

Unit One:

Presentations & Communication

“Every worthwhile accomplishment, big or small, has its stages of drudgery and triumph; a beginning, a struggle, and a victory.” - Gandhi

The ability to present is vital to achieving advancement for yourself and for your ideas. Effective presentations provide the opportunity to communicate your ideas in an organized manner. They can inform your audience about a particular subject or influence your audience to take a particular action. Few skills in life will contribute to your success as much as presentation skills, because they are integral in all other aspects.

Presenting4Success is the iSpeak course to introduce you to the science of speaking and presenting. Many may claim that in regards to presentation skills “you are either born with it or you aren’t.” This claim is not true; presenting is a skill that can be learned. Just as a sports skill like baseball can be learned, so to can the skill of effective presenting. Just as highly successful baseball athletes add their own style to the skill to create an art form, so do highly successful presenters.

Unit Objectives

- Communication Importance
- Fear of Speaking
- Record First Presentation
- Communication Factors
- Communication Funnel
- Presentation Process

Effective Communication

“The single biggest problem with communication ... is the illusion that it has been accomplished.” - George Bernard Shaw

It does not matter if you are meeting someone face-to-face or presenting in front of a large group, you have to Prepare your message, Develop it and then Deliver it. Having an effective communication process will help you develop all types of relationships, both personal and professional. The following studies are evidence that employers value the importance of effective communication and presentation skills in the workplace.

- The *Job Outlook 2009* survey conducted by the National Association of Colleges and Employers (NACE) indicates that good communication skills are the top personal quality sought by employers evaluating a job candidate. In fact, year after year, the number one skill employers look for is good communication skills: the ability to write and speak clearly.
- A survey conducted in 1986 by the Journal of Business Communication of Fortune 500 vice presidents shows that 97.7 percent “believed that communication skills had affected their advancement to a top executive position.”
- In July of 2002, The Association to Advance Collegiate Schools of Business conducted a survey of MBA graduates and found that they felt that the ability to communicate effectively was the single most useful skill in their career.
- A study conducted by the University of Michigan Graduate School in 1984 found that executives from 5000 U.S. companies from a wide range of industries and sizes found that communication played a significant role in their advancement to management.
- In a 1989 study of CEOs by A. Foster Higgins and Company, they found that 79 percent of CEOs surveyed believe that better communication will benefit the bottom line of their company.
- A study of the top 1000 advertising executives in 2001 stated that strong presentation skills (55%) was the single most important business asset to possess. Specific industry experience was ranked a distant second (23%) and management experience at only 3%.
- In the 1984 book, *How American Chief Executives Succeed*, The American Management Association surveyed over 5,000 CEOs and asked “What is the most important thing you have learned in order to perform your role as an executive?” They ranked communication skills as number one.
- In the 1991 edition of *Supervision*, 725 upper and middle managers were surveyed and cited the ability to communicate ideas and plans in front of an audience as the #1 skill in terms of upward mobility, surpassing negotiation, selling and persuasive talents.

Fear of Speaking

“I can never remember being afraid of an audience. If the audience could do better, they’d be up here on stage and I’d be out there watching them.” - Ethel Merman

The fear of speaking in public is the second biggest fear among Americans. It ranks ahead of the fear of dying and the fear of heights, according to the Gallup News Service Poll conducted on March 19, 2001. This means for the average person, if you go to a funeral, you're better off in the casket than delivering the eulogy. The top four fears in America are 1) Snakes, 2) Speaking in Public, 3) Heights and 4) Death.

“The human brain starts working the moment you are born and never stops until you stand up to speak in public.” - George Jessel

It is perfectly normal and common to be nervous before delivering a presentation, no matter if it is your first time or if you are a seasoned professional. The Gallup Poll illustrates that over 40% of people have a fear of speaking, but other studies indicate that the number is closer to 75%. If you try to contain it or hold it inside, it will only manifest itself in another manner, like sweating, muscle tension, increased heart rate, memory loss, throat constriction and even difficulty breathing.

- Virginia P. Richmond and James C. McCroskey, authors of *Communication Apprehension, Avoidance and Effectiveness*, believe that speaker anxiety is common. They suggest that between 70% and 75% of the adult population have a fear of public speaking.
- Jeffrey Hahner, Martin Sokoloff, and Sandra Salisch, authors of *Speaking Clearly: Improving Voice and Diction*, state that 76% of experienced speakers experience fear before speaking.

Exercise: Primary Speaking Fears

When you stand up to speak to a group of people, what are your primary fears?

- _____
- _____
- _____
- _____

Overcoming Fear and Anxiety

“Fear is part of being a speaker. You just have to get your butterflies flying in formation.” - Art Linkletter

Nervousness and anxiety adds emotion and energy to your delivery. It can enhance your movement and your voice and bring your delivery to a new level. A speaker who is never nervous - will never be great. Fear is nothing more than False Expectations Appearing Real. The first two keys to overcoming fear and anxiety are:

- _____
- _____

Rehearse

Controlling your nervousness and anxiety starts long before you ever begin speaking. The best way to harness this energy is to rehearse until you are well prepared. You can accomplish this by practicing out loud. This helps build your confidence so you won't be as nervous when you stand up to speak when it counts.

Arrive Early

Arriving early to your presentation will allow you time to mentally prepare, as well as give you time to survey where you will be speaking and time to ensure that the lighting, equipment, and your visual aids are in working order. This is also the ideal time to meet some of the audience members and get an understanding of why they are attending the presentation.

Walk Around

Burn some nervous energy and prepare for your presentation by taking a walk. Take advantage of this time to energize yourself, maintain a positive attitude, imagine yourself having success, and practice your introduction, practice tongue twisters, so you are fully prepared when you take the stage.

Deep Breath

Just before you start talking, take a deep breath, count to ten, and exhale slowly. The object here is to fill your diaphragm with air (so you don't only speak from your throat). Slow, deep breaths will increase the supply of oxygen to your body, which will help you reduce your anxiety, allowing you to concentrate on your message.

Warm Liquids

Another effect of nervousness is dry mouth; typically happening at the beginning of a presentation. Bring bottled water with you and do not assume it will be provided. Room temperature water (with a lemon) or warm liquids are best, as cold liquids tend to contract the throat muscles, making it difficult to speak.

Presentation #1 Expectations

“Do the thing you fear and death of fear is certain.” - Ralph Waldo Emerson

You will be taking part in a number of practical exercises throughout the two-day course. All participants will have the opportunity to progressively build their speaking self confidence during the workshop as they prepare, develop and deliver three timed speeches.

Your first presentation will be a 3-5-minute introduction of yourself. It will allow you to receive feedback on your current delivery skills. Your objective is to share three things about yourself that participants may not know about you. You will be evaluated on the following components of your presentation.

- Evaluate presentation organization
- Evaluate presentation objectives
- Evaluate communication skills
- Evaluate presentation delivery

Each audience member will write two positive qualities that you possess on a notepad. These will be placed on your poster board. At the end of the course you can take these comments with you as a reminder of your strengths as observed through the eyes of the audience. Feedback received will serve as your guide towards improvement throughout the remainder of the workshop.

Exercise: Presentation #1 Self-Evaluation

At the conclusion of your presentation, you will be asked to answer two questions. Provide your own feedback on your presentation by answering the questions.

What do you feel were your strengths?

What was difficult about delivering this first presentation?

Body Position

Your body position is another critical factor in making a great first impression and communicating with your listeners. The body position where you feel most in control is called your **Power Stance**, and it is one of the most critical factors in making a great first impression with the audience.

You can communicate sincerity and attention by using an open stance that is demonstrated by looking up, chest out and feet slightly apart. Combine this with a forward lean and palms facing towards your listener. An open stance is welcoming and conveys trust and acceptance. On the other hand, a closed stance conveys resistance, lack of acceptance and even hostility.

- Open Stance** An open stance is characterized by outstretched arms or hands, looking up, chest out and feet slightly apart. This stance conveys welcoming, trust and acceptance.
- Closed Stance** Folded arms are considered the classic closed stance, and conveys resistance, lack of acceptance and even hostility. When you hunch shoulders with hands together and look down looking at the floor, it conveys the same meaning.
- Rocking / Swaying** Some will rock and sway as they speak. This is distracting to the audience. Try putting one foot slightly in front of the other. Combine a forward lean with an open stance. The audience will feel you ‘reaching out’ to them and they will see you as being receptive.
- Shifting Weight** When standing in one position, some individuals will shift their weight from one leg to the other. This movement can be interpreted as anxiety and nervousness. Become aware of this movement and replace it with a slight bend in each knee.

Movement with Purpose

In a nutshell, movement should enhance your presentation, not distract. Therefore, all movement should be done with purpose. To create a feeling of unity with the audience, the speaker can meander out into the audience and speak from different locations. If the environment is not conducive to movement from the podium, movement on the podium should be monitored and deliberate. Some common movements to avoid include:

- Pacing** When the speaker paces from point A to point B for no apparent logical reason, the movement will become a distraction to the audience. It will also be interpreted as speaker nervousness.
- Foot Stomp** In some cases, speakers will take a small step forward that appears to be a foot stomp. While this could be used effectively for impact on a point being made, it can also be a distraction if it is not related.
- Out of Place** If the speaker knows that they must be at a certain location on the stage at a precise moment, the movement should be choreographed. By knowing exactly where to be and when, you can avoid being caught out of place.

Exercise: Visual, Vocal, Verbal

Using the information learned in the Visual, Vocal and Verbal section, follow the instructor's direction to complete this exercise.

Exercise #1: _____

Exercise #2: _____

Exercise #3: _____

Exercise #4: _____

Exercise #5: _____

Exercise #6: _____

Exercise #7: _____

Exercise #8: _____

Exercise #9: _____

Exercise #10: _____

Exercise #11: _____

Exercise #12: _____

Presenting is a Process

“I know that you believe you understand what you think I said, but I'm not sure you realize that what you heard is not what I meant.” - Robert McCloskey

By studying successful presentations, a common theme will develop; presenting is a process. This proven process provides structure and direction when Preparing, Developing, Delivering and Evaluating a presentation.

At the core of the presentation model is knowledge of the topic, or Subject Matter Expert (SME). The next layer of skills can best be categorized as Communication, Professionalism and Motivation. These three categories of skills must be sharpened to the point that each becomes a core strength. Outside these skill sets is the understanding of the entire presentation process. In Presenting4Success, you will learn methods for enhancing your core skills, as well as tools and insights to assist in the navigation of the presentation process.

With this course you will receive access to the iSpeak Presentation Planner, which you can use to create, develop and deliver future presentations on the iSpeak tools webpage.

_____ + _____ + _____ = Success



Presentation Process Defined

Presenting is a process that the speaker and audience will go through together. The Presenting4Success Presentation Process consists of four phases: Preparing, Developing, Delivering and Evaluating.

Prepare This first phase in the presentation process will focus on determining the type, purpose, objective and structure of the presentation, while understanding the audience and their motivation to listen and ultimately take action.

- Presentation Purpose
- Audience Analysis

Develop The second phase in the presentation process will focus on writing the introduction, body and closing of your presentation, while applying a proven persuasive communication process and the 3-1-2 method to develop your presentation.

- Introductions & Openings
- Conclusions & Closings
- Develop & Design the Body

Deliver This phase in the presentation process is focused on all the components that define a successful presentation, including first impressions, having a positive mental attitude, using humor, using visuals and ending with the effect you leave on the audience.

- First Impressions
- Room Logistics
- Handling Questions
- Using Visual Aids

Evaluate This final phase in the presentation process is focused on evaluating what went well and what you could improve upon for your next presentation. Even if you feel your delivery was successful, there are always areas to improve. You must implement the new knowledge that you have gained or improvement will be impossible.

- Effective Evaluations
- Coaching and Feedback
- 21-Day Habit

Presentation Purpose

“We succeed only as we identify a single overriding objective, and make all other considerations bend to that one objective.” - Dwight D. Eisenhower

Every presentation must have a purpose. Ask yourself, “Why have you been asked to speak or give the presentation?” You should be able to identify in a single sentence specifically what your audience should understand (informative), believe (persuasive) or feel (entertaining). It should be a concise but detailed statement that describes your presentation.

Identifying the objective of your presentation early in the preparation process will help to focus your presentation development (introduction, supporting data, and closing) on applicable information that applies to why you are speaking in the first place. Anything that does not relate to or further your objective should not be included in your presentation.

The Presentation Planner tool can be found online at the iSpeak Website. You can access this and all iSpeak tools through the following URL: <http://www.iSpeak.com/tools.asp>

Exercise: Presentation Purpose

Identify the presentation purpose for the presentations below.

1) A presentation to managers about sales training programs in 2009.

Persuade managers to approve the proposed sales training budget for 2009 by presenting the compelling business benefits to their region, with a specific focus on cost savings and increased profitability of each department.

2) What is your presentation purpose?

Audience Analysis

“There are three things to aim at in public speaking: first, to get into your subject, then to get your subject into yourself, and lastly, to get your subject into the heart of your audience.” - Alexander Gregg

Without an audience you have no reason to speak. With that being stated, one of the most important aspects of presenting is connecting with the audience. An audience analysis helps determine how to relate your message to your audience. Think of your audience like an email address, and try not to get a ‘delivery failed’ return message. Many speakers fail to include any kind of audience analysis as part of their presentation preparation. Remember what P.T. Barnum said, “Every crowd has a silver lining.”

Industry research shows that 2 percent of every audience is looking for a reason to not like the presenter, while 2 percent will love the presenter no matter what.

Dimensions for Audience Analysis

Audience analysis is the process of examining information about the listeners who will hear your presentation. An awareness of your audience should guide you through the composition of your presentation. This analysis will ensure that you give the right presentation to the right audience and will help you adapt your message so that your listeners will respond in a manner of your choosing. The time and effort spent analyzing your audience will help you better prepare your presentation and make the audience more receptive to your message. Below you will find some general audience analysis categories that you should include in your presentation preparation.

Analysis	Who are they? How many will be there? How will they be sitting?
Understanding	What is their knowledge of the subject?
Demographics	What is their experience and work background?
Interest	Why are they there? Who asked them to be there?
Environment	Where will I stand? Can they all see & hear me?
Needs	What are their needs? What are your needs as the speaker?
Customized	What specific needs do you need to address?
Expectations	What do they expect to hear from you? Should they be motivated, entertained, enlightened, challenged or all of the above?

CABA Example

Did you know Sales is the second largest occupation in America? The only occupation with more people is office and administrative support personnel. Show of hands, how many people are in sales today? Let’s face it, we are all in sales. Any time you apply for a job, service an existing customer or persuade a new customer to move a project closer to completion, you are selling.

My name is Russ Peterson and I’ve been professionally selling for over 18 years. Few other occupations give you the immediate and direct feedback on how well you’re doing. While there may be barriers in all types of jobs, not overcoming barriers in sales can lead to you looking for a new logo for your business card. Today we’re going to talk about eliminating those barriers that prevent you from succeeding. These internal barriers can be referred to as C.R.A.P. - Catastrophizing, Rationalizing, Agonizing and Procrastinating.

Write it Out

It is strongly recommended that you write (word for word) both the introduction and closing to your presentation and then memorize both. The biggest fear or nervousness of speaking (specifically not being able to speak or forgetting what you are talking about), will be eliminated if your opening and closing are memorized or written down in front of you. By the time you complete your introduction, the majority of your nervousness will be gone.

Exercise: Opening Brainstorm
Brainstorm various presentation openings, focusing on the Attention component from CABA.

Quote

Question

Story

Statistic or Statement

No one likes an uninspired introduction that falls flat. Do not tell jokes, unless you are a comedian. Do not apologize for not being a good speaker or not being as prepared as you would like.

Supporting Materials & Examples

“A theme is a memory aid; it helps you through the presentation just as it also provides the thread of continuity for your audience.” - Dave Carey

If you want your audience to retain information and take action as a result of your presentations, creating clear mental images is critical. The best way to ensure you are delivering a vivid message is to incorporate a variety of the following methods to convey your message. Information is absorbed in direct proportion to its vividness. When you develop your next presentation, utilize some of the following suggestions for supporting materials to result in a more memorable presentation.

Statistics	Statistics are numerical data that summarize information and show a relationship.
Analogies	A comparison between two things: usually something more familiar to something less familiar.
Facts	A fact is something that has or can be proven as true.
Examples	An example is a short illustration to dramatize or personalize a fact.
Stories	A story is an illustration that has characters, a plot and a climax. Stories are more detailed than an example.
Testimonials	Testimonials are opinions of recognized experts.

Tell a Story

People love to listen to stories, not speeches or lectures. Telling stories is an important part of a successful presentation. Stories help paint word pictures that create images in the minds of your audience. If you can help them see it, they are more likely to understand and remember your message.

A well told story will help captivate your audience. It is important to rehearse your stories out loud for timing and your comfort level in telling the story. Your story should not last longer than a couple minutes. When you use a story to emphasis a point, make sure your story fits within the context of your presentation so that it is relevant to your audience.

According to Dr. Howard Gardner, a Professor at Harvard University, “stories constitute the single most powerful weapon in a speaker’s arsenal.”

Exercise: Supporting Material

Write the three key points and supporting material for your presentation.

Key Point #1

Supporting Material

Key Point #2

Supporting Material

Key Point #3

Supporting Material

Team Presentations

"The ratio of We's to I's is the best indicator of the development of a team."

- Lewis B. Ergen

The principles learned throughout the Presenting4Success program apply equally to situations where that will be more than one presenter (preparation, development and delivery). Team presentations can be very effective; provided they are delivered as a team. These types of presentations can add variety to the presentation; give the opportunity to have the subject matter expert speaking on their specific topic and show how a group works together as a team. In addition, you can take advantage of the old adage, "two heads are better than one."

Every team presentation should have a team leader; the person who determines the specific outcome and game plan to achieve the goal.

In order to impress your audience, a team must have and show respect for each other. However, there are some areas to be aware of when a team presents. Team presentations require that each member be flexible and able to adapt to unexpected challenges. The following are some general rules for team presentations:

- Take time to build and work together as a team
- Transitions between speakers should be minimal and well planned
- The time between speakers should be minimal
- Understand what your body language is saying, even when you are not the speaker
- Each member should understand the overall team objective
- Preparation is even more critical for a team presentation
- It is imperative that your team rehearse as a group
- Limit the instances when more than one person is speaking
- Provide feedback to each other in the form of Start, Stop, and Continue
- There should be a single PowerPoint presentation (for consistency)
- Have an agreed upon process for answering questions

Maintaining Control & Credibility

You must maintain control and keep your credibility. The Q&A section is the one place where your entire presentation can go south in a hurry. Occasionally you will run across an audience member that tries to distract from your presentation message or interrupt the flow of your presentation. Your number one objective is to maintain a professional image with your audience and deal with the disruptive participant. A few factors to keep in mind while facilitating a Q&A session: stay energized, keep on smiling, and keep things moving.

When You Don't Know the Answer

It is okay to tell a participant, "That is a great question and I do not know the answer." Always tell the truth. You never want to attempt to answer a question that you don't know, as many audience members will be able to tell you are uncomfortable. In addition, a few audience members might even know the correct answer, which will negate your credibility.

Ask the participant to email you the question after the presentation so you can research it. This ensures that the question is still valid after the presentation and not just an item of curiosity.

When should you answer questions?

The Question & Answer portion of your presentation should be conducted prior to the presentation conclusion. This ensures that your presentation ends the way you planned, not on a bizarre question or comment from an audience member. Your last impression on the audience should be the way you planned. It is also important to inform the audience at the beginning of the Q&A session that you will be reserving the last few minutes for your closing comments, so they don't think the presentation is over with the last question. Once the question and answer session is over, you will conclude your presentation. You want your presentation to end the way you want, so you have control over the parting message your audience receives. You can use the following phrase before your Q&A session:

No Questions?

At the conclusion of your presentation, it is important to determine why there were no questions. The audience could have been intimidated, confused about the topic or were disconnected from the subject earlier in your presentation. During a presentation you could continue one of a couple ways:

1. You proceed by sharing a question that you are usually asked regarding the subject.
2. You continue directly to your closing.
3. Break the audience into groups and have each group come up with 2 questions.

PowerPoint

“30 million presentations are made with PowerPoint every day.” - Microsoft Corporation

Presentations can be enhanced by using Microsoft PowerPoint® for slides, animations, transitions, sounds and video. In this section, we will offer a brief guide to creating PowerPoint slides and using them effectively in a presentation. PowerPoint has become the most popular presentation program available today, owning about 95% of the presentations-software market.

PowerPoint was originally developed by Bob Gaskins, a former Berkeley Ph.D. student, in 1984. It was originally named Presenter, but was changed to PowerPoint when it was purchased by Microsoft in 1987.

- The ‘B’ Key** The ‘B’ key on the keyboard blacks the screen (temporarily), instead of having to shut off or cover up the projector system. It acts as a toggle, so pressing it again will resume your presentation. The same occurs with the ‘W’ key except that it will white out the screen.
- Number of Slides** As a general rule of thumb, you should allow between 2-3 minutes per slide. A 30-minute presentation should have no more than 14 slides, including the agenda and title slide.
- Use Spell Check** Spelling errors, grammatical errors and inconsistent punctuation are the most common mistakes found in presentations.
- Be Consistent** Use the same background color, text size, text color and fonts throughout all the slides, as this makes it easier for the audience to follow your presentation. It is a good idea to build your presentation using the Microsoft PowerPoint slide master, which will help keep your presentation consistent.
- Clickers** A clicker can be an inexpensive enhancement for professionalism. Instead of constantly turning to your keyboard to advance the slides, the clicker can perform this task for you. More sophisticated clickers have the blank screen option to perform the same function as the ‘B’ key.
- Have a backup** Make a back-up of your presentation on CD, thumb drive or floppy disk, just in case something happens to your laptop. It is also a good idea to have a backup plan in case you are unable to use your PowerPoint presentation.
- Avoid Animation** Too much motion in a slide show will confuse and distract the audience.
- Utilize Notes** The Notes View of PowerPoint allows you to type extra text that the audience may want. Then, you can print the “Notes View” from PowerPoint and provide these to the audience as a handout.

Sample Evaluation

The following is the evaluation form we will use to evaluate the presentations in the *Presenting4Success* workshop. It can also be used to evaluate yourself after every presentation.

Rate the speaker on each point: 5 = Excellent 3 = Average 1 = Poor

INTRODUCTION		DELIVERY	
Captured the audience’s attention	1 2 3 4 5	Timed and paced appropriately	1 2 3 4 5
Introduced topic clearly	1 2 3 4 5	Utilized eye contact with the audience	1 2 3 4 5
Related the topic to audience	1 2 3 4 5	Avoided distracting mannerisms	1 2 3 4 5
Established speaker credibility	1 2 3 4 5	Enunciated words clearly	1 2 3 4 5
Outlined the body of presentation	1 2 3 4 5	Used pauses effectively	1 2 3 4 5
BODY		Used vocal inflections for impact	1 2 3 4 5
Main points concise and effective	1 2 3 4 5	Utilized visual aids appropriately	1 2 3 4 5
Main points fully supported with data	1 2 3 4 5	Displayed energy and enthusiasm	1 2 3 4 5
Well organized delivery	1 2 3 4 5	Movement around the stage	1 2 3 4 5
Language clear and meaningful	1 2 3 4 5	OVERALL	
Appropriate use of words	1 2 3 4 5	Were the goals of the presentation met?	1 2 3 4 5
Transitions effective and memorable	1 2 3 4 5	Was the topic challenging?	1 2 3 4 5
CLOSING		Was the goal of the presentation met?	1 2 3 4 5
Summarized key points	1 2 3 4 5	Was the message adapted to the audience?	1 2 3 4 5
Memorable and motivating ending	1 2 3 4 5	Was the presentation within the time limit?	1 2 3 4 5
Provided next steps for audience	1 2 3 4 5	Was the audience captivated and moved?	1 2 3 4 5

What did the speaker do exceptionally well? _____

What should the speaker pay special attention to next time? _____

21-day Habit

“If you create an act, you create a habit. If you create a habit, you create a character. If you create a character, you create destiny.” - Andre Maurois

The sky is the limit when it comes to your presentation skills when you apply the psycho-cybernetics 21-day technique for personal growth and success. This concept was developed by Dr. Maxwell Maltz, author of *The Power of Psycho-cybernetics*. As a plastic surgeon, Dr. Maltz noticed that it took 21-days for amputees to cease feeling phantom sensations in the amputated limb. From that somewhat obscure beginning, the 21-day phenomenon has evolved into a staple of self-change literature. This means that you must persist in performing a new behavior for at least 21-days before a new behavior becomes automatic.

Take the **21-Day Challenge** and experience the powerful difference it can make in your personal and business life.

Forming new habits is hard work. To change any habit takes practice—framing, forming, and molding our minds to do certain physical behaviors that are repeated over and over again. The following are three steps in defining and mastering a new habit.

Decide exactly what you want to do.

The first step is to decide what you want to do and why. Then you must write it down and review it daily. Use SMART objectives when finalizing your goal to ensure that it is Specific, Measurable, Attainable, Realistic and Timely.

Practice what you want to do.

The implementation phase can sometimes be the hardest. Remember, it takes 21 days to form a new habit, so dedication plays an important role in your success. You need to schedule out 21 days on your calendar and consistently practice your new habit daily. There are no excuses for not practicing your new habit. If you miss even one day on your schedule, start over and schedule another 21 days. Don't give up!

Mastery of what you want to do.

Your new habit can become natural or automatic in only 21 days. However, once accomplished, you must be sure not to let your bad habit creep back in. You can do this with continued practice. Only with continued practice can you reach a level of true improvement. Also, don't forget to schedule new goals every 21 days. This technique is powerful and can be used in all aspects of your personal and business life.