1. Language Considerations

- avoid using absolutes: always, never, should
- never infer lack of knowledge of participants
- don’t infer that a concept / skill is easy to learn or that they should know it already
- avoid acronyms
- always explain jargon / terms / technical words
- use very inclusive language and examples: no sexist / racist / heterosexist language
- avoid or always explain cliches
- write in short, easy to understand sentences and phrases
- write in the active voice
- use colorful / descriptive words to paint images
- use repetition to emphasize key points

2. Practice / Rehearse

- develop a thorough outline / script
- use a highlighter to emphasize key points / words
- present before a live audience
- tape yourself on a video or audio tape
- practice of the mirror
- practice in the actual room
- practice in the shower and while driving
- practice in your "performance" outfit
• arrive an hour before "show time" to setup
• use positive visualization to picture yourself successfully giving seminar
• use visualization to imagine your "worst fears" and how you successfully recover and move on smoothly

3. Stress Releasing Activities

A. the day before
   o practice in actual surroundings
   o mental imagery / visualization
   o exercise
   o eat very healthfully
   o get plenty of sleep
   o plan out your attire and get everything ready and packed
   o replace negative self-statements with powerful positive ones

B. right before you begin
   o wash face with cold water
   o deep breathing exercises
   o get a drink of water
   o stretches
   o isometrics: tighten and release muscles
   o do facial exercises
   o mentally imagery
   o give yourself positive messages
   o block any negative messages
   o imagine applause / positive feedback from participants
   o socialize with participants as they enter

C. as you are presenting
   o walk briskly to stage
o channel nervous energy into enthusiastic gestures / energy in voice
o deep breaths
o lower your voice
o stare at their foreheads
o read audience for positive feedback
o squeeze and release fists
o take a drink of water
o use gestures to release stress
o remember: we never appear as nervous as we feel!

4. Helpful Hints

A. "Carboload" / Nutritional Considerations
   o the meal before the seminar, eat high energy / healthy foods fruit, yogurt, breads, juices, etc.
   o avoid sugar, fats, carbonated beverages, onion, garlic, alcohol, salt, caffeine, or anything that might cause indigestion
   o carry high energy snacks / juices for a quick fix at the breaks

B. What to Wear
   o dress equal to or just a tad better than participants
   o wear very comfortable shoes
   o avoid noisy jewelry
   o be aware how perspiration may show with some outfits
   o wear an outfit you are used to presenting in

C. Equipment / Audiovisual issues
   o do a sound / equipment check before participants arrive
   o if you use a table, have a floor length tablecloth
   o minimize the number of times you turn on and off lights for slides, overheads, movies, etc.
- have someone ready at the light switch to avoid delays

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