spend their entire lives studying: how to electrify the moment, how to create excitement through energy.

The key is to **suffuse the space** with the sound of your voice. To do that, you'll want to start where all thespians start: moving your mouth.





## ENUNCIATE

Our everyday speech tends to be lazy - we slur our words, drop consonants, make “writing” and “riding” sounds the same.

That’s fine at the pub or at Starbucks, but perilous on stage. Make sure each word and syllable can be **clearly heard**. At first it might feel you’re exaggerating, but soon it will be second nature.

## INFLECT

The best radio DJs all have one thing in common: intoxicating inflection. They could read a government report with mystery and adventure in their voice.

Monotone voices (“Bueller, Bueller..”) will put your audience to sleep. Use the range of human speech—the highs and lows, the fasts and slows—to keep them awake and engaged.

## PROJECT

Adding volume and energy to your voice has three effects: it boosts your confidence, it reveals confidence to your listeners, and it helps them understand your words. **Surround your audience** with the dulcet sounds of your voice.

To make sure you don’t strain your vocal cords, project your voice from your diaphragm (see the next chapter on Oxygenating).

## PACE

**Variety is the spice of speech.** If the cadence of your words is too fast, too slow, or too predictable, you're more likely to hear snoring than applause. Mix it up. Deliver some lines quickly, some lines slowly. (It helps when you're writing your speech to vary the length and structure of your sentences, as I've done in this paragraph.)

We always recommend memorizing your speech if at all possible, but whether you're reading or speaking from memory, don't make it sound like a recitation. A speech should flow as naturally as regular human speech, with all the variability that entails.

## PAUSE

The easiest way to add variety? **Silence.** Imagine how different John F. Kennedy's Inaugural Address would have sounded if he'd jammed together its most famous line "Ask not what your country can do for you—ask what can do for your country." The middle pause is crucial for the effect.

Silence is every bit as powerful as speech. Use it to your advantage. Pause occasionally and allow your words to hang, to drift in the air. Your audience won't remember the pause, but they'll remember the phrase.

# TAKE ACTION



## PRACTICE YOUR PERSONA

Developing your speaker persona takes time. Find what feels natural through practice; our favorite practice space is the shower.



## MIX IT UP

Vary everything: your pitch, volume, cadence. It'll keep your audience awake and maintain that feeling of electric anticipation.



## WARM UP

Spend a minute or two before your presentation loosening up your facial muscles and joints. Move your jaw in and out and around; make wild faces; BRRRRRRR your lips. Diction lines like "Unique New York" and "Red Leather, Yellow Leather" are old actor standbys.



2

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CHAPTER

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**O = OXYGENATE**





Here's the magic of human respiration: it's the only body system that runs on autopilot until we take control. Through biofeedback, we can actually lower our heart rate and body temperature simply by taking a deep diaphragmatic breath.

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### Here's what actors know:

To control your voice, you also **have to control your breath**. What's more, controlling your breath also **brings your anxiety under control**. How to gain such control? It's easy with a little practice, and it all begins just above the belly.

**To control your voice, you also have to control your breath.**



## **“Your diaphragm is the great unsung hero of communication.”**

Let's talk about diaphragms. No, not those. I mean the thoracic diaphragm, the main muscle of human respiration. Yours sits beneath your lungs and above your abdominal cavity.

Your diaphragm is the great unsung hero of communication. Day in, day out, it's always working for you, driving your breathing. It's the aspiratory autopilot you never knew you had.

There's just one problem with the diaphragm: when you're speaking it does the exact opposite of what the moment needs.

When you're anxious—and we're all anxious before some speeches—your body knows it needs more oxygen. But unless you intervene, your respiration shifts toward faster and shallower breaths, which will make you more anxious, which means even faster breaths...

...and you know what happens next.

Shallow breathers are the ones who wake up on the floor. If you'd rather stay vertical, take control and speak from your gut.



# INHALE & EXHALE

The key to diaphragmatic breathing is to breathe low and slow. Imagine a balloon in your belly. Low means inflating that balloon with deep, sustaining breaths. You should feel your gut expanding down low. Slow is the pace with which you should inflate that balloon. No heaving or huffing, just slow and deliberate breaths.

Notice how much more powerful it feels? How much more steady are your attention and respiration? That's the power of belly breathing.



**All it takes to master low and slow breathing is a little practice.**

- 1** Lying on the floor, place one hand on your chest and the other on your stomach.
- 2** Now take a deep breath and make your chest rise; that shallow inhalation is our automatic breath.
- 3** Now breathe deeply again, but as you inhale make your stomach rise instead.

**This is breathing with your diaphragm! Try it a few more times.**

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When I first started acting, I was shocked at the difference diaphragmatic breathing made. It's the difference between being heard on stage, and heard back in the cheap seats.

Breathing from your gut gives your voice an unmatched force. Find that force and use it.

You can make it habit—you can retrain your body to breathe more efficiently—by noticing where your breath is as you go about your day, and correct accordingly. Soon it will be second nature.

# THE POWER OF BREATH



The advantages of deep oxygenation don't end with a stronger voice and calmer nerves. It can transform your relationship to your fear. It lets you walk toward your fear and embrace it.

Gerald had never spoken in public. When he and his wife came to see us, Gerald (as we'll call him here) needed help preparing for an upcoming fundraiser. I'll never forget the story they shared.

Thirteen years earlier their son had died of cancer, and while in the hospital, they learned that thousands of children die annually because they just can't make it to their treatment facilities.

After their son passed away, Gerald and his wife set up a nonprofit to help kids get to the care they needed, but in all those 17 years,

Gerald had never said a word from a podium. He was tense, nervous, too timid to speak in front of a large group.

What transformed Gerald's presentation—transformed his entire demeanor—was rediscovering the breath. In the hospital he'd read his son Dr. Seuss's *Oh, the Places You'll Go!*, so we started our breath work there. With tears dripping down his cheeks, we would read, pause, and breathe. Read and breathe. Read and breathe.

Learning to control the breath unlocked something in Gerald. He found a calm and peace that revealed a voice he'd kept hidden inside. And now? Gerald speaks all over the country, telling his son's story, and the stories of the brave kids they're helping across the nation.

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**All it took was learning how to breathe.**

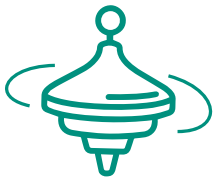




## TAKE A SHAVASANA

There are endless professional, personal, and performative benefits to activities like yoga and meditation. Find a practice you love that will help train your breathing, and make it a regular part of your schedule. If it helps, try a little visualization exercise: try to picture your exhalation removing cloudy and spent air, and imagine refilling your lungs with crisp, pure air.

Breathe as deeply as you can to maximize that refreshing sensation, and repeat.



## LET YOUR BREATH GIVE YOU MOMENTUM

Ever wondered why a spinning top never topples? It seems to defy gravity, even when you try to knock it over. It's because of momentum. When we're speaking, we're a bit like tops— shallow breaths make us lose momentum, and we start to feel wobbly (sometimes literally!). Deep breathing is what reestablishes your momentum and keeps you upright; it's like adding more spin to the top. Breathing from your diaphragm gives your body energy and power, so that even if something does try to knock you over (figuratively or physically!) you can stand strong.



## TEST IT OUT

The next time you're alone in a large room, try a little experiment. See which is louder: projecting from your chest or your gut. We think you'll be impressed with what you find.

# 3

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## CHAPTER

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**X = X'CITE YOUR AUDIENCE**



You've mastered your voice and your breath; now let's talk about the rest of your physicality.

Imagine the most dynamic speaker you've ever heard. I'll bet they didn't speak slouching in a chair, head down, never moving. No!

They communicated their excitement through their body.

**Nonverbal communication is crucial to speaking success.**

In this chapter, we'll show you how to win the space you're in.

When we're nervous, we contract, and that's the opposite of what you need when presenting. Nervousness makes our ancient monkey brains kick in. We mistake the gaze of our audience for threatening stares from the savanna.

And since conference rooms rarely have trees to climb, we compensate in other ways. We hide behind podiums. We turn our backs on the audience while reading the screen. We

shut down our normal physicality. **We shrink.** To counter that survival instinct, actors learn to **command the space.** Sometimes that means checking our bodies when they'd normally get antsy; sometimes it means being a little larger than life.

Actors develop an awareness of the space their bodies occupy, and speakers should do the same. Take an inventory of how your body is positioned this very instant. Is your spine straight? Where are your shoulders? Are you communicating confidence or cowardice?

Now ask yourself the same questions about the last time you spoke. Were you physically expansive, or did your anxiety compress your posture (and your effectiveness)? If you were able to stand: did you stand tall, or did you slump? If you were seated: was your back active and straight, or blobbed into the back of the chair?

Developing body awareness is the first step to clear nonverbal communication. The second step? **Make yourself big.**

# THE POWER POSE



The second most-watched TED talk of all time is about teaching you how to stand. *Really.*

Amy Cuddy's talk "Your body language may shape who you are" has been seen nearly 45 million times. Why are people so interested in the body language of a stance?

Because we know that body language changes things. It changes how we feel, and it changes how others feel about us.

The science behind some of Cuddy's assertions is disputed, but a growing body of research—and my own experience with actors, executive teams, and TED speakers—says that **how you stand affects how confident you feel.**<sup>2</sup>

The key to this new confidence? **Expansiveness.** Cuddy calls this the "Happy Warrior" mindset. "The best way to gain influence is to combine warmth and strength," she writes. "When we feel confident and calm, we project authenticity and warmth."<sup>3</sup>

So be bold and get large: chest out, shoulders back, feet planted. If it feels good, take a minute before your speech to stand with your hands at your hips, or pump your fists like Rocky after his run.

Don't shrivel behind a lectern; stand proudly in front of your audience. As my dad used to say, "walk in like you own the place." Command the space by **making it yours.**

<sup>2</sup>If you typically speak from a seated position, the same principles apply!

<sup>3</sup>Cuddy, Amy J. C., Matthew Kohut, and John Neffinger. "Connect, Then Lead." Harvard Business Review, July 1, 2013. <https://hbr.org/2013/07/connect-then-lead>.



# TAKE ACTION



## CONNECT WITH EACH LISTENER

Make eye contact with everyone throughout your speech. Most speakers flit their gaze between a handful of people, which leaves the rest of the audience cold. Look; stay 2-3 seconds; then move on. Too nervous? Use the same timing, but look just above the audience's heads.



## INTERACT

To the extent the setting will allow, include your audience in the presentation. If you can ask them questions during the speech, wonderful— it's sure to liven things up! Even if it's just during a Q&A, though, try to get everyone engaged. "What questions can I answer?" is a particularly inviting phrase.



## GESTICULATE, DON'T IRRITATE

Easily the most common tic in public speaking is repetitive, awkward hand movements. Nobody notices hands that are quiet, though. Park those hands somewhere that feels natural—by your sides, or gathered in front—and move them only for emphasis. When you're worried you're not moving them enough, you've probably hit the sweet spot.



4

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CHAPTER

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**I = IT FACTOR**



Je ne sais quoi. Sprezzatura. The “It Factor”.

Call it what you will—in any language, there’s a certain indefinable quality of natural grace and power.

### **We know it when we see it.**

The Moxie Method cultivates **executive presence**, the charisma that communicates your leadership. The “It Factor” pulls in all the elements of physical presence we’ve learned so far—clear articulation, calmness of breath, command of space—and incorporates them into a total package of persuasion.

Executive performance is developed by **practicing, pushing past limits, and performing.**





# PRACTICE

Winston Churchill liked to say he put in an hour of practice for every minute of speech. You may call that excessive; we call that “in the ballpark.”

Experience has taught us that clients do best when they start rehearsing **six weeks out from their speech**. Play around by varying pauses, tones, and emphases. Memorize the words: work them into your bones.

## Do what actors do: *layer your practice*.

- 1 Start first by learning the words of your speech. Learn them backward and forward.
- 2 Then focus on how you're delivering the words: where to pause, where to speed up or slow down.
- 3 Then move to body language, interacting with your PowerPoint or presentation, and commanding the space.
- 4 When you're ready, put it all together. Record yourself practicing, take notes immediately after your dry run, and then review the video to see what else needs work. Ask for the help of friends, colleagues, or pros like Moxie's speaker coaches.



We've included a checklist at the end of this ebook to guide you through these layers of mastery.

Gregg has seen clients have great luck with **spaced repetition**: spreading out work on these layers to reinforce them at regular intervals: focus on one layer, move on to the next, but then keep circling back occasionally to make sure it's locked in.

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**It's impossible to master everything at once; just take it one layer at a time.**

# PUSH YOURSELF

Anders Ericsson invented the field of expertise studies. You've likely heard of the "10,000 hours to expertise" rule from Malcolm Gladwell; Gladwell took (and somewhat distorted) that figure from Ericsson.

Here's how Ericsson sums up his research: expertise comes from consistently pushing past what you thought was possible.

“This is a fundamental truth about any sort of practice: If you never push yourself beyond your comfort zone, you will never improve... Get outside your comfort zone but do it in a focused way, with clear goals, a plan for reaching those goals, and a way to monitor your progress.”<sup>4</sup>



## GOALS + PLANNING + WORK + EXPERT FEEDBACK

This structure matches the success we see at Moxie; every day we watch deliberate practice and feedback transforming talkers into world-class presenters.



<sup>4</sup> Ericsson, Anders, and Robert Pool. Peak: Secrets from the New Science of Expertise. Reprint edition. Eamon Dolan/Mariner Books, 2017.



Elite athletes like Michael Phelps are different when they're competing from when they're walking around the grocery store. Yet none of us would say their athletic performance is a fraud. Why? We understand that different moments draw on different parts of ourselves. Some moments are casual; sometimes, **we're called on to win.**

Executive presence is what defines the performance of an elite speaker. They walk a little differently, speak more clearly, use words a bit more carefully than they do in everyday life. (In fact, elite speakers share many techniques with pro athletes: warming up, welcoming feedback, practicing focus, developing stamina, and doing daily visualizations.)

They're the Michael Phelps of presenters because they know how to pull together the elements of the speaker's persona and—as Gregg likes to put it—**lead from the stage.**

Executive presence requires a seamless self-presentation, from your clothes to your hygiene to your body language to your voice. Your words should shine as bright as your shoes.

And by presence here, we don't mean great classical oration. Save that for your first inaugural address! Instead, frame your speaking persona around telling a captivating, authentic story. Think campfires, not Congress.

Steve Jobs reshaped the executive keynote with one technique: with every presentation, he told a story about how Apple's new product would transform human interaction with technology. It wasn't about tech specs or market share—it was about revolution. All the weeks of practice and careful slide designs were directed to tell a story that moved us.

Presenters who tell stories draw from the depths of human experience. To captivate your audience, perform for them—use everything you've got to connect. That's what the "It Factor" is all about.





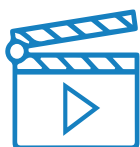
## AVOID THE POWERPOINT TRAP

We say it often around our office: bullets kill presentations. PowerPoint is an amazingly useful tool, but like any tool, it has its limits. Use visual aids only when needed, and keep them simple. Avoid blocks of text, and avoid reading from a screen. Remember: you are the presentation. Slides, after all, are just slides. And whatever you do, don't turn your back on the audience to read from the screen!



## LOCK IT IN

Use the “memory palace” technique to remember the broad points of your presentation. To master the individual lines, read your speech over and over. Then work your way backward through each page: memorize the last line, then the second to last line, and so on up the page. Read forward, memorize backward.



## BE YOUR OWN DIRECTOR

Add stage directions directly to the text of your speech: underline words where you'd like emphasis, add a pause where it's needed, etc. Memorizing these is just as important as memorizing the words themselves. If you'd like to see what this looks like, just write or call Moxie— we include these in every speech we write, and we're happy to provide examples.



# 5

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## CHAPTER

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**E = ENJOY THE EXPERIENCE**



Why would anyone skydive? It's terrifying: you can't breathe, you're unprotected, and your blood pressure is, well, stratospheric.

*Why subject yourself to such strain?*

For the payoff. For the feeling of freeing yourself—if only just for a moment—from the grip of the earth below.

The last step of the Moxie Method is addressed not to your body, but your **state of mind**.

Presenting, it turns out, is a lot like skydiving: the physical sensations are often the same! But delivering a speech is not only safer; it's infinitely richer in reward.

An invitation to speak—to a TED audience, a board of directors, or a Rotary Club—gives you a handful of moments to enrich the lives of others. For just a few minutes, instead of falling, you've been given the chance to lift others. What a gift!

As it turns out, though, that gift involves risks. **Presenting is risky.** Some speaker coaches will tell you to ignore your fear or act like you're invincible. At Moxie we've found that rarely works in practice.

**Don't ignore your fears and the risks of the moment; lavish in them.**

# ACKNOWLEDGE THE ANXIETY

Even the most seasoned speakers get nervous before a big speech. Instead of focusing on the fear, though, Fia likes to tell clients to walk into it, to channel it into an energy unsurpassed in power.

Sure, you're thinking, but what's that mean in real life? It means forgetting about what people think of you and attending to your message instead.

## **Focus on your creation, not its reception.**

Actors know that effective performance requires training their attention on their objective—what they want to accomplish—rather than on what's happening inside; either inside their own mind, or trying to guess what's happening in the minds of others. Your objective in speaking is sharing the gift you've brought to your moment: **your message**.

No one has said this better than Brendon Burchard:

**“The journey to greatness begins when our deep desire for comfort and ease is overpowered by our desire to connect and contribute.”<sup>5</sup>**

There will be discomfort—it's like skydiving, remember?—but the reward is often a life-changing connection with your listeners.

**Isn't that worth it?**



<sup>5</sup><http://impacttheory.com/episode/brendon-burchard/>



# VULNERABILITY IS POWER



When you're speaking you're vulnerable. There's no denying it. You could be laughed at, snored at, heckled, walked out on, or just plain ignored. But look at the other side of the equation: the chance for a moment to connect—to get as close as human minds can get—with a room of those who want to hear what you have to say.

Instead of covering up our vulnerability, let's embrace it. It's long past time we talked about imagining folks in their underwear. Silly tricks like that only make it harder to stay in the moment, to stay present.

Your instincts will tell you to put up emotional walls, to hide your feelings, to protect yourself. But that wastes precious time and energy that, when you're in front of an audience, you just can't spare.

Drop your guard to connect. We love how Brené Brown puts it:

**“Vulnerability sounds like truth and feels like courage. Truth and courage aren't comfortable, but they're never weakness.”<sup>6</sup>**

Vulnerability feels risky. It's tough to deliver a message when the stakes feel high. But the stakes are high because you've been given this instant to change things, and all that requires is accepting and working with your unease.

In the end, that's what performance is all about. It's stepping forward when called, even when that's the last thing you're comfortable doing.

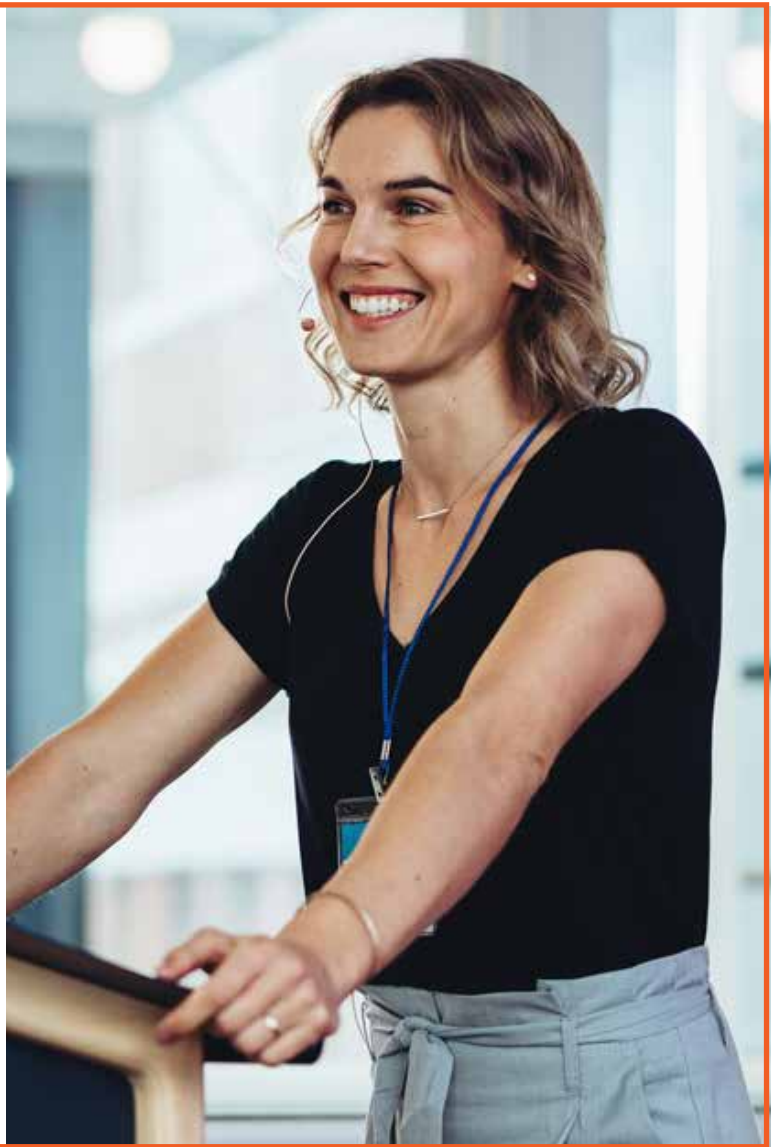


<sup>6</sup>Brown, Brené. *Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead*. 1 edition. New York, NY: Avery, 2012.

Psychologists are constantly finding new ways in which gratitude makes us healthier, happier and more resilient.

The same is true in presentations. Walking into your speech with a spirit of gratitude will calm your nerves and put you in just the right mental space.

Be grateful for a world prosperous enough for you to devote your time and money and energy into this speech. Be grateful for the physical gifts you're putting to work when you employ The Moxie Method. And be thankful that all those people in the audience—with thousands of notifications on their phones, and lists to write, and articles to read—are giving you their attention, in order to change their lives.







## VISUALIZE SUCCESS

G.K. Chesterton once said, “An inconvenience is only an adventure wrongly considered,” and we at Moxie couldn’t agree more. Speaking is, in part, a mental game. You’ve prepared this adventure for weeks; now enjoy it.



## REFRAME

From your very first practice session, imagine the perfect presentation from beginning to end. Your standard for success isn’t perfection—just excellence—but keeping the goal in mind makes it easier to achieve it. Build this visualization technique into your pre-speech ritual for extra effectiveness.



## FIND YOUR ZEN

Speaking of rituals, give careful thought to the moments before your speech. Quiet the rush of the mind. Music, a mantra, the touch of a loved one—know what lights you up and keep it close. Just relax and be.



# AFTER YOUR SPEECH

First, congratulations are in order. If you've followed the steps outlined in this book, you've just accomplished something incredible!

**You've learned how to perform with authenticity.**

Of course there's always more to do, but take a moment first to relish both in your progress and product you've created in your presentation.

## CELEBRATE!

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Only you know what this looks like for you, so we won't belabor the point. But don't skip this step! Treat yourself.

You've earned it through your investment in learning, practice, feedback, and finally presenting. You now have the intellectual and emotional gear needed to start your journey to world-class public speaking.

Handiest among those tools? Confidence. You saw what it took to reach your goal; you've reached it; and now you're ready for even greater future accomplishments.

**I'd say that's worth celebrating, wouldn't you?**





# PREPARE FOR FUTURE GROWTH

We find, after our own speaking engagements, that we always have the most insight in the 24 hours following a speech. That's the best time to take what you've learned from your presentation and give yourself some frank feedback.

## ASK YOURSELF

- 1 When did you feel most alive during the speech?
- 2 Was there a moment where you let loose your inner superhero?
- 3 What one physical movement felt most effective?
- 4 What's one thing that needed improvement?
- 5 What's your biggest takeaway?



Tuck those notes away—or, better yet, log them in a presentation journal—and review them as you prepare your next speech.



The lifespan of most speeches is only as long as the presentation itself, and we at Moxie think that's a shame. We've found that speeches are infinitely adaptable for other media: blog posts, op-eds, shareholder letters, and so on. (If you'd like more ideas along these lines, we hope you'll get in touch—one of Gregg's gifts is finding new outlets for proven messages.)

**Don't let your words go to waste.** Revise and repackage your message to give them life long after you've left the stage. They can pay dividends for years to come.





# CONTINUE THE JOURNEY

Having made it this far, you've learned what powerful presentations need. And the steps in this e-book are just the first!

Where do you go from here? **Onward and upward**, as we like to say. Maybe that means pairing with one of Moxie's Master Trainers to lock in your progress or learn more advanced techniques. Or maybe you've seen how much your whole team could gain from an on-site workshop. Either way, use the momentum you've just gained to carry yourself—and those around you—forward.

## CONGRATULATIONS!

A big congratulations from us here at Moxie for completing this e-book and a sincere thank you for allowing us to guide you on your journey. We have incredible trainers, classes and courses to help you move further onward and upward in all your endeavors to become the best version of yourself.

Visit our website for more information - **[www.MoxieInstitute.com](http://www.MoxieInstitute.com)**

Send an email to **[discover@moxieinstitute.com](mailto:discover@moxieinstitute.com)** or give us a call at **(858) 771-6827**

