



danibu update

Winter 2019 - update #13

The Adrenaline issue

When did *you* have an adrenaline rush for the last time? Whilst running a marathon? Racing a Formula 1 car (OK, well, the simulation of it ...)? Or during a nocturnal snake-and-spider spotting through the Amazon rainforest (I did...)? Or before on-stage speech you had to deliver to a 200+ audience?

The latter is the perfect example that you don't have to be a skydiver or another type of thrill-seeker to be hooked on the rush that comes from a little stress. Working in communication is *Everyday Sensation-Seeking!* Our body's vital defense mechanisms (can) come in handy when managing large events, interviewing executives for a corporate magazine, keeping a tight campaign deadline or experiencing the fight-or-flight syndrome, sweaty palms and beating heart when out there in the spotlights.

While not every hormonal threat response can be cured, this danibu issue #13 can at least re-define hyperactivity in communication as a good thing and leave you with a couple of speaking tips and comforting escapes. Enjoy reading!



The 7-step blueprint to handle stage adrenaline



Public speaking *is* uncomfortable to most of us. Comedian-actor [Jerry Seinfeld](#) once hit the nail on the head: “People’s number 1 fear is public speaking. Number 2 is death!”

The only way to tackle speaking nervousness is to practice it. Here are 7 golden nuggets to fight stage fright - and a great movie [here](#) that summarizes it all:

1. Start

Whenever someone presents you with the opportunity of speaking - take it!

2. Start small

Take a mic and share some thoughts with a small audience in an intimate setting.

3. Practice, practice – and... practice!

Remember the 4 Ps: *Preparation Prevents Poor Performance*. You need to live your talk so you don’t worry about the speed you are speaking at, the hand gestures you make, missing a key bit of information or whether something technical in your presentation doesn’t work. Have your core content committed to memory, so you can go off the beaten path and improvise. Start practicing today – and what felt scary will feel normal.

4. Rehearse

Road test your presentation before sharing it. You’ve put hard work into creating your piece, so don’t make the mistake of presenting it cold. Share it with people (ideally not from your field), speaking out loud so as to time it right and to crystalize what’s clear or missing. Rehearse, wearing the outfit you’ll be wearing. Hire someone to film your actual speech, so you can look at yourself in action and/or use the clip as a marketing tool.

5. Get psyched up

Get mentally ready. Use music. Listen to your favorite song. Feel the adrenaline release and get positively pumped up for your speech.

6. Power pose

Physicality changes your mind and how you feel. Try lifting your hands in the

air for 3 minutes - as if you've won a Formula 1 race – and you'll immediately feel more confident.

7. Go for it!

Writing out your speech? Using Notes? Improvised talk? Know your core ideas by heart and use notes as mental cliffhangers in case you get lost. Never just read your full script, without making eye contact. Having trouble connecting with large audiences? Simply engage one person at a time. Have a 'mini conversation' with each person as you look about the room. This helps you focus on your message. If you try to see the entire room it creates a surreal experience of speaking to no one.

So, go up there, show your passion, use stories to illustrate the point you're making and interact (“Hands up if...”). Ultimately, it's about **bringing your personality to the talk** and being yourself. That's what makes it unique.

First aid to survive the stage apocalypse



Nerves are nasty little critters – no matter how prepared you are for your speech. A bit of adrenaline is ok, but crippling fear doesn't help. Here a [song](#) and 3 survival tips to help you mentally prepare before going on stage:

1. Breathe or escape backstage to do push-ups, while you're waiting to be called up. Burning your excessive adrenaline will make you return calm and confident.
2. Drink and eat. Drink 300 ml water 3 minutes before you go on stage. This is just the right amount to keep your throat smooth, your body hydrated and your bladder level low (who would want to have to go pee halfway their speech ...). Eat 1 banana just before your performance to avoid that the only thing your audience remembers is your empty stomach rumbling through the mic.
3. Have a plan B: "While they sort out the technical hiccups, let me share with you a conversation I just had with the taxi driver on my way from the airport ... So, this is actually great. We have a couple of extra minutes. Give me a show of hands: How many of you have This gives me the chance to mention to you..."

What's up in the danibu community?



Berlin | GER

I was the event moderator for Quadriga's HR Employer Branding Conference in Berlin last week. Moderating events are always a great presentation muscle-up. I love doing it!

Photo: Jana Legler

Frankfurt area | GER

danibu was invited to the 20-year anniversary of one of its partners: VPS Media. Founded as a film production company in 1999, VPS Media is now a multimedia agency offering a wide range of services. They do a fantastic job, and a variety of happy international clients agree. What a great opportunity to see old friends and meet new folks for the danibu network, letting creativity run free and enjoying an excellent **entertainment nite out**.

Amsterdam | NL

danibu was invited to a tour around an undisputed icon: The **Greenpeace Rainbow Warrior**. Synonymous with adrenaline shots, breaking boundaries and

fearless campaigning, the famous Greenpeace ship has been patrolling the world's oceans since 2011. Combined with presentations by Greenpeace senior staff members, this was a unique way to showcase 'real-life examples' of the Greenpeace communications strategy, narrative, and messaging to team members, donators and supporters.



Haarlem | NL

Due to demand, there's one additional danibu communication & presentation training this year: **Friday, 13 December 2019**. It's a full-day, intense workshop that turns participants into pitch-perfect communicators and presenters. You'll spend 8 hours with international managers from across industries. The workshop is highly interactive (adrenaline rush guaranteed). Participants will practice their '60 second pitch' and generally don't believe how powerful this exercise can be until they see a video of themselves - which is why video is included in the **danibu training courses**.

Unless you're superstitious, don't miss this training: **Friday, 13 December 2019, 09:30 am – 17:30 pm, Crown Business Center Haarlem.**

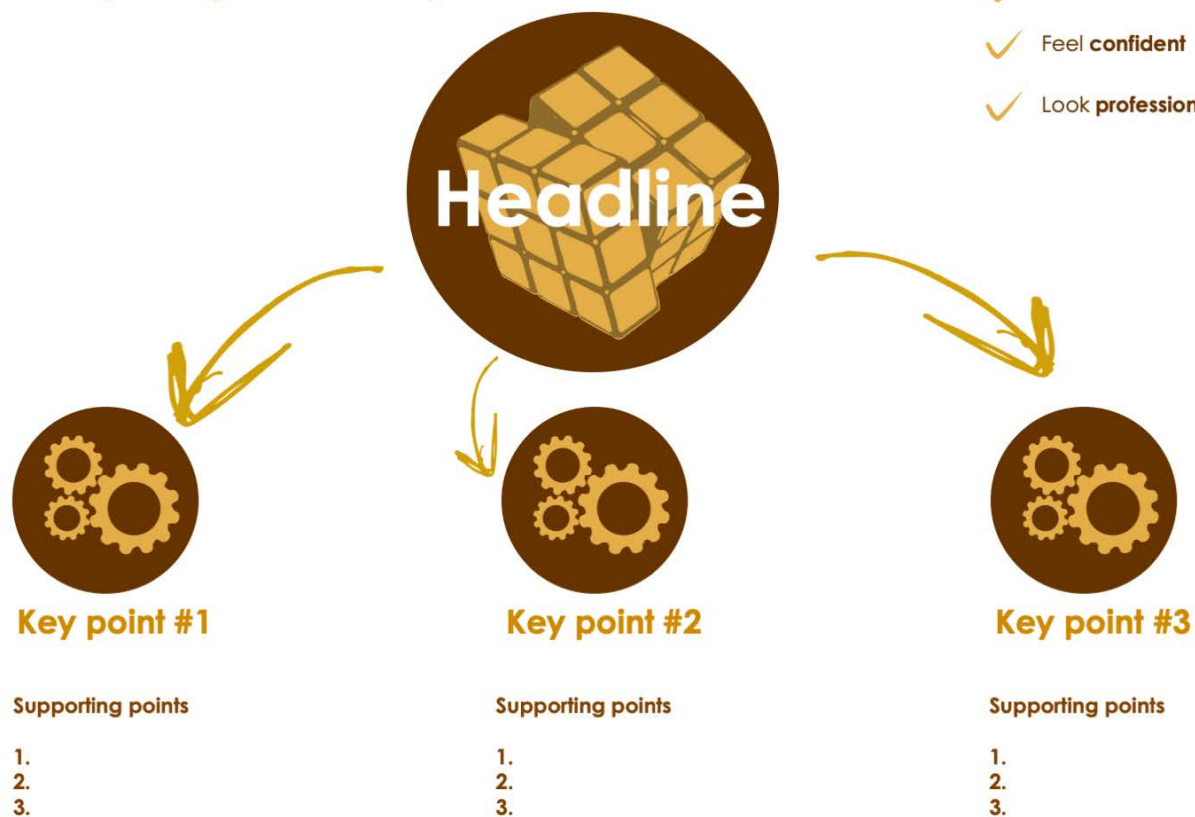


Did you know? Speech Map



Build your speech map

- ✓ Make life a little **simpler**
- ✓ Feel **confident**
- ✓ Look **professional**



You have a looming speech ahead and no idea where to begin. Commencing work on a new presentation usually means lots of ideas spinning in your head

and not knowing how to sort them.

I use a speech map. It's a simple mind map (yes, really drawn on a physical piece of paper), on which I outline my talk. The speech map (or speech diagram) shows your ideas linked to and arranged radially around your central key topic. Drawing the map makes your ideas graphic, prioritizes your thoughts and shows connections between information. So, basically, you 'sort your brain'.

Here is the [danibu speech map template](#) you can use for the preparation of your next public speech. Simply edit it by changing and including the topics that you are going to deliver:

1. Crystallize the subject of attention in a central theme: This is your headline
2. The main key points of your headline radiate as branches. Ideally, stick to 3 overarching key points ('the power of 3')
3. Add another level of 3 supporting points (details) to your key points

Elvis



Even the King of Rock'n'Roll, Elvis Presley, regularly got the jitters the morning before a concert. “I go through it every show... It’s a new crowd out there, it’s a new audience, and they haven’t seen us before. So, it’s got to be like the first time we go on.”

Whether the genius of Elvis stems from this uneasiness or whether his sensational hip swings resulted from his adrenaline dumps - we will never know...



danibu is the communication consultancy and creative production company that gets everybody in step with one another. danibu partners with clients across industries and markets to improve communication footprints and to create unique work for leading businesses and brands.

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