



Work book for the Anthony Lindan's  
Peace of Mind Public Speaking Program



## Thank You

Thank you for investing in yourself and purchasing my Peace of Mind Public Speaking program.

I hope you enjoy the information I'll be sharing and I am confident that it will help you become a more confident, passionate, enthusiastic and persuasive public speaker.

My Peace of Mind Public Speaking program is specifically designed to help business and corporate professionals develop peace of mind with public speaking so they can present any information to any audience with confidence, poise and enthusiasm.

This program is not about Band-Aid tips and tricks to fix after-the-fact problems. It's not a bunch of hard to remember rules about eye contact and gestures or formulas about structuring the content of your speech.

The Peace of Mind approach is all about changing the way you see public speaking by acknowledging and defusing the destructive fear, anxiety and stress triggers that keep you in a fear-based mindset. It provides practical and proven tools to help develop a positive and empowering Peace of Mind Approach that strengthens your inherent skills and confidence and enables the real you – your genuine and authentic self – to naturally shine.



If you have any questions, comments or suggestions, please email me at [info@peaceofmindpublicspeaking.com](mailto:info@peaceofmindpublicspeaking.com)

Thank you.

Anthony Lindan



## Module 1 – Overview

### Program Outline

- Module 1 - Overview of the *Peace of Mind Public Program* - 17:30
- Module 2 - The 4 Secrets to creating peace of mind – 18:08
- Module 3 - Defusing fear-based thinking – 23:13
- Module 4 – Confidence – 35:56
- Module 5 – Engagement – 24:47
- Module 6 – The Thumbs Up System – Preparation – 29:56
- Module 7 – The Thumbs Up System – Execution – 30:54

### What is peace of mind?

When we have peace mind:

- We are calm and relaxed and have little or no worries, stress or anxiety
- We understand the situation/environment and know what we have to do
- We are confident that we can handle the situation and do what we need to do

At first glance you may think that peace of mind is having confidence. While confidence is an extremely important part of having peace of mind it is just one part of the equation.

Peace of mind is a broader perspective and encompasses how we see ourselves and how we feel about ourselves.

Confidence is the result of seeing ourselves as competent, capable and worthy of success.

In terms of public speaking, peace of mind is achieving the self-confidence, self-trust and self-respect to be able to present any information to any audience at any time.

### Peace of Mind Development Exercise

What's your perspective? How do you see public speaking?

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## Module 1 – Overview

### Peace of Mind Development Exercise

How is your attitude impacting your ability to be an effective public speaker?

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What are three things you can do now to reinforce a more positive perspective?

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2. \_\_\_\_\_

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## Module 2 - The 4 Secrets To Creating Peace of Mind

The single biggest thing you can do to improve your public speaking results is change your attitude and adopt a positive empowering perspective.

These four attitude altering secrets will help you do exactly that.

### **Secret #1 – It's a conversation NOT a presentation**

- This secret is about changing the way you see public speaking.
- Seeing public speaking as a conversation instead of a presentation helps you shift your focus from the delivery process to your message.
- Peace of mind is enhanced by reducing the pressure and anxiety surrounding the delivery process.

### **Secret #2 – You're a communicator NOT a presenter**

- This secret is about changing how you see yourself in the public speaking process.
- Seeing yourself as a communicator focuses your perspective on how the message will be received by the audience.

### **Secret #3 – It's about connection NOT Perfection**

- This secret is all about focusing your presentation energies on connecting with your audience instead of worrying about making mistakes.
- The most immediate benefit being the reduction of stress and pressure by changing our focus away from making a perfect or mistake-free presentation.
- The peace of mind comes from the acceptance of things we cannot control and focusing on the things we can.

### **Secret #4 – Express NOT impress**

- This secret is about focusing on expressing your message and not trying to impress your audience.
- This secret helps us remain clear about our intention by keeping us focused on the needs of audience instead of your own.
- This helps you achieve peace of mind in the following ways:
- First it helps reduce the stress and pressure of trying to impress your audience – something you can't control.
- Second, helps you focus on what you can control, delivering the best possible message.
- Third it helps you leave a strong and positive lasting impression with your audience.



## Module 2 - The 4 Secrets To Creating Peace of Mind

### Peace of Mind Development Exercise

How will applying *Secret #1 – It's a conversation NOT a presentation* change the way you think, feel and act?

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How will applying *Secret #2 – You're a communicator NOT a presenter* change the way you think, feel and act?

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How will applying *Secret #3 – It's about connection NOT Perfection* change the way you think, feel and act?

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## Module 2 - The 4 Secrets To Creating Peace of Mind

### Peace of Mind Development Exercise

How will applying *Secret #4 – Express NOT impress* change the way you think, feel and act?

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## Module 3 - Defusing Fear-Based Thinking

Fear based thinking is focusing on what can go wrong during a speech or presentation.

It's more than an awareness of potential problems. It's fixating on the negative and assuming the worst.

For example, we worry that our speech or presentation won't be well received. We worry that we'll make mistakes. We worry that the audience won't like us. We worry that the audience won't care about our message.

Fear based thinking is particularly destructive because it creates self-doubt, stress and anxiety that clouds our perception and negatively impacts how we see ourselves and how we approach the task of public speaking.

The double whammy is that by focusing on what can go wrong we are actually setting ourselves up for failure because we judge our success against trying to eliminate negative factors outside of our control. And the failure we experience justifies and re-enforces the fear-based thinking.

A simple 3 step process to defuse a fear:

Step 1 – Acknowledge it – acknowledge that the fear is real and legitimate for you

Step 2 – Understand it - take ownership and understand why this fear impacts you – why it pushes your buttons

Step 3 – Take Action – choose how you are going to respond to it.

Fear number one - Failure – My speech or presentation will bomb and people will think that I really screwed up or dropped the ball

Fear number two - Making a mistake, for example flubbing, going blank or forgetting what to say, mispronouncing a word, etc.

Fear number three - Looking stupid, incompetent or unprofessional and people will think I don't know what I'm talking about





## Module 3 - Defusing Fear-Based Thinking

### Peace of Mind Development Exercise

What are your three biggest fears about public speaking?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Apply the defusing three step process to each fear.

**Fear One:** \_\_\_\_\_

Step 1: Acknowledge it - Why is this fear real and legitimate for you?

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Step 2: Understand it - Why does this fear impact you?

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Step 3: Take Action – How do you choose to respond to it?

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## Module 3 - Defusing Fear-Based Thinking

### Peace of Mind Development Exercise

**Fear Two:** \_\_\_\_\_

Step 1: Acknowledge it - Why is this fear real and legitimate for you?

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Step 2: Understand it – Why does this fear impact you?

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Step 3: Take Action – How do you choose to respond to it?

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## Module 3 - Defusing Fear-Based Thinking

### Peace of Mind Development Exercise

Fear Three: \_\_\_\_\_

Step 1: Acknowledge it - Why is this fear real and legitimate for you?

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Step 2: Understand it – Why does this fear impact you?

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Step 3: Take Action – How do you choose to respond to it

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## Module 4 – Confidence

Confidence is a self-assessment, based on our perception and experience, of how we feel about our ability to successfully complete a task.

Ability is the application of knowledge, skills and attitude that translates into execution - a physical action to achieve a result.

The confidence, or lack of confidence, you project demonstrates your passion, conviction, enthusiasm.

Audiences intuitively pick up on these cues and use this information to determine the extent to which they will like you, believe you and trust you.

The confidence you project tells the audience three very important things:

1. How you feel about yourself – your knowledge, experience and expertise
2. Your belief and commitment in your message
3. How you feel about the audience

Because confidence is a reflection of how we feel about ourselves, we are always projecting confidence cues. Confidence is not something that you can turn off and on. It is always on.

Everything about us and everything we say and do is a confidence cue. Every moment that we are awake and conscious we are projecting how confident we feel.

There are two types of confidence cues:

1. Dynamic cues – these can change while you are public speaking – your attitude, demeanor, posture, eyes, voice and tonal quality, vocabulary, emotions and energy
2. Static cues – don't change while public speaking - Your physical appearance - your grooming, wardrobe, hair style, shoes, jewellery (make up for women) all reveal how you feel about yourself.

It's impossible to be aware of all these cues and try to manage them in real time.

If you develop a sense of peace of mind and genuinely feel confident – that is you feel good about yourself and your message - you don't need to think about or worry about these cues. Your cues will naturally reflect your confidence.



## Module 4 – Confidence

There are three things that can challenge your confidence

1. Surprises - last minute and real time
2. Audience issues – people that make you feel uncomfortable
3. High stake situations – increased pressure to succeed or not fail

### **Confidence Builder Number One – Self-Awareness**

You need to be in touch with yourself and understand your thoughts and feelings. Probe past the obvious and truly understand why you think and feel the way you do. As you become more self-aware you can identify opportunities for change and improvement.

The key is to understand and appreciate what makes you feel good and bad about yourself. It's about taking responsibility for your feelings and managing, minimizing or eliminating the things that make you feel bad. It's about being accountable to yourself and empowering yourself to change what you don't like.

### **Confidence Builder Number Two – Commitment To Personal and Professional Development**

This is an ongoing commitment to regularly assess and improve your knowledge, skills and attitude. A commitment to personal and professional development keeps us current and relevant and helps us maintain our passion and enthusiasm. The process of continuous learning, besides being inspiring, helps keep us honest and genuine.

### **Confidence Builder Number Three – Believe In Your Message**

The most critical task in public speaking is having confidence in yourself (Confidence Builders Number One & Two) and confidence in your message. This is important because having a strong belief in your message enhances confidence while weak belief erodes it. If you don't believe in your message neither will the audience.

Believing in your message means being 100% committed, passionate and enthusiastic about the message. When we try to communicate a message that we don't believe 100% in, that we're not 100% committed to, and not 100% passionate and enthusiastic about it – it creates internal conflict. And this internal conflict impacts our ability to connect and with and engage our audience. This in turn can lead the audience to question our believability and credibility.

There are three aspects of the message you need to believe in – its merit, value and benefit.



## Module 4 - Confidence

### Peace of Mind Development Exercise

What are three things you can do now to improve how you feel about your knowledge, skills and attitude?

Knowledge:

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Sills:

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Attitude:

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## Module 4 - Confidence

### Peace of Mind Development Exercise

What are three things you can do now to better deal with these confidence challenges?

Surprises:

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Audience Issues:

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High Stress Situations:

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## Module 4 - Confidence

### Peace of Mind Development Exercise

What are three things you can do now to better develop these confidence builders?

Improve self-awareness:

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Improve personal & professional development:

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Believe in your message:

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## Module 5 – Engagement

Engagement is constantly giving your audience a reason to pay attention and be interested in your speech or presentation. It's establishing a connection with your audience and developing a relationship which encourages them to become an involved and invested participant not just a static observer.

There are three benefits to engaging your audience:

1. The audience will give you their time, attention and focus.
2. They will be more open to receive and consider your message.
3. They are more likely to become invested participants in your presentation

The new rules of engagement for internet savvy audiences:

Rule 1 - You must be personally engaging.

You must be perceived by your audience as being:

- Knowledgeable
- Confident
- Prepared and organized
- Authentic, genuine and sincere

Rule 2 - Your presentation style must be engaging

Audiences want to see that the speaker is present in the moment and is energetic and enthusiastic about speaking to them.

An engaging presentation style is fuelled by the stage presence we project to our audience. The audience takes its cue from the speaker. We literally set the stage and establish our stage presence by demonstrating the 3 P's through our actions and attitude.

The 3 P's

- Professional
- Purposeful
- Personable

Rule 3 - Your message must be engaging

Your message must be two things:

1. Relevant, meaningful and valuable
2. Provide new information or a unique perspective



## Module 5 – Engagement

Your message quality – its relevance, meaning and value – is the foundation for engagement. The simple truth of the matter is that your audience will tune out if they feel your message doesn't touch them or benefit them.

Constructing an engaging message is a three step process:

1. Understand who your audience is and what their needs are
2. Understand how your message will benefit them
3. Tailor your message to the audience - making it all about them

### Engagement Tips

Less is more. Keep things concise and focused. Often the simplest, most straight forward route is the most effective. If you can make a point in two minutes instead of taking five, do so.

More isn't better. Better is better. Forget about trying to baffle and impress your audience with bells and whistles – rather focus on presenting your message as powerfully and compelling as possible.

Here a few examples of some engagement tools you can incorporate into your speech or presentation.

- Tell a humorous real life story that illustrates a point – much better than a random joke
- Explain a challenge you faced and how you overcame it
- Make fun of yourself – show that you don't take yourself too seriously
- Share a personal or family experience that helps illustrate a point

These strategies are so engaging because they are authentic and genuine.

Audiences are touched by the experience, appreciate the insight and enjoy getting to know you a little better.

This approach also helps make you a more relaxed and effective communicator because you are not talking about abstract information. You are sharing personal details that you have experienced.



## Module 5 – Engagement

### Peace of Mind Development Exercises

What are three things you can do now to be more personally engaging?

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## Module 5 – Engagement

### Peace of Mind Development Exercises

What are three things you can do now to make your presentation style more engaging?

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## Module 5 – Engagement

### Peace of Mind Development Exercises

What are three things you can do now to make your message more engaging?

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## Introduction to Anthony Lindan's Thumbs Up System



The Thumbs Up System is an easy-to-use system that helps you remember and implement a series of checklists because each item of information is linked to one of your fingers.

'Preparation' is associated with the left hand and 'execution' is associated with the right hand.

Here's how you use the Thumbs Up system.

**Little Finger** - Recall and think about the information linked to the little finger and then curl in your little finger.

**Third Finger** - Recall and think about the information linked to the third (ring) finger and then curl in your third finger.

**Middle Finger** – Recall and think about the information linked to the middle finger and then curl in your middle finger.

**Index Finger** – Recall and think about the information linked to the index finger and then curl in your index finger.

**Thumb** – Recall and think about the information linked to the thumb and then extend your thumb.

You are now in the 'Thumbs Up' position having thought about each component of the checklist.

## Module 6 - Preparation – The Thumbs Up System - Left Hand

YOMAS – is your keyword to remember



Left Hand

**Y – You** - little finger

- Feel good and look good
- Mental state - checklist
- Physical well-being – checklist

**O – Objective** – third finger

- Why are you speaking to this audience?
- What is your communications objective or goal?
- What do you want to accomplish with your presentation?
- What action do you want your audience to take

**M – Message** – middle finger

- What is your message?
- Is message tailored for the audience?
- Do you believe in your message?
- Can you articulate your message with passion and enthusiasm?

**A – Audience** – index finger

- Who are they?
- Why are they here?
- What do they want?
- What do they need?

**S – Stage** - thumb

- Room set up
- Your presentation area
- Audience – seating arrangement
- AV – hear and see you
- Distractions – trouble shoot
- Audience comfort



## Module 6 - Preparation – The Thumbs Up System - Left Hand

### Peace of Mind Development Exercise

Preparation worksheet – identify your top three priorities for each YOMAS area.

Y – YOU (little finger)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

O – OBJECTIVE (third finger)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

M - MESSAGE (middle finger)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

A – AUDIENCE (index finger)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_





## Module 6 - Preparation – The Thumbs Up System - Left Hand

### Peace of Mind Development Exercise

S – STAGE (thumb)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## Module 7 - Execution – The Thumbs Up System - Right Hand

PEACE is your keyword to remember



Right Hand

### **P – Presence** – little finger

- How audience perceives you - sees you and feels about you.
- The 3 P's - strive to be perceived as professional, purposeful and personable.
- We demonstrate the 3 P's through our attitude and actions.

### **E – Energy** – third finger

- We are always projecting our energy (passion and enthusiasm) to the audience.
- The audience will tune into our energy and respond likewise.
- We get back what we send out. Positive gets positive. Negative gets negative.

### **A – Awareness** – middle finger

- Awareness of yourself. How you feel mentally and physically?
- Awareness of your audience – their attention and energy levels.
- Awareness of your environment – proactively look out for and mitigate distractions.

### **C – Confidence** – index finger

- How you feel about your knowledge, skills and ability.
- If you are not confident in yourself and your message neither will the audience.
- The confidence you project tells your audience:
  - How you feel about yourself
  - Your belief and commitment in your message
  - How you feel about the audience

### **E – Engage** - thumb

- Constantly giving your audience a reason to pay attention and be interested.
- Invite audience to become an involved participant not just a static observer.
- Strive be personally engaging.
- Strive to have an engaging presentation style.
- Strive to have an engaging message.



## Module 7 - Execution – The Thumbs Up System – Right Hand

### Peace of Mind Development Exercise

Preparation worksheet – identify your top three priorities for each PEACE area.

P - PRESENCE (little finger)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

E – ENRGY (third finger)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

A – AWARENESS (middle finger)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

C – CONFIDENCE (index finger)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



## Module 7 - Execution – The Thumbs Up System – Right Hand

### Peace of Mind Development Exercise

E – ENGAGE (thumb)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_



## Tying It All Together

### Peace of Mind Development Exercise

Outline three things you will now do to reaffirm your positive and empowering peace of mind attitude while you are preparing and writing your speech or presentation.

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## Tying It All Together

### Peace of Mind Development Exercise

Outline three things you will now do to reaffirm your positive and empowering peace of mind attitude while you are rehearsing your speech or presentation.

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3. \_\_\_\_\_  
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## Tying It All Together

### Peace of Mind Development Exercise

Outline three things you will now do to reaffirm your positive and empowering peace of mind attitude the day of your speech or presentation while you are focusing on the task of public speaking.

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