

PREPARE: Content and Self * KEY: You are a content expert.

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FOCUS:

- CONTENT
- SELF

○ AUDIENCE

- Eye connection
- Surround sound
- Two-way conversation

- Connection
- Climate
- Invitation
- Importance
- Persuasion
- IMPACT

FOCUS: Audience * KEY: Set their expectations.

PREPARE: Content and Self

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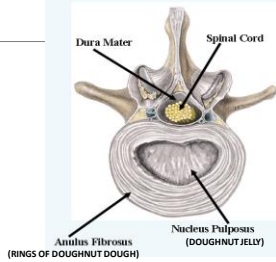
High Impact Illustration



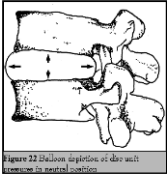
SPINAL COLUMN AND DISCS



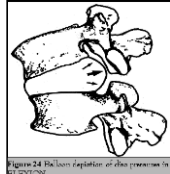
MICRO SNAPSHOT OF DISC



MICRO SNAPSHOT OF DISC MECHANICS



Disc Depiction
Neutral Spine



Disc Depiction
Forward Bent Spine

DISC MECHANICS

BEND FORWARD: 3500-5000x/day
 BEND BACKWARDS: Only by choice
 IMPERATIVE: Balance Compressive Forces

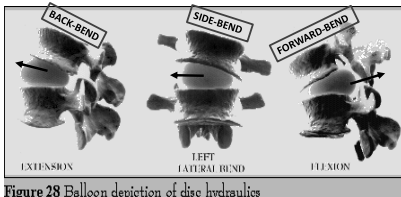


Figure 28 Balloon depiction of disc hydraulics

RELEASE TENSION:

- SHOULDERS
- LEGS AND ARMS
- ENTIRE BODY

Go-To Releasers
Sighs, Flicks and The Shake

OPEN UP:

- POSTURE
- STANCE

- Credibility
- Approachability
- Clarity
- Interpretation
- Conversational Ease
- Persuasion
- IMPACT

RELAX.

FOCUS: Audience

PREPARE: Content and Self



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PAUSE and BREATHE:

- EXPANSIVE
- PATIENT

Go-To Breaths
4/6 Count and Hiss Breath

- Pace
- Concision
- Flow
- Audience comfort
- IMPACT

RELAX. BREATHE.

FOCUS: Audience

PREPARE: Content and Self

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COMMAND:

- DEEP
- LOW
- EXPANSIVE

"Lose your breath; lose your voice"
 Kate Peters

- Projection
- Power
- Credibility
- Influence
- **IMPACT**

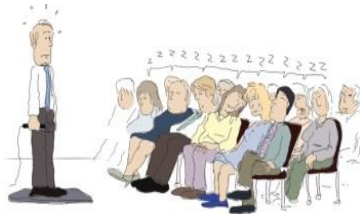
RELAX.BREATHE.COMMAND.

FOCUS: Audience

PREPARE: Content and Self

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INFUSE EXPRESSION:

- VOCAL
 - Inflection, tone, variance
- FACIAL
 - Emotion, essence
- PHSYICAL
 - Create the look

- Conviction
- Meaning
- Significance
- Dynamism
- Believability
- **IMPACT**

RELAX.BREATHE.COMMAND.INFUSE.

FOCUS: Audience

PREPARE: Content and Self

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