

Is your energy negatively or positively impacting your success on stage?

We've all been there. We've sat and listened to someone speak and wished they hadn't bothered.

Yet we meet them afterwards and wonder, who was that person the stage? The person is in front of us is animated, interesting, we believe every word, can engage with what they're saying and want to know more. We even consider inviting them to speak at a conference until we remember the catastrophe on the stage.

I want to explore something that often comes as a surprise to fellow speakers when I give them feedback and that's how we use our energy.

I don't mean energy levels that are addressed through appropriate diet, exercise and sleep. I mean the type of energy we sense when we walk in the room and can tell it's a place we want to be or not, or the type of energy that we feel when someone is passionate about what they're saying. What we do with our energy when speaking has an impact on us, our audience and our message in the same way.

The problem is, people often provide logical and rational reasons for their feedback on our keynote and often ignore what I believe to be one of the major blocks for many speakers. Feedback is getting closer when we hear:

- It's not coming from your heart
- You're in your head too much
- You didn't connect with the audience
- You didn't connect with the message
- It just wasn't you up there
- You looked like a headless chicken
- You were talking AT not TO me

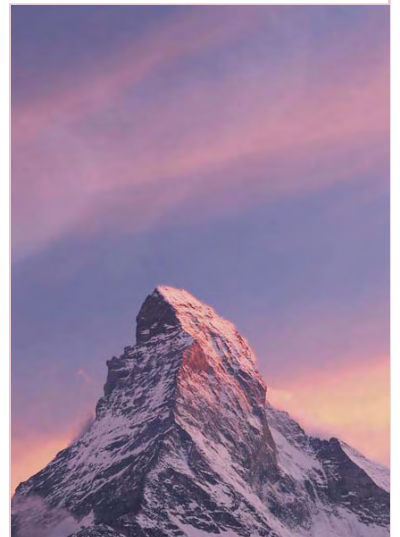
These all arise because of what we're doing with our energy and our energy depends on what's happening inside. For example we might be imagining our message is a bullet and the audience feel like a target. Alternatively, we might have a metaphorical wall around us and the audience experiences this as aloofness or even arrogance. It is essential therefore, to be aware of our internal thoughts and projections as we are speaking and to ensure they support our objectives.

On the next page are a few tips on how to recognise when you might need to take action and some examples of internal representations you might consider.

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Alison has a very natural style and can empathise with individuals at all levels finding common ground and issues with everyone. As a trainer her sessions can only be described as lively, informative and filled with joy and laughter.

Robin Langstaff



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10% of all profits go to help young people get on track and find passion in life.

| <i>Grounding</i> | <i>Connection</i> | <i>Communication</i> |
|---|--|--|
| You know you've lost it when: You feel tense and are pacing up and down and can't stop moving. | You know you've lost it when: You feel isolated from the audience and may even start to panic. | You know you've lost it when: You can't remember what you are going to say next. |
| Others know you've lost it when: They start to feel agitated and distracted. | Others know you've lost it when: They start talking to each other and are not paying attention to you. | Others know you've lost it when: They feel confused and don't understand what you're saying. |
| You know you've got it when: You feel as if you have all the time in the world. | You know you've got it when: You feel like you're talking to your friends. | You know you've got it when: You find the right words easily and effortlessly. |
| Others know you've got it when: They are calm and feel the power of your words. | Others know you've got it when: They feel included in a discussion with you. | Others know you've got it when: They can't wait to hear what you have to say next. |
|  |  |  |
| Internal representation/ metaphor to consider: Anything that grounds you – often from the feet e.g. roots, heavy boots etc. | Internal representation/ metaphor to consider: Anything that provides a connection with the audience – often from the heart e.g. tracks, golden chains etc | Internal representation/metaphor to consider: Anything that offers and delivers the message – often from the head e.g. light, flowing water etc |

Often once we find and embody the right metaphor grounding, connection AND communication can take place. What's your metaphor and does it work for or against your success?