

# THE EMERALD COAST TRAINER



The Newsletter of the  
EMERALD COAST CHAPTER

October 2005

## **Presentation S.O.S: Perspiration to Persuasion in 9 Easy Steps\*** **By Mark Wiskup**

(Note: This is an excerpt from chapter one of Mark's new book – available for purchase at our October 11<sup>th</sup> Workshop Meeting. Mark is a communications coach and former award winning television journalist who teaches professionals how to tell their story with speed, power and impact. Be sure to join us for an exciting, informative presentation!)

If you're a week away from the presentation and your palms are starting to sweat, know that you're in good company. Everyone who has to stand in front of others, in the figurative spotlight, starts with these same fears. Those who succeed will embrace the fears, akin to that famous Hollywood stereotype: the vacant, unemployed blond-haired surfer assessing ferocious 15-foot swells that crest and violently pound the shore. The tanned and seemingly inarticulate surfer gazes intently at the threatening horizon and says directly to the waves, "Come on dude, let's party!"

That's how the confident and successful speaker feels, imagining the faces in the audience they'll be standing in front of in an hour or a week. The real pro fully

understands this is treacherous professional territory. They understand it can be embarrassing, painful and might even “leave a mark,” on your career, as well as your psyche. They also know fear creates realizations that will enable them to perform well, navigate the punishing environment and bring them a rewarding, exhilarating experience that our character out of Malibu central casting would describe as “totally righteous.”

Your fear is good. No one should talk you out of it. And they’ll try. Heavens yes, they’ll stick their noses right in the middle of your fears. Who hasn’t experienced that surreal scene that could have come out of “Ozzie and Harriet,” “Father Knows Best,” or the “The Brady Bunch?” Here’s how it goes in case you haven’t had the pleasure:

You’re going over your notes at your desk. You’re feeling tense because your presentation is tomorrow. Enter the forever patronizing Mike Brady character (Mike being the natural father of Greg, Bobby and Peter) in your life. With a gentle wave of the hand and head titled in full condescension mode he says, “I know you’re nervous. But, here’s a little trick that always works. Just pretend everyone in the audience is in their underwear and you’ll be fine.” As my daughter says, “Eeeoow! Gross!”

How is this “underwear thing” supposed to help? It’s cruel. Well intentioned, but cruel none the less. It may be disturbing and even slightly sickening to envision your peers, your customers, your bosses in matching sets of Hanes, but it’s not calming to a jumpy speaker. Only in the bizarre alternative universe of sitcoms does “the underwear” advice turn assuage the dread of the next presentation, transforming an anxious frown into a smile of earnest enthusiasm and confidence. That probably didn’t help you in high school and it’s not going to help you now. “They” are wrong. There is something to fret about. And it’s real! I want to take a look at your biggest fears, show you why they aren’t imagined, and prove that is the first step to overcome in your meaningful and connecting presentation.

It's worth the effort. You may never bring yourself to say, "Come on dude, let's party," as you step to the podium, but you'll be more confident at the front of the room, as you open your mouth to speak. .

\* Excerpt from Mark Wiskup's new book, PRESENTATION S.O.S.: Perspiration to Persuasion in 9 Easy Steps, 2005 Warner Business Books

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**REMINDER : MEMBERSHIP CONTEST NOW IN PROGRESS!!**

1. There will be two (2) opportunities to win prizes and one opportunity to be the Grand Prize Winner.
2. Two periods include: June, July and August and Sept, Oct. November.
3. At the end of each contest period, the ASTD member who brings in the most new (paid) members in the June – August period and then the September – November period will win a **\$50 Gift Certificate to Silver Sands Outlet Mall** PLUS 50 points per new member.
4. For each guest you pre-register for lunch the ATSD member will get 10 points.
5. Expect "SURPRISE POINTS" to be given out at each monthly meeting.
6. The ASTD member with the most points at the Dec. meeting will win a Grand Prize (Gift Basket of items totaling over \$250)

**Contest Rules:**

- To register your points, e-mail information concerning your sponsorship of guests and new members to Bridget Carnley at [bcarnley2003@yahoo.com](mailto:bcarnley2003@yahoo.com) or give Bridget or any other officer the information at a monthly meeting.
- To be eligible for the Grand Prize a member must have a minimum of 100 points.
- In case of a tie, a drawing will determine the winner.
- Have fun with the contest!

Coming Events	Mark Your Calendars!	
Oct. 11, 2005 8:30 – 11:30	"Stop Talking and Start Communicating" ▪ 8:00 a.m. coffee & sign in ▪ half-day workshop followed by lunch from 11:30 – 1:00	Mark Wiskup, Wiskup Communications
Nov. 8, 2005 11:30 – 1:00	"Salvaging Rather Than Firing"	Don Stringfield, Dale Carnegie Association
Dec. 13, 2005 11:30 – 1:00	Holiday Celebration – presentation of awards and officers	TBA
Jan. 10, 2006 11:30 – 1:00	"Speaking Under Fire and Diffusing Verbal Criticism"	Esin Gershaw and Marty Mears, Toastmasters, FWB

**To RSVP for these great presentations, e-mail Pam Walters at [waltersp@owc.edu](mailto:waltersp@owc.edu) or call 729-5291.**



## Emerald Coast Chapter 2005 Board Members

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**Calling all you creative members out there! We welcome your ideas on articles and information you'd like to see in The Emerald Coast Trainer Newsletter.**

**Please send articles, ideas, suggestions etc. to Donna Miller at [dmiller@co.okaloosa.fl.us](mailto:dmiller@co.okaloosa.fl.us) or via fax # 850-689-5025.**

**WE WELCOME (AND NEED) YOUR IDEAS!**