

The Challenge of

# Vulnerability

A close-up, slightly blurred image of a silver microphone with a black mesh grille. The word 'Vulnerability' is written in a bright yellow, cursive font across the center of the microphone's grille.

Overcome the Fear of Public  
Speaking (and so much else)

with Krista Trofka ©2019

WHAT IS THE #1  
FEAR IN AMERICA?

WHAT IS THE #1  
FEAR IN AMERICA?

*Public Speaking*

WHAT IS THE #2  
FEAR IN AMERICA?

WHAT IS THE #2  
FEAR IN AMERICA?

*Death*

YOU'D RATHER BE IN THE

*casket* THAN GIVING

*eulogy*

**THE LIST OF THINGS  
I'M AFRAID OF:**

**HEIGHTS  
NETWORKING EVENTS  
TIGHT SPACES  
PEDESTRIANS  
HOSPITALS  
BEING COLD  
OVERSLEEPING  
DROWNING  
BEING LATE  
LOOKING STUPID  
DANCING IN PUBLIC  
JAIL  
HOSPITALS  
DEATH (OMFG)  
YOUR DEATH  
EVERYONE ELSE'S DEATH  
EMBARRASSMENT  
LONELINESS  
EXHAUSTION  
ELECTRICAL THINGS  
DIVING BOARDS  
ROLLERCOASTERS  
SNAKES!  
BOREDOM  
REJECTION  
FAILURE  
BEING ANNOYING  
NOT KNOWING THE ANSWER  
BEING UNLIKED  
PUBLIC SPEAKING**



'A book for the bedside of every future - and current - leader in the world'  
Robert Greene, author of *The 48 Laws of Power and Mastery*

# THE OBSTACLE IS THE WAY



The  
Ancient  
Art of  
Turning  
Adversity to  
Advantage

RYAN HOLIDAY



What is a time that you  
were

*Courageous?*

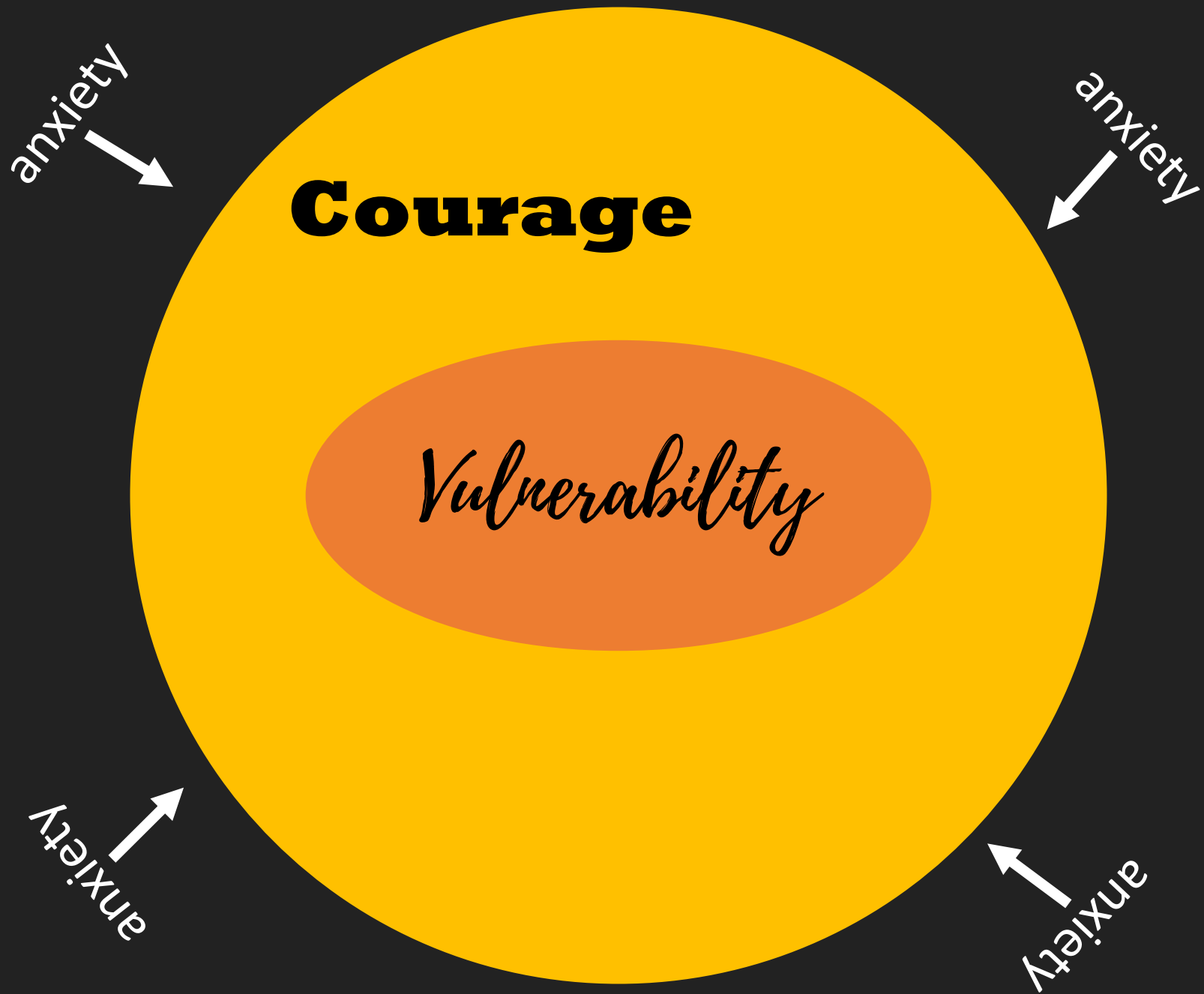
Did it require

*Vulnerability?*

**Courage**

**Courage**

*Vulnerability*



**GIVE YOU SOME  
TOOLS TO  
MANAGE ANXIETY**

# *The Science of*

F<sub>4</sub>

E<sub>1</sub>

A<sub>1</sub>

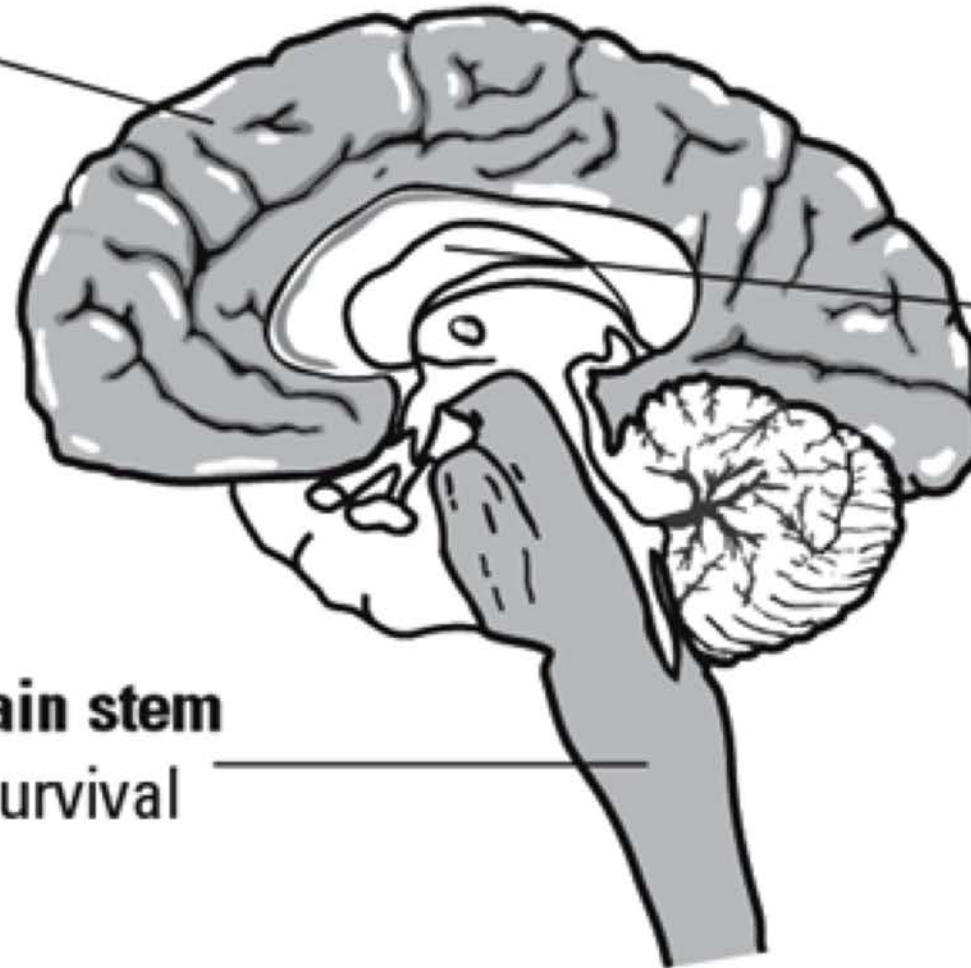
R<sub>1</sub>

Why fear something that  
*can't kill me!*





**Neocortex**  
Higher-order thinking



**Limbic brain**  
Emotions

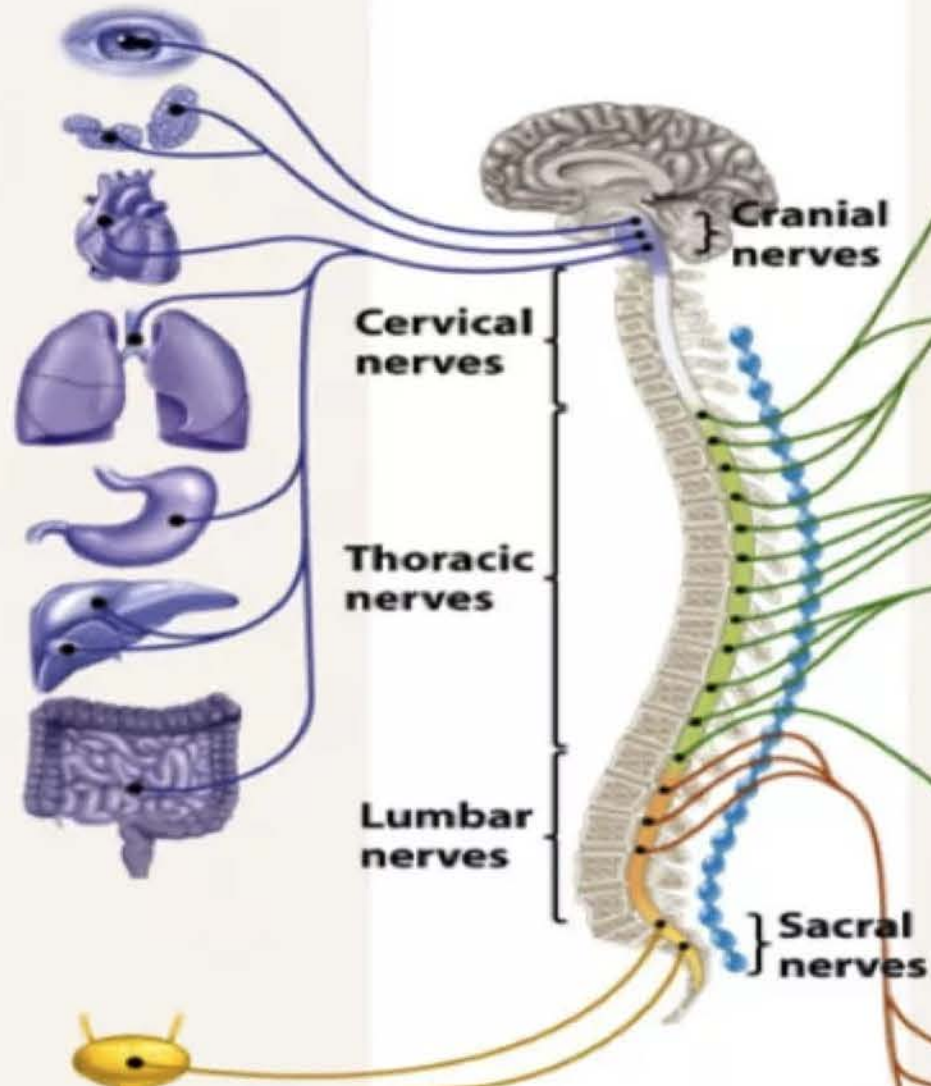
**Brain stem**  
Survival

*brain*

# nervous system

## PARASYMPATHETIC NERVES "Rest and digest"

- Constrict pupils
- Stimulate saliva
- Slow heartbeat
- Constrict airways
- Stimulate activity of stomach
- Inhibit release of glucose; stimulate gallbladder
- Stimulate activity of intestines
- Contract bladder

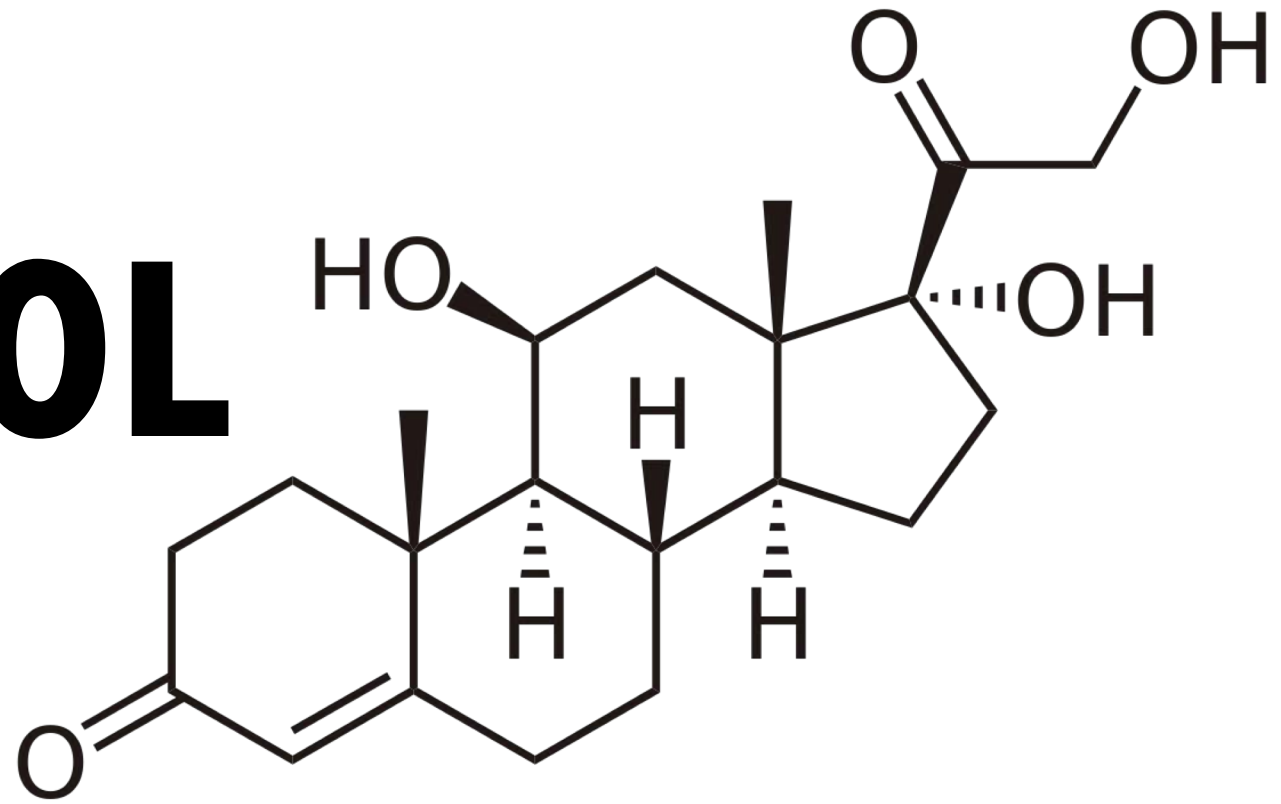


## SYMPATHETIC NERVES "Fight or flight"

- Dilate pupils
- Inhibit salivation
- Increase heartbeat
- Relax airways
- Inhibit activity of stomach
- Stimulate release of glucose; inhibit gallbladder
- Inhibit activity of intestines
- Secrete epinephrine and norepinephrine
- Relax bladder

*hormones*

**CORTISOL**



*b*

Strategies to manage  
anxiety under stress



*laughter*

*sleep*



*power  
pose*

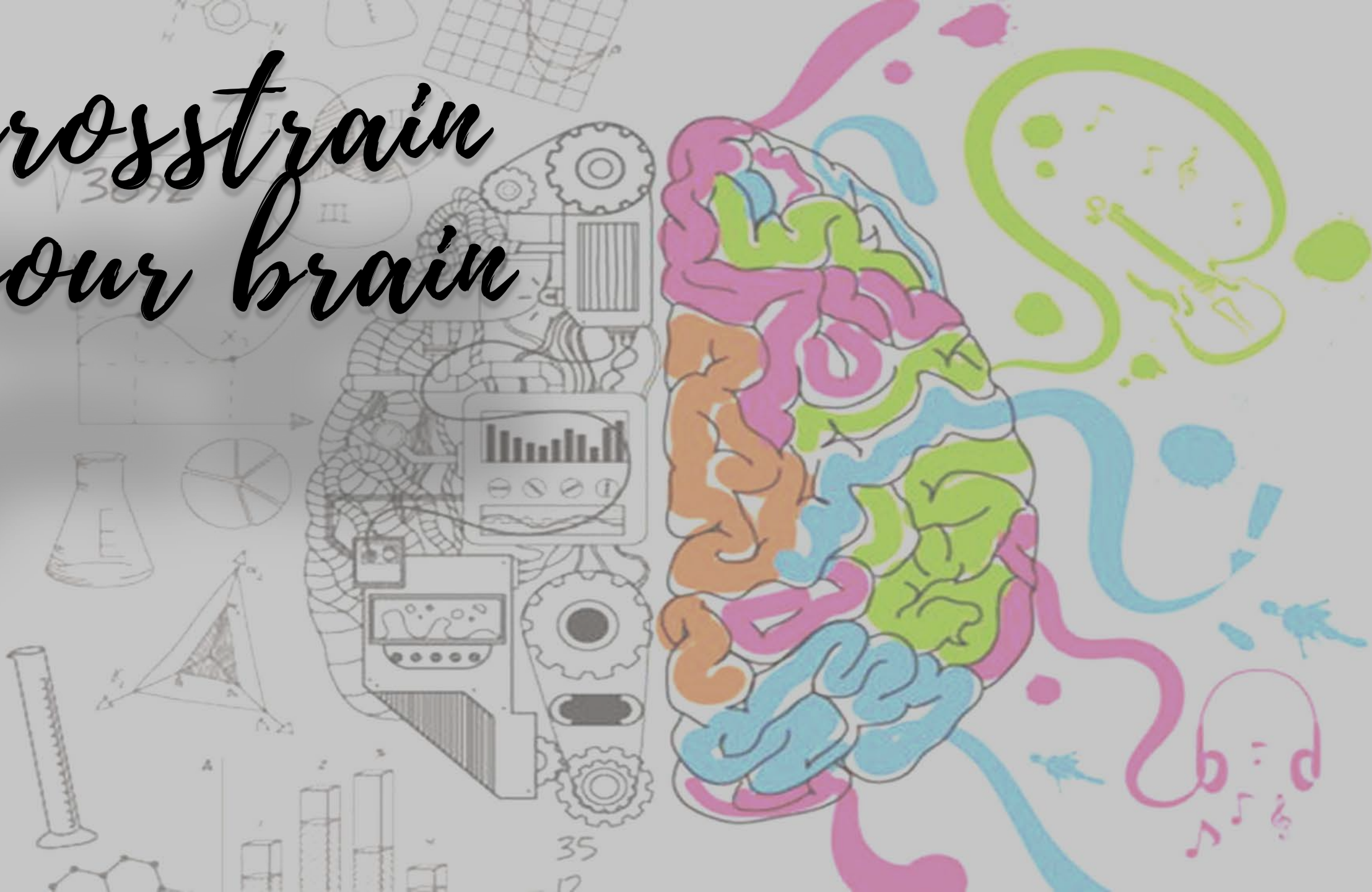




*shake*



*cross train  
your brain*



*practice*



SO FAR YOU'VE SURVIVED 100%  
OF YOUR WORST DAYS

*keep going*

7

Foolproof strategy to improve your next  
public speaking performance

WHAT % OF COMMUNICATION IS  
**NONVERBAL?**



WHAT % OF COMMUNICATION IS  
NONVERBAL?

93%

**ACTIVITY:**  
**MIMICRY IS**  
**THE**  
**SINCEREST**  
**FORM OF**  
**FLATTERY**



**WHAT**  
YOU SAY



**HOW**  
YOU SAY IT



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Communication  
Arts



Krista Trofka

**ALWAYS DO  
WHAT YOU'RE  
AFRAID TO DO.**

**ralph waldo emerson**

# #30DaysOfVulnerability

All courageous acts begin with the willingness to be vulnerable.

**Step 1: COMMIT.**

**Step 2: ACT.**

**Step 3: SHARE.**

Follow my journey!



Krista Trofka

# eye contact

People naturally like and trust people who make eye contact.



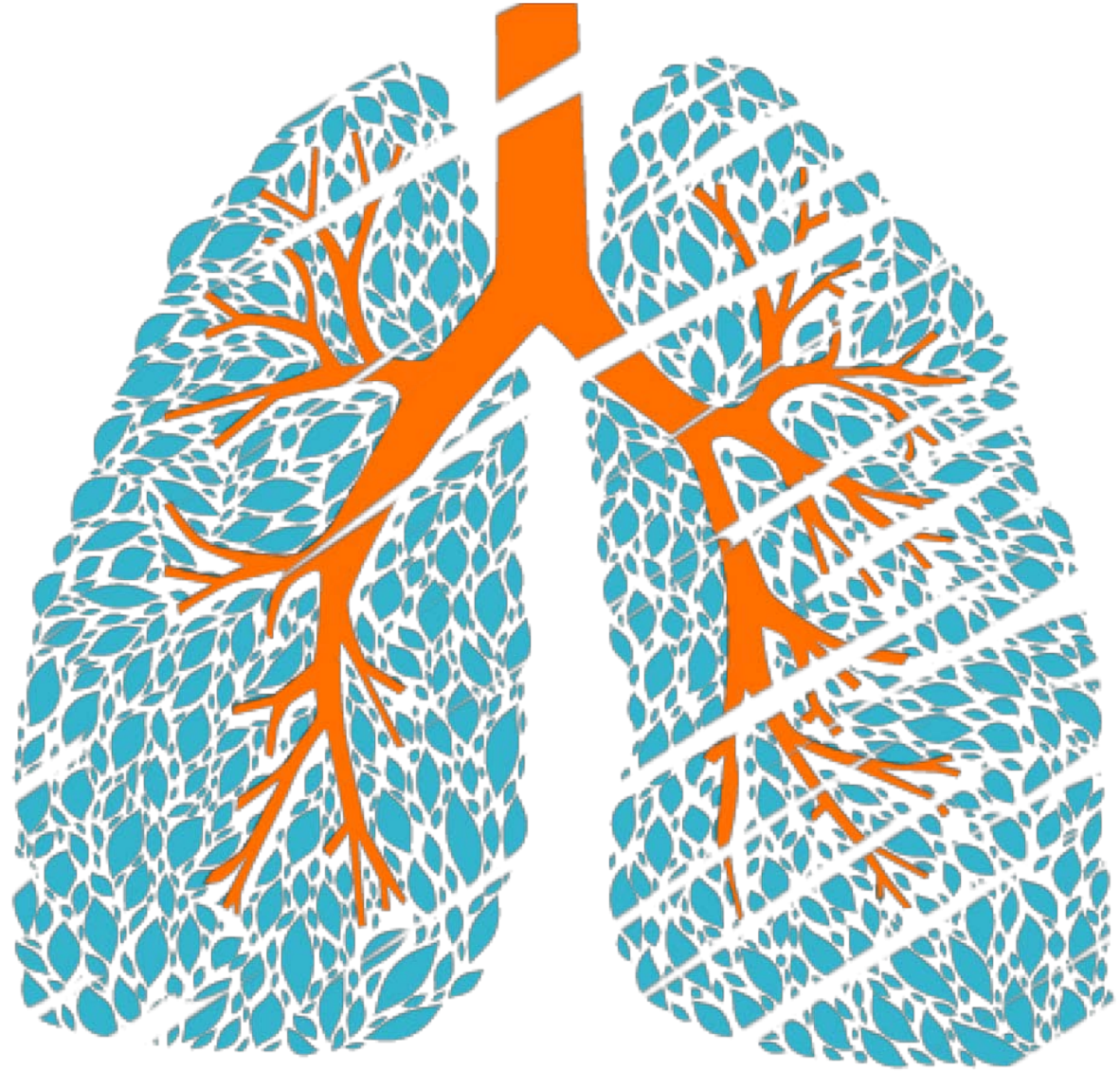
Scientifically, they will  
smile back.

*smile*



*Breathe.*

If you don't, you die.  
Enough said?



# *relax your shoulders*

This position will make you breathe better and appear more confident



# drop your hands

It feels really awkward,  
but it looks natural. I  
promise.



# hand gestures

Help your audience follow  
your message.





# Move

Don't pace, but give your body someplace to put the nervousness.

