

Work from left to right. For more details, see chapter 11 in *The Power of Pressure*.

If peak pressure is preceded by a long haul of preparation:

What you need to do:

Deliver a speech in front of 1,200 people that will make or break our biggest sale this year.

Connect with Importance

What's at stake?

- Finances
- Cement an important new partnership

Why does this matter to you?

- Test of my ability to step up
- Goal is to do many more big stage events

Prepare for Activation

How is your body going to feel under pressure?

- Increased HR
- Jittery
- Tense

How will you manage the discomfort?

- Recognize this is my body preparing me to perform
- Diaphragm breathing
- Humour

Build Certainty

What is your average?
What can you count on?

- No misses in 3 years
- consistent delivery
- Worst case scenario is that it is 'good'

What is your serve?
What can you directly control in the moment?

- Deep diaphragmatic breath before taking stage
- Opening 5 minutes
- rehearse to death

Hold Importance in Perspective

What's not at stake? What won't change regardless of the outcome?

- Love of partner + family
- Tons of great friends
- Successful business

How is this helping you grow?

- If I can handle this, I can do any event

Build a Plan

What 2-3 things will you say or do in the moment?

- Remind myself of my average
- Hold what's not at stake in mind before taking the stage
- Remind myself that activation is part of performance

As performance approaches

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Why does this matter to you?

Prepare for Activation

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How will you manage the discomfort?

Build Certainty

*What is your average?
What can you count on?*

*What is your serve?
What can you directly control in the moment?*

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