CHAPTER 2

Breathe • Plant • Lead • Serve Reset Card

Use before speaking, before answering a difficult question, or when pressure rises. Practice the sequence with the first sentence of a short explanation you already know.

Breathe

Inhale quietly and comfortably. Let the exhale be a little longer. Try four counts in and six out two or three times if comfortable; do not force the count. During delivery, pause at the end of a thought and breathe.

Plant

Stand or sit steadily. Balance your weight and relax your shoulders. Choose a position that lets you speak and move comfortably.

Lead

Make the purpose clear in your first words. Say what you will explain, recommend, or ask people to do. Finish the sentence and pause.

Serve

Ask what the audience needs to understand or do next. Focus on the people listening and what will help them.

My first sentence

What the audience needs from me

Pocket reference

BREATHE Quiet breath and a comfortable longer exhale.

PLANT Stable base and released shoulders.

LEAD Make your purpose clear.

SERVE What does this audience need next?

Cut around the pocket reference above if you want a small card for your notes.