

# The Genard Method

PERFORMANCE-BASED  
PUBLIC SPEAKING TRAINING

## CHEAT SHEET

GenardMethod.com

### 5 Ways to Recover from a Brain Freeze

The last time I looked, I wasn't perfect at public speaking—and I bet you aren't either. So the key to great speaking isn't avoiding a brain freeze altogether, it's what you do to recover. Here are five approaches to get back on solid ground when an all-too-human error occurs.

- 1. Avoid losing your composure in the first place.** Recovering your equilibrium can be tough—so why not keep from losing it in the first place? You'll regain your poise much more easily if you can roll with the punches. How? Breathe with your diaphragm, stay grounded in terms of body language, and control your pace. This threesome of skills will give you the look, sound, and feel of control.
- 2. Keep your forward momentum.** If you trip over words, simply correct yourself. If your manuscript drops to the floor, pick it up and take the time to get the pages in the right order. Don't say, "Wow, I can't talk tonight!" or "I'm such a klutz!" Go on, already!
- 3. Stay open; don't hide.** Ever make the mistake of thinking you can't allow audiences to see the real you? Doing so creates a huge amount of self-consciousness. Trying to hide from your listeners is impossible. So stay vulnerable. Audiences will like you more, and they'll think you're someone they can trust. And they'll be right.
- 4. Practice mindfulness.** That means living in the moment: the one that has you sharing something with an audience. That's what "presence" really means—the ability to be fully present. You'll be much more focused, and less likely to have an "Oops!" moment. If one does occur, you'll be right where you need to be mentally to recover.
- 5. See your presentation as an opportunity to communicate.** You can get into trouble by trying to "be excellent," instead of just trying to get your message across. Think of the central paradox of acting: Audiences believe an actor is a character not because of artifice but because of truth—the truth of every moment in that character's life unfolding. Stay that true to your own communication situation. Any mistakes you make will just be part of a great performance.



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