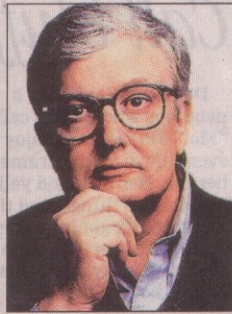


**ON ITS TOES**  
British ballet master offers expertise in restaging of 'Giselle.'  
See The Sunday Times

# Saturday Morning LIVE!

**MOVIES AT HOME**  
Roger Ebert reviews the latest movies on DVD.  
See Page B3



SCRANTON, PA.

SATURDAY, APRIL 16, 2005

# SPEECHless

Author and speech coach says speaking in public doesn't have to be source of dread and anxiety

BY JOSH MCAULIFFE / STAFF WRITER

**F**ear is a potent thing, coming in a variety of flavors. Death?

Scary, scary stuff. Snakes, bears and other potentially lethal forms of wildlife? Downright terrifying.

Getting up in front of a large group of people and delivering a commanding, natural-sounding speech with strong poise, infectious enthusiasm and crisp diction?

DEAR GOD, NOOOOOOOOOOOOOO!! For many of us, public speaking is a near-paralyzing source of dread we attempt to avoid at all costs yet inevitably come face to face with. As Jerry Seinfeld once remarked on a study that showed speaking in public to be a greater fear than death, people would rather be lying in the coffin than delivering the eulogy at a funeral.

It doesn't have to be that way, according to Ivy Naistadt, author of the book, "Speak Without Fear: A Total System for Becoming a Natural, Confident Communicator," which examines the horrors of public speaking and how they can be overcome. The book, published by Harper-Collins, is now available in paperback (\$12.95 retail) in bookstores throughout the area.

Ms. Naistadt, a corporate executive speech coach, speaker and seminar leader whose clients include a host of Fortune 500 companies, wrote almost all of the book at her cottage at Lake Carey in Wyoming County. She and her hus-

band, David Rinehimer, a Tunkhannock native, split their time between there and New York City.

For Ms. Naistadt, writing her first book proved to be a highly stimulating experience.

"How could it not be when you're sitting here looking at the natural beauty of Lake Carey?" said Ms. Naistadt, who grew up in Syracuse, N.Y., and received her bachelor's degree in theater from Ithaca College. "It was a beautiful setting. I found I could relax here and focus."

A former actress, Ms. Naistadt first developed her techniques as a way to combat the anxiety she occasionally experienced before a big performance or audition.

Her introduction to public speaking came when she took a job as a corporate spokeswoman for AT&T to earn some extra cash. From there, she produced theatrical events for other corporations in which she coached business types on how to talk about their products. She figured she was on to something when her pupils were displaying the polish of network news anchors.

"You saw how good these people felt. It was very powerful. They were having fun," she said. "I saw the results and it was so gratifying that I decided to go in that direction."

Eventually, she hit the speaking circuit, taking her message to seminars throughout the country and securing major league clients like Hershey, Corning, Pitney Bowes, IBM and the

Please see **SPEAKING**, PAGE B3

## Authenticate your style

According to Ivy Naistadt, authenticity is what listeners respond to most from a speaker. Here's four exercises to help hone an authentic style:

**1. Discover and Acknowledge** — Make a list of the worst things that could happen when it's time to speak in front of people. Make a note of how each one makes you feel, then attempt to uncover the underlying issue behind it.

**2. Release** — If you find yourself truly anxious in the time leading up to a speaking engagement, approach the problem from emotional, physical and spiritual perspectives, not just a practical one, in order to achieve a total and sustained solution. For instance, take a piece of paper and write about how you feel about the recollection of that past experience that's causing the stress. Be as specific as possible.

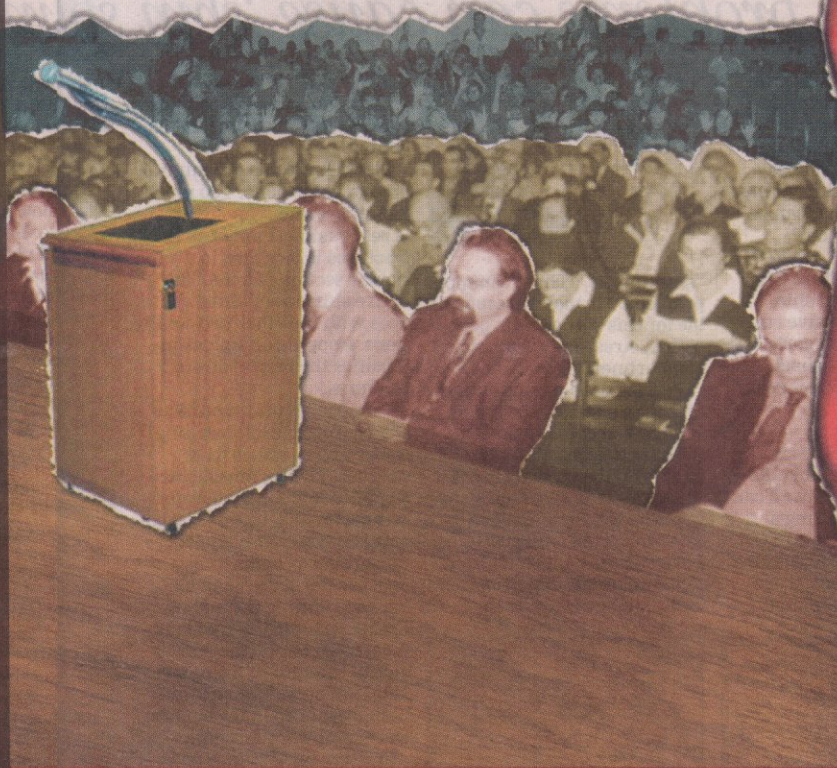
**3. Reframe** — Go back to your list of feared outcomes and reframe them from a negative to a positive. Keep them performance-related. For instance, instead of saying, "I don't want to lose my place," say, "I want to look confident and poised."

**4. Visualize and Make Real** — If you want a positive experience, visualize it first, in a quiet, distraction-free area. Imagine the situation you fear and begin to see it working out in your favor, even so far as to let yourself hear the applause after the speech. Think of the energy and excitement you'll get from the experience, and reassure yourself you can replicate it.

## The six deadly fears

Ivy Naistadt's "Six Dreadful Fears" on why people fear public speaking:

1. Fear of criticism or being judged negatively
2. Fear of forgetting
3. Fear of embarrassment or humiliation
4. Fear of failure (or success)
5. Fear of the unknown
6. Fear of bad past experiences (emotional)



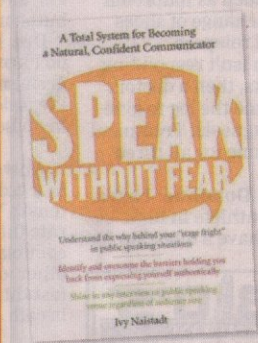
## Last-minute tips

Eight last-minute steps to consider before delivering a speech, according to Ivy Naistadt:

1. **Develop a warm-up routine** — Exercise, meditate, talking out loud, whatever gets you in the right frame of mind.
2. **Watch what you eat** — Avoid caffeine, eating a big meal, sugary foods, dairy and alcohol. Go with foods high in protein, which keeps your blood sugar even and your energy high.

3. **Dress appropriately and comfortably** — Physical discomfort contributes to anxiety.
4. **Leave personal baggage at the door** — If you're teed off about something, no one but you will know why or care. All your audience will notice is your negativity, and that's not the right foot to get off on.
5. **Keep it light — and keep it going** — You're human and the audience is rooting for you. If you make a mistake, and handle the situation well, the audience will sympathize.

6. **Be prepared to solve on-the-spot tech problems** — Be sure to bring extra computer equipment (i.e. extra long AC extension cords to reach distant electrical outlets) to address any unexpected obstacles.
7. **Have a backup plan** — In the event your computer crashes or there's a glitch, provide handouts.
8. **Add professional touches that build confidence and enhance credibility** — Come equipped with the professional touches that make you look and feel confident, enhance your credibility and ensure your success.



# SPEAKING: *Coach has tips for avoiding dread and anxiety*

FROM B1

New York Times.

Ms. Naistadt believes anyone can benefit from the advice found within "Speak Without Fear." After all, whether it's making a wedding toast, speaking to your local American Legion post or addressing your kid's class at career day, most of us will engage in some form of public speaking at one point or other in our lives.

"You name it, you're going to have to do it at some point," said Ms. Naistadt. "The truth is, it's very difficult for a lot of people."

The key to curing one's public speaking phobia, as far as Ms. Naistadt is concerned, starts with figuring out why those fears exist to begin with.

"If you can't identify the problem, you can't come up with a solution," she said.

## Unknown fears

According to Ms. Naistadt, most people fear public speaking on some deep emotional level, yet "underneath the surface, we don't know they exist." More than likely, it stems from a bad past experience.

For instance, maybe in high school you were in a play and forgot your lines. It might have only been for a minute, but the damage was done.

"A minute can be an eternity," Ms. Naistadt said. "I hear about them all the time. 'What do you worry about most happening? Going blank.' Now we can deal with it. I'm looking for the cause of it. If it's an emotional prob-

lem, the key is identifying it, doing some work and addressing that negative history."

Rest assured, Ms. Naistadt said, just about everyone — herself included — experiences some type of "stage fright" before giving a speech. In the book, she's come up with four distinct nervous types:

1. The Avoider — Those that are terrified by "the mere thought of speaking." Avoiders have shunned public speaking their entire life, and thus "don't have the skills because they've never done it," Ms. Naistadt said.

2. The Anticipator — "That's someone who gets nervous as soon as an event is scheduled. They're going to worry right up until the last minute," she said.

3. The Improviser — "They like to be spontaneous. They're just going to wing it," without bothering to organize their thoughts, she said.

4. The Adrenalizer — "They generally like it. They're like an athlete. They get nervous close to the event."

Once the root of your fear is discovered, you can then go about improving your public speaking skills on a technical level, Ms. Naistadt said.

The big thing here is "authenticity," said Ms. Naistadt, who offered the same advice to President Bush in a New York Times story last year on the president's unique speaking style. Listeners respond to genuineness, she said, so it's crucial to manage your physical energy and get to the heart of your personality.

A sense of humor helps, too. Even if you can't tell a joke to

save your life, a few humorous personal anecdotes are a great way to ingratiate yourself to your audience, Ms. Naistadt said.

"Humanize the subject. Give it a lightness of being," she said. "The speech might be heavy, but try to keep it light."

## Pick a person

Ms. Naistadt also suggests finding the person farthest away in the room and speaking to them directly, which forces you to both concentrate and project your voice.

"Some people speak too softly. They come across as meek or timid," she said. "Coming across as unsure of yourself is not the image you want to project."

Breathing techniques are also helpful, both for projecting and relaxing. "Find that source of tension, and breathe into it," Ms. Naistadt said. "You need to breathe to think."

And be sure to set aside all the baggage in your life to concentrate entirely on the task at hand. You may be feeling glum, but your audience has no interest sharing in your pain.

"When I'm flying, I don't want to know my pilot's having a bad day," Ms. Naistadt said. "If you're in the right mode, all you have to do is show up and be glad you're there."

While the words "glad" and "public speaking" may seem highly incongruous to you, Ms. Naistadt insists it's something all of us are capable of with the proper guidance.

"My true belief is anyone can be a good speaker," she said. "It's normal if you don't know how to do it. Here's what it is. Let's take the mystery out of it."

"Pretty soon, if you make a commitment to being as good a speaker as can be, opportunities in your life open up."

## Contact the writer:

[jmcauliffe@timeshamrock.com](mailto:jmcauliffe@timeshamrock.com)