



Preface

If you've ever felt nervous, doubtful, or insecure about giving presentations or speeches, this pocket book is for you. It provides you with easy-to-use techniques for managing presentation anxiety, whether your audience is composed of coworkers, prospective clients, fellow students, or family and friends.

This book was born out of frustration. For decades, psychologists, biologists, and communication researchers have documented and detailed strategies and techniques for addressing speaking anxiety. However, much of this work remains locked away in academic journals. Further, techniques that do escape to a wider audience via public speaking or business communication textbooks are often vague and insufficient. These texts present what I refer to as the "PB & J" approach to speaking anxiety management: "Practice, Breathe, and Just do it." Although these suggestions have some validity, speaking anxiety involves a complicated mix of physiological and psychological factors. Simplistic "PB & J" advice is not likely to help. Worse, it could even increase anxiety if

the suggestions are attempted without immediately successful results.

I hope to remedy this lack of useful information by providing 35 tried and tested anxiety management techniques that you can easily put into practice. Most of the techniques detailed here are based on academic research and have been shown to be effective. As you read this book, you will learn several techniques that will help you feel more confident about yourself and your presentations. Your goal: speaking up without freaking out!