

# 3 REASONS WHY PICTURING THEM IN THEIR UNDERWEAR WON'T HELP YOU GIVE A SPEECH

(AND WHAT TO DO ABOUT IT)

WHAT WILL THEY THINK?

WHERE DO I START?

WHY DID THEY ASK ME?

WHAT WILL I SAY?





**“ PICTURE THE  
AUDIENCE IN  
THEIR  
UNDERWEAR . ”**

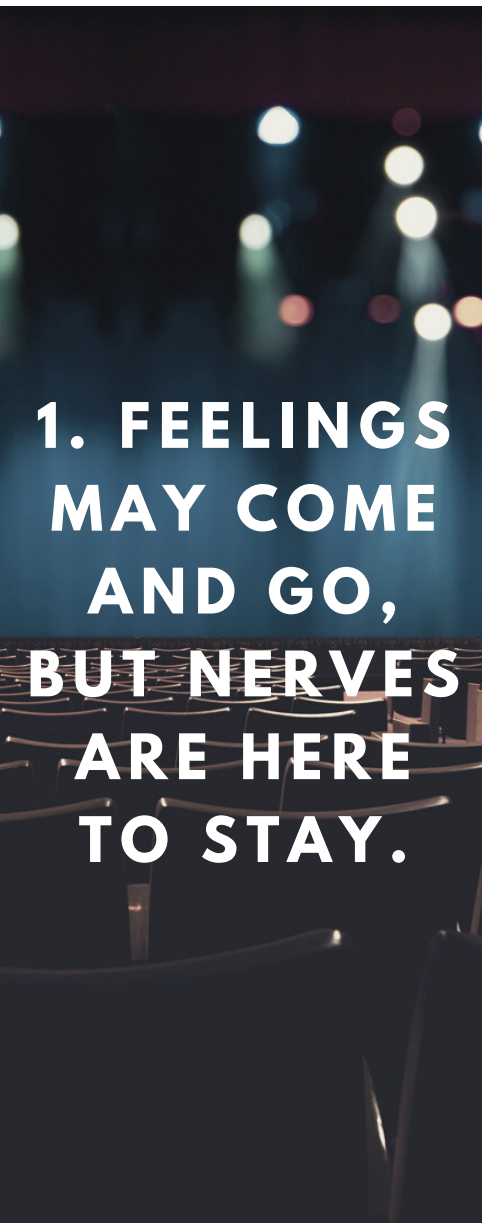
## **HAVE YOU EVER BEEN NERVOUS BEFORE GIVING A SPEECH?**

Caring friends are all too willing to pitch in their “expert advice.” “Imagine you are in a different setting. Go to your happy place.” Or, “Focus on just one smiling face the entire time. You can focus on me.” Or my favorite, “Picture the audience in their underwear.”

I’ve delivered hundreds, and maybe thousands, of speeches as a pastor over the last couple of decades. Memorial services. Youth camps. Sunday morning church. Weddings. Team meetings. Fundraising events. The whole enchilada.

Even with so much experience, guess what? I get nervous too. Sometimes curled up on the couch of my office in the fetal position praying the end of the world would come before I had to give the speech. Are there ways to get through a speech and not feel like you’re going to die? Of course. But let’s first tackle why picturing them in their underwear is not at the top of the list.





# 1. FEELINGS MAY COME AND GO, BUT NERVES ARE HERE TO STAY.

## **Let's be honest.**

We get nervous when things matter. When I proposed to my wife, there was no amount of preparation big enough to take away my nerves. This is actually a thing. Speech anxiety has an official name: GLOSSOPHOBIA. It can happen with a large crowd just as easily as a few people. Not only is there the internal warfare taking place, our bodies are telling us they are stressed through external symptoms like: dry mouth, weak voice, shaking, sweating, blushing or getting hives, and an increased heart rate. Isn't that a nice list?

## **Knowing why you struggle with speech anxiety is the beginning of helping you out of this predicament.**

When it comes to our own issues, there is a wide spectrum at play. Self-consciousness, failed past attempts, lack of confidence, lack of preparation, comparison, and the grandeur of the moment are all potential contributing factors.

No matter what, nerves are here to stay, but don't ignore them. If you pay attention to your nerves, they will tell you why they are there. But it takes intentional work. And picturing them in their underwear isn't going to help.

**“ONE OF THE  
GREATEST  
DISCOVERIES A MAN  
MAKES, ONE OF HIS  
GREAT SURPRISES, IS  
TO FIND HE CAN DO  
WHAT HE WAS  
AFRAID HE  
COULDN'T DO.”**

**- HENRY FORD**



## 2. PEOPLE ARE WATCHING AND YOUR WORDS MATTER.

If only we could give our speeches from a cave. (Hey, wait! Is this a possibility?) Even in this new “Covid Culture” of Zooming our way through the day, speaking up to a crowd of other people sitting there to watch you can feel intimidating.

Sometimes it isn't even the number of people who you are in front of. It might just be the actual people who are there. For example, would you rather give a speech on how to use an iPhone to a class of preschoolers or the design team at Apple? Would you rather give a speech to a bunch of newlyweds on how to love your spouse well, or give the same speech in front of your wife and in-laws? The audience matters, and I guarantee you if your in-laws are in the crowd, you aren't imagining them in their underwear.



**“FEAR MAKES STRANGERS OF PEOPLE WHO WOULD BE FRIENDS.” — SHIRLEY MACLAINE**

Not only are these important people sitting in the crowd, but what you have to say is significant. This is not a Coke vs. Pepsi moment where you simply give your opinion about something. If you have been asked to give a speech, chances are you have been asked to say something significant at a significant moment in front of significant people.

**You don't want to mess this up.**



# 3. YOU DON'T NEED DISTRACTIONS. YOU NEED FOCUS.



## **It's hard enough just having to give the speech.**

Don't give me something else to focus on. What if you actually followed this "sage wisdom" of imagining the audience in their underwear? I'm not sure I could do anything with any level of seriousness.

When you have something to say, something you've thought about deeply and poured your heart into, you don't want to be on stage wondering boxers or briefs.

- You want to know where you are going with the speech.
- You want to be connected to the words you are saying.
- You want to provoke thought and emotion.

**IT TAKES FOCUS TO BE  
EFFECTIVE.**

**YOU DON'T HAVE TO DO  
THIS ON YOUR OWN.**



**“OUR DEEPEST FEAR IS  
NOT THAT WE ARE  
INADEQUATE.  
OUR DEEPEST FEAR IS  
THAT WE ARE POWERFUL  
BEYOND MEASURE.”**

**— MARIANNE WILLIAMSON**



So how do you give a memorable speech that lives up to the moment, while keeping your glossophobia in check? Having a plan helps. Here's what a plan looks like. Three easy steps to your perfect speech.

## 1. Tell us about the speech you have to give.

What is the special occasion? It could be celebrating your best friend's wedding or mourning the loss of someone you loved. Whatever the moment, we can help.

## 2. We help you write your perfect speech.

What is it you will say? When you are asked to speak it is because the relationship is important and a story is to be told. We bring clarity to help write your story.

## 3. You give the speech you've always wanted!

Don't be satisfied with it just being over. What if you could use the right words and speak them with the conviction of your heart? It is possible. You will do it!

Our services extend from a **strategy session** to a **writing session** to a **coaching session**. We are here to help. (Of course, we can't give the speech for you!)

**FOR FURTHER INFORMATION ON OUR OFFERINGS AND TO SCHEDULE A CALL, CLICK THE MICROPHONE BELOW!**

