



President's Corner



International Association of
Administrative Professionals®
Crossroads Chapter

You are probably asking yourself why I put the IAAP Crossroads Chapter logo at the top of my message.

Here is your answer:

Crossroads Chapter celebrates its 14th Year this month!!!!

I want to thank all the past presidents, vice presidents, secretaries and treasurers for all their hard work supporting Crossroads. Fourteen years and counting is quite a record for a small chapter.

There are only four months left to our 2011-2012 year. Where did the time go? We have lots to do and think about. Officers will be needed for the 2012-2013 season. New subjects and new speakers need to be found but most of all new members are needed.

Let's all join in and work towards making our chapter greater. The new 70/70 is a perfect time to get new members.



Along a lighter note, let me wish everyone a happy valentine's day.

Diane R. Souza, CAP

What in this issue?

(President's Corner	Page 1
Save the Date	Page 2
Coming Attractions	Page 4
Certification Question Answers	Page 7

Public Speaking for Normal People

By Jason Freedmann

How to speak like a normal person while in public: Dribble twice, Spin once. So this trick will take a little bit of time to develop, but it's probably the single most important thing that I'd recommend. When you watch a basketball player go to the free-throw line with the game on the line, he or she does the same routine every single time. It's always some sort of dribble twice, spin once routine. With the spotlight on him, he doesn't want to think about some aspect of his form. He wants to not think at all. So he focuses on his trivial routine: dribble twice, spin once, shoot. The best he is hoping for is to shoot as well as he normally does in practice.

I do the same with public speaking. I have found a very specific set of physical actions that I do seconds before I start speaking. For me, it's a specific stance that I get into where I stand up very straight, my toes are slightly pointed out, I take my hands and I clap them together. I grasp my hands together really firmly and rub them slowly with my elbows held high.



I do it this way for one key reason – this is what I usually do anyway. As in, if you see me in my own living room, surrounded by friends, recounting a story of a time when I did something really awesome, you will often find that I am naturally in this stance. This is my natural confidence stance. So, when I'm feeling nervous, I force myself deliberately to take on my confidence pose.

Jumping back to this public speaking event the other day. AT T minus 30 seconds, my heart was beating incredibly fast, but at T minus 25 seconds I had one thing on my mind – hands clasped together, assume the pose, everything else will work out.

You need to find your confidence pose. Whatever your two dribble, spin once routine is going to be, you need to find it long before your public speaking moment. The single best way to find it is to ask your co-founder or friends to find it with you. Show them this post, tell them you want help finding this pose, and then at some point in time in the next several weeks, they will see you do it naturally and can point it out for you. And then, you need to figure out exactly what it is about this pose that feels good and practice it over and over again. So the next time when you're up on stage and you're getting really nervous and you have that weird feeling where you just don't know where to put your hands and you just know that in your pockets is like the most awkward thing in the world...at that point – dribble twice, spin once, and shoot.

Death to Powerpoint

Powerpoint is this devious device that takes reasonably good speakers and makes them painfully bad. Traditional bullet-point laden Powerpoint decks are only useful for communicating your ideas with visuals and

emailing them to people. They are not useful for aiding you in your speaking ability. And that's why most really good speakers stopped using Powerpoint in the traditional way. Throw away all slides that have more than ten words on them (or move them to an appendix).

It's okay to use slides when they take almost no focus off you, the speaker. That's for two reasons. The first is, the focus really should be you, so having an Apple-like slide with one or two words on it is totally fine because it communicates a point and gets the focus back on you. (Note-the only exception is when you demo your product. Then you do want the attention on the screen.) The second reason is even more important: Powerpoint bullet slides take away your attention from your audience. When you turn around to read a slide, you are focusing yourself out of your rhythm.

Speak to Two People

Remember our goal is to speak like a normal person in public. The best way to speak like a normal person is to actually talk to a real person, and not hundreds of people. So, as I stand there about ready to speak – in my stance, rubbing my hands together – I look to the left side of the room and to the right side of the room for a random person that seem comforting. When I actually start speaking, all I want to do is speak to those two people. I've never met them but I want to lock in on those two people and just tell them a simple story as if they were sitting in my living room. I can pace back and forth and look left and right in a crowd, and yet all I'm really doing is going back and forth between two people. It's super simple; it totally works.



Embrace Your Ums

Um is a verbal tick. It is unconscious and nearly impossible to remove. If your career is going to be an actor, public speaker, politician, whatever...go work on your ums and this post was never for you anyway. If you are a normal person, you are not going to get rid of them. And anyone who harps on you because of them is actually doing you a disservice because they are forcing you to speak differently than you speak as a normal person. Paul Graham is one of my favorite public speakers, and he says um all the freaking time. But, he's a powerful speaker, he's lucid and most importantly, he's authentic. Focus on what really matters.

Don't Memorize

Memorizing does absolutely nothing for you. The only thing worse than a scripted, memorized speech is a 'read' speech. So, don't ever read your speeches, either. You are pitching your start-up and trying to inspire; people to believe in your vision. It doesn't matter what the actual words are, they're all judging you anyway. And when you memorize your speech, or read your speech, you are communication that you suck at this. And you don't. You're a normal person – you have the capacity to speak like a normal person.

Practice with Live Ammunition

Over-practice can hurt you, especially if you do it in a fake way. One of the worst things you can do to prepare is to practice over and over again alone. When you are making passionate speeches inside of your car, you look like a crazy person and you feel like a crazy person. Your performance there will be nothing like your performance on stage. Your goal, always remember, is to get back to how you speak in your living room. So do that.

Ask your co-founders to put you on the spot in form of groups of people. So, if you guys are at some random party, empower your co-founders to play this little trick on you: Without giving you warning, they can yell out for everyone to get quiet because you want to tell them something. You will have zero time to get nervous, you will have to start immediately, and you will do the best job that you can. And if you do that five times before your big public speaking engagement, you will be far better prepared than if you had spoken to the mirror a hundred times.



Dotti Raymond and Julie Fanning celebrated a birthday since our last meeting. HAPPY BIRTHDAY!!!

**Save the Date
June 1 thru 3rd,**

Join Julie, Gerry, Dotti, Karen and I at the **GNED** conference at **Sunday River**. You will meet new people, attend educational classes, a banquet and fun things to do. Come join me in a zip line ride down the mountain!!



Coming Attractions

March 19th, 2012

Erik Volk

Excel 2010...Going from 2003 to 2010

Erik has been a training and development professional for over 15 years with an emphasis on software and technology training. Erik has taught classes in numerous software products. Erik holds a Master of Education degree from the University of Massachusetts Boston.

1 recertification point offered

Come join us Monday, March 19th, at Bristol Commons, Rte 152, North Attleboro at 5:30pm, to learn more!

April 16th, 2012

APW weekTaking advantage of the 70/70 promotion to bring in new members.

May 21st, 2012

“Minute Taking” with Jean Cusato

1 recertification point offered.

June 18th, 2012

Election of Officers

“Assertive Communication with Diane Souza.

Waiting for recertification points.



Don't Forget.....

Fill out your application for Member of Excellence!!

Sign up for the GNED Webinars.....

Join some egroups.....

These are great tools for us.



Try your hand at these sample Certification questions!

1. A visual element’s size, color, and texture add to perception of which one of the following:
 - a. Symmetry
 - b. Illusion of weight
 - c. Asymmetry
 - d. Visual proportion

2. Which one of the following sentences is correct?
 - a. All of the 7-year-old office furniture needs to be replaced.
 - b. All of the seven year old office furniture needs to be replaced.
 - c. All of the 7 year old office furniture needs to be replaced.
 - d. All of the seven-year-old office furniture needs to be replaced.

(Answers immediately following)

Certification Questions Answers

1. (B) 2. (D)