

End of Year Confidence



remember is that they will respond to how you feel about yourself and your subject, as you portray both at the same time. If you're nervous, it makes them uneasy. But if you're relaxed, particularly when things go wrong, they'll admire you even more for not getting fazed by the situation. Rather than distracting their minds with your uneasiness, nerves and lack of confidence, they'll be able to focus on what you're saying.

And the good news is that research shows you can persuade people in a large group more easily than persuading an individual - the more people there are, the more likely they are to comply with whatever the leader (you) is saying. That's because, in group settings, people tend to be led by the unconscious minds of the others present - and the average intelligence of the unconscious mind is that of a six year old!

Another tip is that when people are sitting there looking at you impassively, it's very easy to think they're bored or don't like you. The thing is, you have been that person in the audience. Unless the speaker really is boring and/or unlikeable, you will have sat there thinking that they are not only very likeable but also very interesting; but you're not always going to express that facially. But if someone in my audience is sitting there with a maniacally animated and gleeful look on their face, they begin to worry me. I call security!

Ψ Gearing up for those dreaded end of year presentations? Nervous about facing your audience? Sean Brickell, author of 'Don't shoot – I'm not well! Confidence for when you really need it' shares his top tips

In business, people tend to judge you on two things: character and competence. And the former invariably has more to do with how you get on than the latter. In a work environment, potential and existing clients tend to assume a certain and, one hopes, acceptable level of competence.

Your audience wants to be enlightened, energised and, ideally, entertained. The first thing to

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