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Leadership

Ernest Chen

“Want to Be a Better Leader & Improve Your Influence Over Others?”

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Leadership

Leadership – a human trait that has altered the face of history time and again. It is an attribute, often an innate talent, which has led to many great battles and wars, led to formation of nations and has brought about significant revolutions around the world. Simply speaking, it is a quality that one possesses by which he/she can influence the actions and behavior of other people, towards the attainment of a goal.

The world has seen many great leaders, which include the likes of Alexander the Great, Abraham Lincoln, Adolf Hitler, Mahatma Gandhi, Franklin D. Roosevelt, Martin Luther King Jr. amongst others. The modern world of today is, to a great extent, an outcome of the innumerable sacrifices of these great leaders, who, not only showed people the path they should trod upon, but also fought against various kinds of evils that had gripped the respective societies.

Some are born leaders and have that dynamic personality, while others are trained to lead. Moreover, there are attributes that are common to all the leaders. Some of them include strong intuition, far-sightedness, openness to new experiences, having strong urge for self-development and the ability

to command respect. Born leaders exhibit their leadership traits in their early ages, while others discover the leader in them at a later stage as they are trained to gradually inculcate leadership skills. Such trainings are generally conducted in the corporate world, where there are teams which are required to be led by someone. In fact, today, leadership has become one of the most important skills, which is required in the corporate world. Large business organizations have teams within them which have their own separate goals and targets. Teams like these need the leadership of someone who can guide, help and motivate them in achieving those targets. Such people are generally experts who have vast amounts of experience in the said field.

Leadership traits can help improve



one's personality to a great extent. If you are the type who is not a born leader and need to improve your leadership skills, you can keep in mind the following points to enhance your personality and prove to be an effective leader:

1. **Take initiatives:** You should be a self-starter. You should do things out of your own accord rather than waiting for someone to point out what needs to be done. Be aware of the environment and constantly evaluate how things can be improved.

2. **Show Excitement:** Being generally high-spirited and excited about anything is always good. People are attracted to such charismatic behavior and they tend to follow you.

3. **Show Responsibility:** Take ownership and be responsible for activities you do. It is seen as the mark of a true leader!

4. **Motivate Others:** Motivating & helping others gives you a position that people look up to you. Next

time onwards people shall look forward to your help.

5. **Be Flexible:** Being adaptable and flexible in nature helps you gel well with people. Everyone likes people who adjust well with them. Being good with people is extremely important! After all, its people whom you are leading!

6. **Improve your speaking skills:** A true leader speaks to influence. Oratory skills are very important to move and motivate people towards achieving a goal.

7. **Smile:** Lastly, but not the least, smile! It is that charismatic touch which works wonders!



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What is life without good health? It feels as if you have been forcibly given an extremely monotonous assignment and have been asked to finish it under any circumstances! Yes, this is exactly the way you feel when you are not in the best of health. Daily life becomes miserable because you have the minimum amount of interest in whatever you do, as all your attention is diverted towards that ailing part of your body...





THE MATTERS

Proper health is the primary factor which makes the adventure called “life” a good experience. It goes without saying that everyone should take care of their bodies; otherwise, it becomes very difficult to survive. There are no two opinions regarding the fact that everyone has to die some day or the other. But a natural death is more preferable than dying as a result of some illness or disease. Moreover, this is something that holds true for every single being on this earth, irrespective of their religion, caste, nationality, gender, social or financial status.

Fitness, as they say, should be your first and foremost religion! Everything else comes later. To achieve anything in life, you need to be physically fit. Only then can you be mentally fit and focus on your goals. This is the reason why we all used to have Physical Education as an important subject in our school lives. It is as important as any other theoretical subject. Physical activities strengthen your muscles and give you a healthier body. They enhance your persona and make you look attractive, apart from providing you agility and flexibility. They also make you mentally strong, sharpen your brains and improve your decision making abilities. This way,



you also end up being socially healthy, which means that you interact with people well and maintain good interpersonal relationships. You learn to deal with people and handle crisis well.

Proper nutrition is equally significant in the upkeep of one’s good health. Proper intake of food nourishes your body to a great extent. It increases your immunity and affects the metabolism of your body which result in healthy skin, strong hair and a toned body. Furthermore, if you are internally healthy, it reflects on your face, as a result of which, your confidence also gets a boost! On the other hand, intake of junk food, which is generally oily and spicy, is quite fattening and results in obesity, which is directly linked to a majority of ailments in the body. It should mostly be avoided.

Adequate amount of exercise and sleep is also quite important in maintenance of health. Daily exercise keeps your body physically fit, whereas proper sleep keeps your mind refreshed. Its during your sleep, that your complete body gets to rest and natural healing of the body takes place. The next day, you wake up feeling revitalized. You are more productive at work. You are in a more cheerful mood and have a positive take on any problem that comes your way.

On the contrary, there are some for whom their dreams hold a greater importance in life. They strive very hard towards fulfilling those dreams. In the process, they end up working for hours and hours at a stretch, ignoring food and water. They exert themselves too much, which adversely affects their health. This should not be a general practice. One should work hard, but should not ignore their health, because after all, it is what matters the most!

“Personality has power to uplift, power to depress, power to curse, and power to bless.”

Dressing & Grooming

Imagine you are commuting by the local metro. You are standing on the platform, waiting for the train, when someone passes by you, making your head turn. And then, for the next few minutes, you can't help but look at them because something about them is so very attractive. Their looks, their clothes, and their body language – everything is so distinguished from the rest of the crowd, that you can barely take your eyes off them!



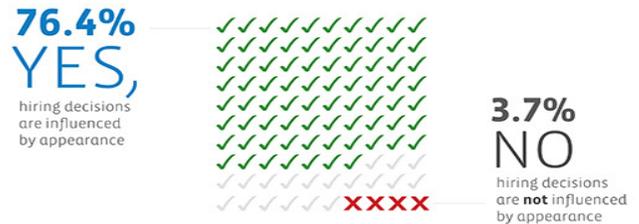
This is the effect one has on others, if they take good care of their dressing and remain well groomed! Apparently, this is just one of the aspects affecting an individual's personality, but surely, it is one of the most powerful ones. It is as good as the icing on the cake. No matter how delicious the cake is, no one would want to eat it if the decoration on it is not exquisite. In the same way, a person looking at you forms a first impression about you based on your appearance.

The way you carry yourself actually speaks a lot about what you think of yourself and eventually, you are perceived by others in the same fashion. If you look at a man having a good physique, wearing nicely ironed clothes, is clean shaved or carries a well-kempt beard or stubble, sports equally decent shoes, you automatically develop a respect in your mind regarding that man and his lifestyle. It speaks volumes about how disciplined his lifestyle is. Same goes for the ladies. If a woman keeps properly trimmed hair, wears aptly fashionable dresses depending on the social setting, has nicely manicured and pedicured limbs, applies the most appropriate quantity of makeup and carries off herself well, then it shows how confident she is and how much pride she takes in being a woman.

Now, there are different ways and methods for men and women to groom themselves, but something that is very common to both is taking care of basic personal hygiene. Once done, other things automatically start falling into place. No one would want to even sit near a person who emits bad body odor. The solution for this is not applying lots and lots of deodorant, but rather taking sufficient amounts of baths in a day. If the problem still persists, then a doctor needs to be consulted. Men should always keep a check of the length their hair- facial, as well as the ones on the head! For women, in particular, their hair should be always tied properly, and if kept loose, should be in proper shape so that it does not look odd. Dressing, whether corporate or casual, should be done as required. They should preferably be custom-stitched, so that they fit your body perfectly. They definitely give a better impression than the ones that may be little large or little small. Choice of colors of clothes obviously depends from person to person, but care should be taken not to wear something too bright and fluorescent that draws too much attention. Nails for men should be cut and clean at all times. For women,

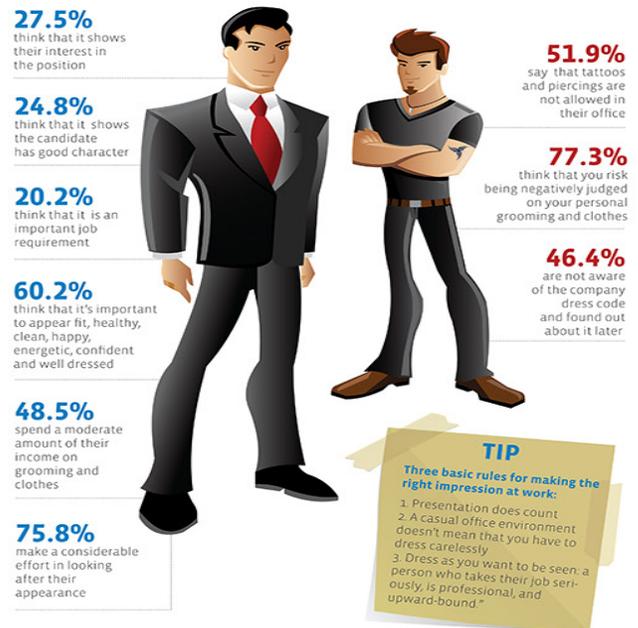
Does your **PERSONAL APPEARANCE** affect **HIRING DECISIONS**

Want to land that job? **Looking the part may be your key.** Looking good in the workplace may be the key to career advancement, with 76.4% of people thinking that **employers make a decision based on a candidate's physical appearance.**



Dress as you want to be seen: a person who takes their job seriously, is professional, and upward-bound. **83.4% of professionals say that there is a correlation between appearance and success.**

Good Grooming vs. Bad Grooming



What do you usually wear to work?



Always remember that **understated elegance really makes a difference.** When starting a new job, always keep in mind that how you dress will tell your boss and others in the organization how you see yourself and how you approach the job.



they should be of an adequate length and properly painted. Shoes must always complement the dress worn and should be chosen based on the level of comfort rather than just style. The above tips are just in a nutshell to give you an idea of the importance of dressing and grooming. They are by no means, exhaustive!

Agreed, that a book cannot be judged by its cover. However, remember, no one would ever want to buy a book with a torn, tattered or an unattractive cover!

“If you have anything really valuable to contribute to the world it will come through the expression of your own personality, that single spark of divinity that sets you off and makes you different from every other living creature.”

IT Matters



Information technology training for IT managers and systems analysts may seem superfluous - these folks are usually well-learned in their areas of expertise. But, do they understand how a company's technology fits into the bigger picture from a business perspective? That's where management training becomes important. Every manager who plays a role in researching, selecting or implementing enterprise technology needs to have a firm grasp on the basics of emerging technologies, as well as how they serve a larger business purpose, to ensure that technology is being used to the company's best strategic advantage.

"Stay Current on revolutionary, Emerging Technology Applications"

A program of continual information technology training is crucial to the success of any IT team. Technology is constantly evolving, and it seems that there is a new application released every day that is

meant to simplify doing business.

This can be overwhelming if you do not stay current on the high-level trends of technology and their corresponding impact on business. With the Web 2.0 revolution in full swing, management training is a useful tool for managers to become familiar with the online trends

such as blogs, wikis, podcasts and RSS feeds, as well as how the trends are going to change the ways we view the Internet and communicate with each other. It is estimated that these technologies



will have significant business impact in the coming years, and companies everywhere have to consider directly how it affects their business strategies.

Information technology training can help managers determine the impact of new technologies and how to adapt their business processes. Trying to envision how Web 2.0 changes traditional business models is difficult when you have no knowledge of how these new technical applications are being used from a business perspective. First and foremost, managers must take it upon themselves to become proactive by keeping abreast of emerging trends and understanding them not only from a technical standpoint, but evaluating them from a higher-level, strategic standpoint. Management training courses on technology focus specifically on the ways that emerging technologies affect businesses on a high level. This is the type of knowledge needed to make conscious and informed decisions on what aspects of new technologies will affect your organization in the next few years and transition your thoughts into

strategic action and implementation.

Collaboration and information sharing, within and outside of enterprises, are two areas that have made huge strides that management training can help your organization harness to improve business strategies. The advent of user-created content sharing has transformed the way that enterprises communicate. Enterprise-class blogs and wikis boost productivity and innovation by enabling ad hoc teams to participate in complex, collaborative problem solving, and then make the results available to the rest of the organization with ease. Information technology training gives managers the high-level information about these technologies that they need to bring them effectively into your organization.

Large companies will often struggle the most with adopting new business strategies based on emerging technologies due to organizational inertia and the lag that comes from changing any integrated system. Not only do the right people need to be



convinced of the value of a new application, but the proper infrastructure often needs to be developed or tweaked to implement the technology. This is where the importance of management information technology training to understand the potential impact of technology from a business perspective comes into play.

Management Training for Appropriate Technology Selection and Recommendation

Management training courses typically deal with logistics and personnel management but fail to guide managers when it comes to making decisions about technology. As a manager in today's world, what really matters isn't just your ability to lead and maintain technology infrastructure - it's your ability to deliver positive business outcomes. Cutting IT costs and managing infrastructure are only part of the equation. Technology must also reduce business risk and generate new opportunities and growth. Information technology training can help managers transition their views of technology as an isolated island off the coast of a business and look at it as one working part of the whole machine that is the organization.

Finding a cool application that has all the shiny bells and whistles you dreamed of and recommending implementation based on the technology's sheer innovation is no longer enough to make a good business case. Before presenting a recommendation, you must understand every step involved with the successful implementation of the technology. A thorough study will need to be conducted to determine what departments, processes and functions will

need to be modified in order to benefit from the new technology. Management training courses focusing on information technology gives managers the tools they need to make that determination.

If you are going to make an impact on the decision makers of a business, you have to get on their level. When it comes down to making a decision, for many business people it is all about the numbers. That is why it is essential to participate in information technology training courses that help you perform your due diligence and gather the data you need to compile hard numbers around your recommendation. What is the true return on investment that the company can expect to achieve by implementing the technology? It is much easier to convince an associate of the merits of your idea if you can show a real increase in profit based on proven research instead of attempting to sway them based on opinion only.

Conclusion

Technology is rapidly changing the way that businesses communicate and function every day. It is important for managers to take a proactive role in understanding emerging technology trends and how they may affect a company's business model by investing in an ongoing program of information technology training for all levels of staff. Management training in particular is essential for ensuring the right technologies are pursued to ensure business success. Viewing technology as a direct influencer on the business as a whole ensures consistent alignment of goals throughout the enterprise.

*“Show me an actress who
isn't a personality
and I'll show you a
woman
who isn't a star.”*

Management

Life is all about how well we manage it. And for this, one does not need to undergo any formal course or training on Management. Life is one such On-The-Job experience which makes a manager out of everyone in the end. Management in the corporate environment, on the other hand, means a combina-

tion of variety of functions including planning, organizing, directing, staffing, coordinating, budgeting etc. which are required to run a business. Effective management is thus, the key to success for any organization. Well, the same applies to an individual! Achieving success is totally dependent on how a person plans and manages his life.





Everybody should be clear about their goals and aim that they wish to achieve in their life. It is only based on the vision and goals that he/she sets, that he/she will be able to work towards achieving it. How can one think of achieving something if they don't know what is to be achieved? It is only a vagabond who sets out without any fixed destination in mind! It is on this path to their goal that everyone has to manage an umpteen number of things, that would bring them closer to attaining success. Discussed below are a few important factors, among those umpteen things, which if managed effectively, can make your life a wonderful adventure:

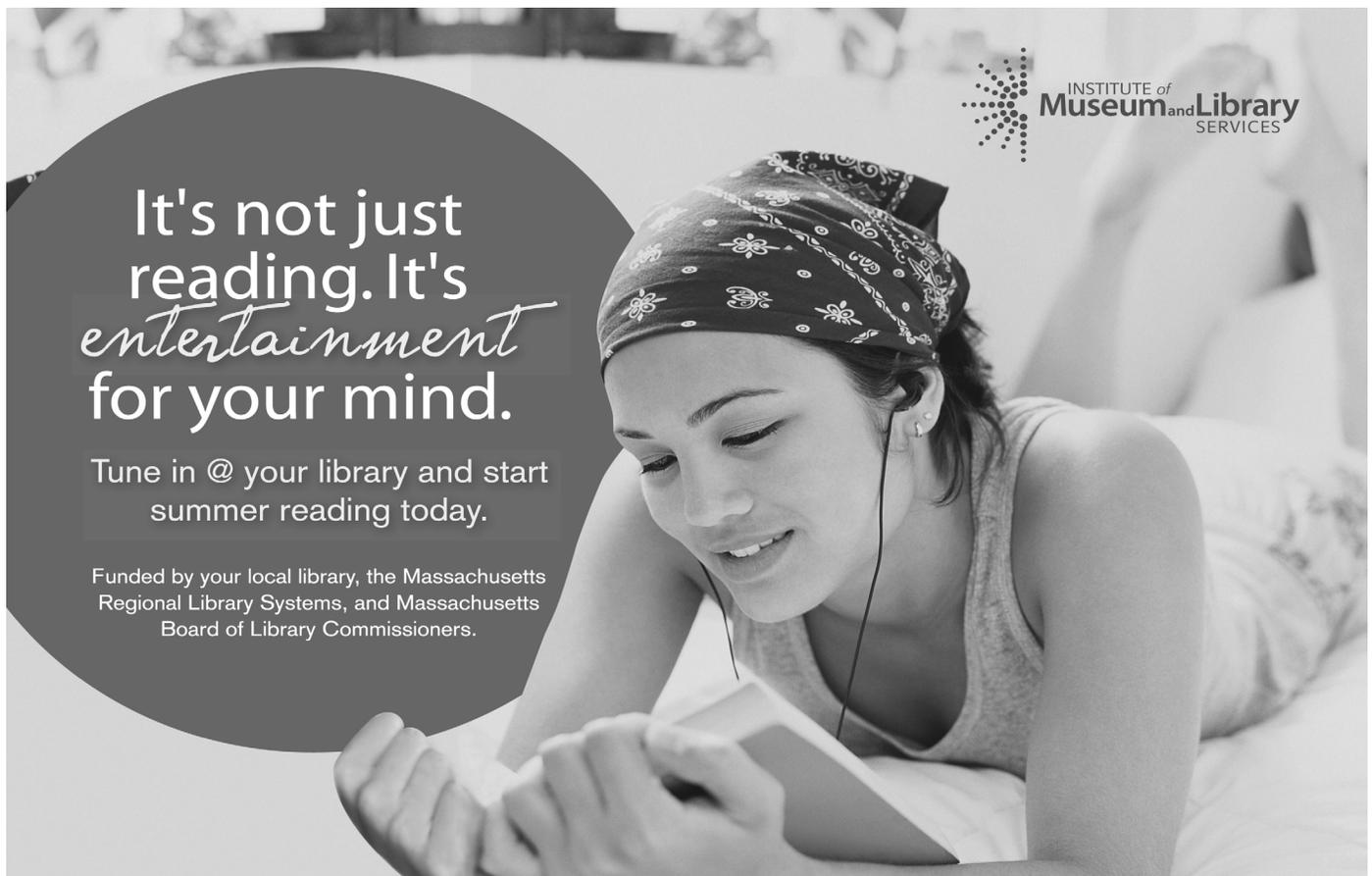
- Time: "Time and Tide wait for none" -A traditional saying which emphasizes the importance of time in a person's life. A person is taught to be timely and punctual since his childhood. One can never achieve great heights if they don't respect time. Something done on time has its own significance. You never know what is in store in the future. The sooner something is done, is better.
- Change: Change is the only thing constant in this world! You can't expect life to be in the same as-is state forever. If you are experiencing sad times, then happy days are just around the corner, and well, ahem, vice-versa. Simply speaking, you should be prepared to accept changes and have the ability to quickly adapt to these changes.
- Finance: Finance is to people is what fuel is to a vehicle. You can't expect to live a smooth life in the absence of sufficient finance. Managing your finances well is really important. You

should start planning your investments and income sources at an early age so that life is easier in later stages, when you have much more responsibilities to take care of.

- Crisis: Having the ability to manage crisis is really important. You never know what crisis may hit you and when. You need to be prepared at all times! It can be related to job, finances, family, health etc. It all depends on how you handle things! You should be patient and react with a calm mind. It's only how you react to different situations in your life that determine the kind of personality that you have!
- Relationships: Man is a social animal and belongs to a society. He cannot live in isolation. He needs to socialize and interact with people. How well he manages his relationships with people is also very crucial to his success! In fact, half the battle is won if he manages people well! But this does not imply that you indulge in impression management and always agree to what others have to say. You should have an opinion of your own and at the same time, the ability to convince others.

“While one should always study the method of a great artist, one should never imitate his manner.

The manner of an artist is essentially individual, the method of an artist is absolutely universal. The first personality, which no one should copy.”



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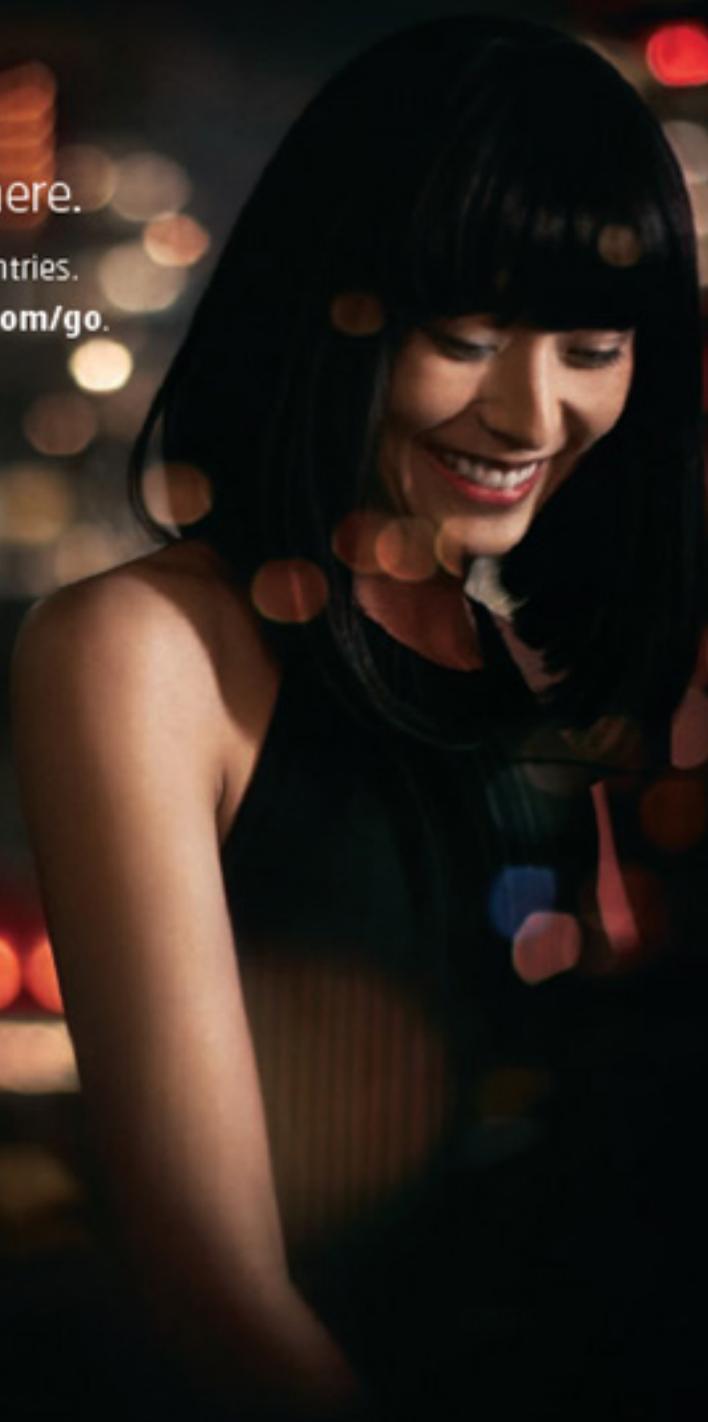
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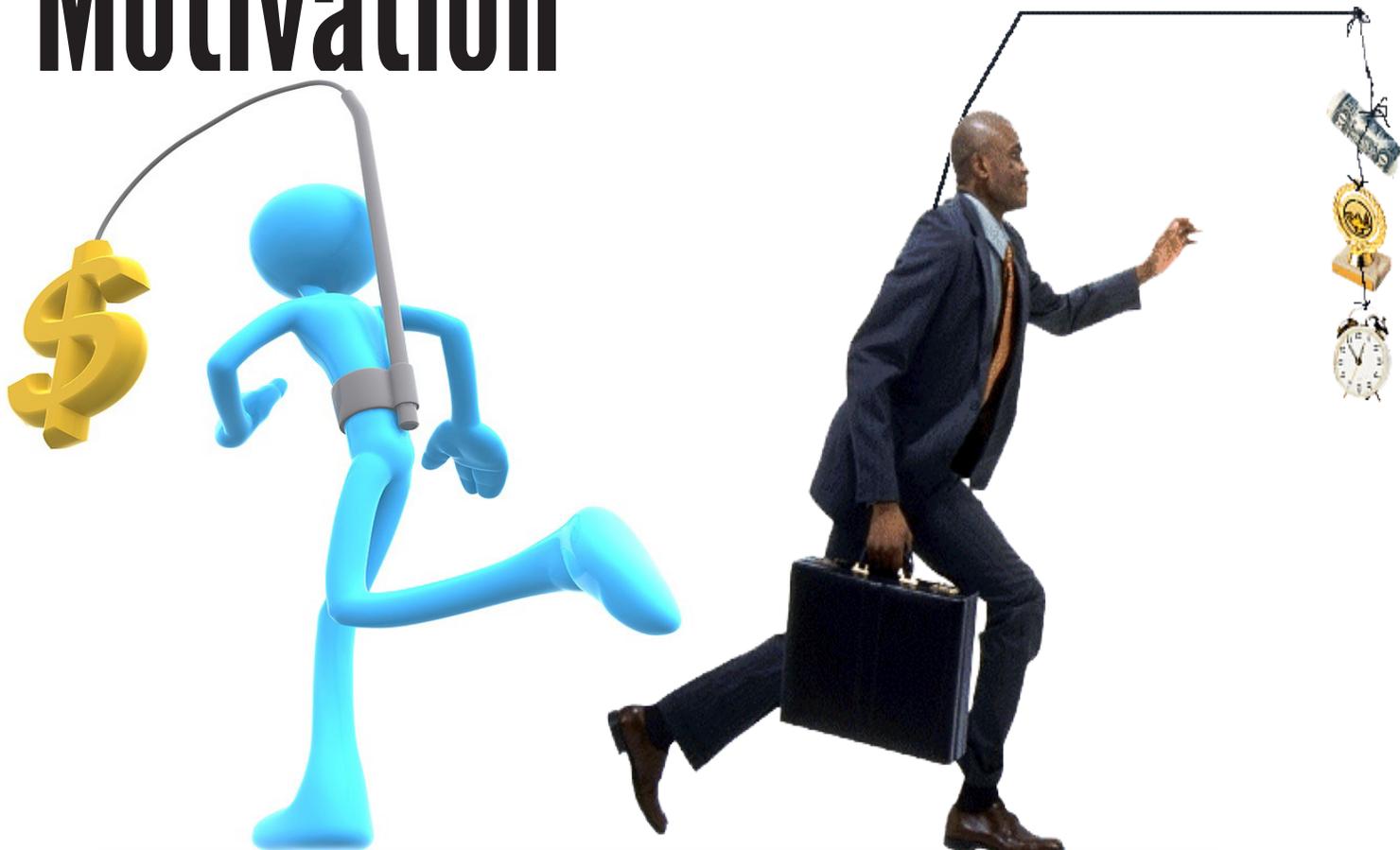
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Motivation



Motivation is a word that has the power to change governments if need be. So a little bit of motivation in the office or work environment will definitely go a long way. Don't you feel happy when someone tells you that "you can do it!" when you are ready to give up? Don't you like being rewarded and commended for the hard work you do? Don't we like to be motivated when our spirits are low? That little nudge, that little push, does fill us with new vigour and enthusiasm.

Personal Development

Personal Development, means different things to different people. Ultimately personal development is about focusing your attention on developing or refining your skills, abilities, attitude, and awareness for personal goal. As a category Personal development covers various areas of human activity and can be applied to business and financial growth. Socially Personal development can be applied to improving social relationship, with friend's family or colleagues, partners, employees.



If you wish to achieve worthwhile things in your personal and career life, you must become a worthwhile person in your own personal development.

Brian Tracy



Personal development is about identifying challenges, finding solutions and integrating the answers or right course of action or behaviour into your daily life or business. Personal development is about making effective change in yourself or company procedures to better deal with the environment.

Value oriented aspects

Many of the value oriented aspects of personal development borders the realm's of spirituality where the individual's attention may be focused on developing better social and environmentally relationships, achieving personal self mastery's over one's actions, as in behavioural changes or overcoming limitations, at this level, persistence, inquisitiveness, study and self discipline are common themes. Professionally personal development may include such themes as personal mastery and communication, developing leadership skills etc.

In general personal development is about cultivating a progressive attitude, studying/learning and applying appropriate success formulas or principles, whether

as companies or individual. Much of the study of person development comes from the researching of people who have made significant growth, personally or in business.

Success leaves clues.

The early founders of the modern day form of personal development have studied and catalogued the process of success and achievement. They have made considerable progress in documenting the process of personal success as a science. Napoleon Hill is arguably the forefather of modern day personal development. He laid the foundations for our current generation of researchers, practitioners and coaches, such as the superstar Anthony Robbins

- The following are some of the general themes in Personal Development
- Developing or renewing identity
- Fulfilling aspirations/Realizing dreams
- Behavioral change/conditioning
- Developing motivation - inspiration



- Improving self-awareness
- Enhancing lifestyle or the quality of life
- Improving your employability
- Identifying and investing in ones potential
- Financial development
- Developing strengths or talents
- Personal and professional mastery - Learning techniques or methods to gain
- Control of one's life
- Entrepreneurial
- Improving self-knowledge
- Developing personal development plans
- Increasing awareness or defining of one's chosen lifestyle
- Integrating social identity with self-identification
- Increasing awareness or defining of one's priorities
- Developing purpose
- Increasing awareness or defining of one's values
- Developing purpose
- Love
- Increasing awareness or defining of one's ethics
- Strategies and realizing dreams, aspirations, career and lifestyle priorities
- Developing personal discipline
- Personal development goal/ material attainment
- Developing professional potential
- Developing talents
- Developing integrity
- Goal setting
- Developing individual competencies
- Becoming more caring
- How to learn from experience
- Time management

- Developing mature interpersonal relationships
- Establishing identity
- Improving the quality of lifestyle (in such areas as health, wealth, culture, family, friends and communities)
- Learning techniques or methods to expand awareness
- Developing competence
- Achieving autonomy and interdependence
- Self mastery
- Managing emotions
- Learning techniques or methods to achieve wisdom
- Communication skills

Personal development philosophically practice

Personal development may also be applied to the following disciplines, either in practice metaphorically or philosophically

- Yoga
- Meditation
- Juggling
- Martial arts

The altruistic aspects of personal development

Some of the more altruistic elements of personal development have Parallels with some of the world's spiritual tradition. A good example would be, The Eightfold Path of Buddhism which focus on the development of skills such as:

Right View
 Right Intention
 Right Speech
 Right Action
 Right Livelihood
 Right Effort
 Right Mindfulness
 Right Concentration

*“The core of
 one's personality
 consists of many selves.”*

Word Power



Words have a magical power. They can bring either the greatest happiness or the deepest despair; they can transfer knowledge from teacher to student; words enable the orator to sway his audience and dictate its decision. Words are capable of arousing the strongest emotions and prompting all men's actions.

-Sigmund Freud
Father of Psychoanalysis

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WHAT...
exactly are
Power Words?

Power words are compelling. They trigger emotions in our brain. So it's important to use the right word in order to grab the attention of your reader and persuade them to take action.



HOW...
to properly use
Power Words?

Use power words in your headlines because that's most likely the first thing your reader will see. Be sure to use them sparingly in your copy too.



WHY...
should you use
Power Words?

It has been proven year after year that power words **CAN** increase your sales.

TIP

To figure out what words you want to use, think about **how you want your reader to feel.**



Words About Saving

Save • Money • Win • Cheap
Free • Reduced • Bargain
Bonus • Lowest

Words That Guarantee

Risk Free • Proven • Easy • Safe
Dependable • Lifetime • Delivers



Words With Urgency

Quick • Immediately • Rare
Hurry • Fast • Act • Now
Limited • Deadline

Words About Quality

Exclusive • Best • Improved • Top
Unique • Professional • Ultimate



The Word That Matters The Most

YOU

The main question that readers want to know is...

“What’s In It For Me?”

So, write as if you're talking to an individual in your target market instead of a crowd.

- Having a fascinating and diverse set of words empowers you in more ways than one. Not only does it give you an edge over others, thereby increasing the chances of your success, but it also makes you stand distinct from others! We must learn from history and work towards aligning our words, tone, expressions, body language, along with our actions. The power of our actions is preceded by the power of our words, so we should speak with power and great care and bring out the best in ourselves and others.

“What we call personality or character is a highly complex product of a long integrative process, a process which may go wrong and may be largely undone at any stage.”

Public Speaking

It is often observed that many people's top ranking fear is not death but having to speak in public. The joke is that these people would rather be lying in the casket at the funeral than giving the eulogy. Public speaking for people who suffer from panic attacks or general anxiety often becomes a major source of worry weeks or even months before the speaking event is to occur.

Control Your Fear of Public Speaking

Don't
Let Fear
Control You





These speaking engagements do not necessarily have to be the traditional “on a podium” events but can be as simple as an office meeting where the individual is expected to express an opinion or give verbal feedback. The fear of public speaking in this case centers on having an attack while speaking. The individual fears being incapacitated by the anxiety and hence unable to complete what he or she is saying. The person imagines fleeing the spotlight and having to make all kinds of excuses later for their undignified departure out the office window....

This differs slightly from the majority of people who fear public speaking because their fear tends to revolve around going blank while speaking or feeling uncomfortable under the spotlight of their peers. The jitters or nerves of speaking in public are of course a problem for this group as well, but they are unfamiliar with that debilitating threat which is the panic attack, as they most likely have not experienced one before. So how should a person with an anxiety issue tackle public speaking? Stage one is accepting that all these bizarre and quite frankly unnerving sensations are not going to go away overnight. In fact, you are not even going to concern yourself with getting rid

of them for your next talk. When they arrive during a speech/meeting, you are going to approach them in a new manner. What we need to do is build your confidence back to where it used to be before any of these sensations ever occurred. This time you will approach it in a unique, empowering manner, allowing you to feel your confidence again. It is said that most of the top speakers are riddled with anxiety before speaking, but they somehow use this nervousness to enhance their speech. I am going to show you exactly how to do this, although I know that right now if you suffer from public speaking you may find it difficult to believe you can ever overcome it.

My first point is this and it is important. The average healthy person can experience an extreme array of anxiety and very uncomfortable sensations while giving a speech and is in no danger of ever losing control, or even appearing slightly anxious to the audience. No matter how tough it gets, you will always finish your piece, even if at the outset it feels very uncomfortable to go on. You will not become incapacitated in any way.

The real breakthrough for if you suffer from public

speaking happens when you fully believe that you are not in danger and that the sensations will pass. What keeps a panic attack coming again and again is the fear of the fear--the fear that the next one will really knock your socks off and you feel you were lucky to have made it past the last one unscathed. As they were so unnerving and scary, it is your confidence that has been damaged by previous anxiety episodes. Once you fully understand you are not under any threat, then you can have a new response to the anxiety as it arises while speaking. Defeating public speaking and panic attacks...

There is always a turning point when a person moves from general anxiety into a panic attack, and that happens with public speaking when you think to yourself:

"I won't be able to handle this in front of these people." That split second of self-doubt leads to a rush of adrenaline, and the extreme anxiety arrives in a wave like format. If, however, when you feel the initial anxiety and you react with confidence that this is not a threat to you, you will move out of the anxiety rapidly. Using this new approach is a powerful ally because it means it is okay to feel scared and feel the anxiety when speaking--that is fine; you are going to feel it and move with and through the sensations in your body and out the other side. Because he or she is feeling very anxious, often before the talk has begun, that person may feel they have already let themselves down. Now, you can relax on that point. It is perfectly natural to feel the anxiety. Take for example the worst of the sensations you have ever experienced in this situation--be it general unease to loss of breath. You will have an initial automatic reaction that says:

"Danger-I'm going to have an episode of anxiety here and I really can't afford that to happen." At this point most people react to that idea and confirm it must be true because of all of the unusual feelings they are experiencing. This is where your thinking can lead you down a train of thought that creates a cycle of anxiety that produces a negative impact on your overall presenting skills.

So let that initial "oh dear, not now" thought pass by, and follow it up immediately with the attitude of: "There you are-I've been wondering when you would

10 Presentation Facts you should know

- 1. THE BIGGEST FEAR OF ALL HUMANS IS PUBLIC SPEAKING**
- 2. WHAT MOVES PEOPLE IS STORY**
- 3. IF YOU DEDICATE 70% OF YOUR TIME WRITING THE SCRIPT YOU'LL CREATE A BETTER PRESENTATION**
- 4. 2 DAYS IS THE TIME STEVE JOBS REHEARSED BEFORE A PRESENTATION**
- 5. IF YOU CAN TELL YOUR STORY IN 10% OF THE TIME YOU HAVE TO PRESENT IT, YOU'LL BE READY!**
- 6. SPEECH PREPARATION TIMINGS**
 - 1 DAY: 60 MIN.
 - 3 DAYS: 15 MIN.
 - 7 DAYS: 10 MIN.
 - 15 DAYS: 5 MIN.
- 7. FACTS ARE 20 TIMES MORE LIKELY TO BE REMEMBERED IF THEY ARE PART OF A STORY**
- 8. WHEN PRESENTED WITH VIVID IMAGES, PEOPLE WILL REMEMBER 95% OF WHAT THEY HEAR AND SEE**
- 9. AUDIENCE ATTENTION LEVEL**

Time	Attention Level
1 MIN.	High
3 MIN.	Medium-High
5 MIN.	Medium
10 MIN.	Low
- 10. THE FIRST 30 SECONDS OF YOUR PRESENTATION WILL DECIDE IF YOU'RE A STAR**

SO BEFORE YOU START TO WORK ON YOUR NEXT PRESENTATION

STOP AND RE-READ THIS LIST

arrive. I've been expecting you to show up--by the way, I am not in the least threatened by any of the strange sensations you are creating--I am completely safe here."

The key to controlling your fear of public speaking and panic attacks is that instead of pushing the emotional energy and excitement down into your stomach, you are moving out through it. Your body is in a slightly excited state, exactly as it should be while giving a speech, so release that energy in your self-expression. Push it out through your presentation not down into your stomach. You push it out by expressing yourself more forcefully. In this way you turn the anxiety to your advantage by using it to deliver a speech where you come across more alive, energetic and in the present moment. When you notice the anxiety drop as it does when you willingly move into it. Fire a quick thought off when you get a momentary break (as I am sure you have between pieces), asking it for "more." You want more of its intense feelings as you are interested in them and are absolutely not threatened by them.

It seems like a lot of things to be thinking about while talking to a group of people, but it is not really. You'd be amazed how many different non-related thoughts you can have while speaking. This approach is about adopting a new attitude of confidence to what you might have deemed a serious threat up until now. This tactic will truly help you with fear of public speaking you have associated with them.

If your predominant fear of the speaking engagement is driven by a feeling of being trapped, then I would suggest factoring in some mental releases that can be prepared before the event. For example, some meetings/speeches allow for you to turn the attention back to the room to get feedback etc. from the group. If possible, you might want to prepare such opportunities in your own mind before the engagements. This is not to say you have to ever use them, but people in this situation often remark that just having small opportunities where attention can be diverted for the briefest of moments can make the task seem less daunting. It may even be something as simple as having people introduce themselves or opening the floor to questions. I realize these diversions are not always possible and depend on the situation, but anything you can factor in that

makes you feel less trapped or under the spotlight is worth the effort and can help alleviate fear of public speaking.

*“Desire
is the key to
motivation.
It is the key to
develop a
healthy personality
and
a positive attitude
towards oneself
and
others”*

A professional portrait of Ernest Chen, an older man with short dark hair and glasses, wearing a dark suit, white shirt, and red tie. He is seated and looking directly at the camera with a slight smile. The background is a plain, light grey.

Ernest Chen

*meet Singapore's Biggest Public
Speaker and Motivation Guru..*

Public Speaking

“Want to be a Better Leader & Improve your Influence over others?”

Ernest Chen reveals the success secrets..

Exclusive Interview with Ernest Chen
Author of the all time bestseller book “Earnestly Speaking”

Q1. What according to you is the true definition of personality?

There is no one true definition. A brief definition would be that personality is made up of the characteristic patterns of thoughts, feelings and behaviours that make a person unique. In addition to this, personality arises from within the individual and remains fairly consistent throughout life.

Q2. Which trait according to you is the stepping stone to have a very good personality?

When you talk about trait, you are likely to associate trait with genetic. When you have good gene, chances are you would have good personality.

Q3. Do you think looks matter in having a strong personality?

Yes and No. Look is the first impression. People judge you on the first impression.

Q4. Do you think leaders are born, or can they be trained?

Leaders are not born; they are made. How they are made; it depends on circumstances and the environment.

Q5. Please comment on the importance of having a positive attitude in life.

Of course, having a positive attitude in life gives a person a positive start in life. Everything is possible, every obstacle and challenge is a learning lesson. Setback is only temporary.

Q6. What do you think is the difference between a manager and a leader?

A manager sees trees, a leader sees forest.

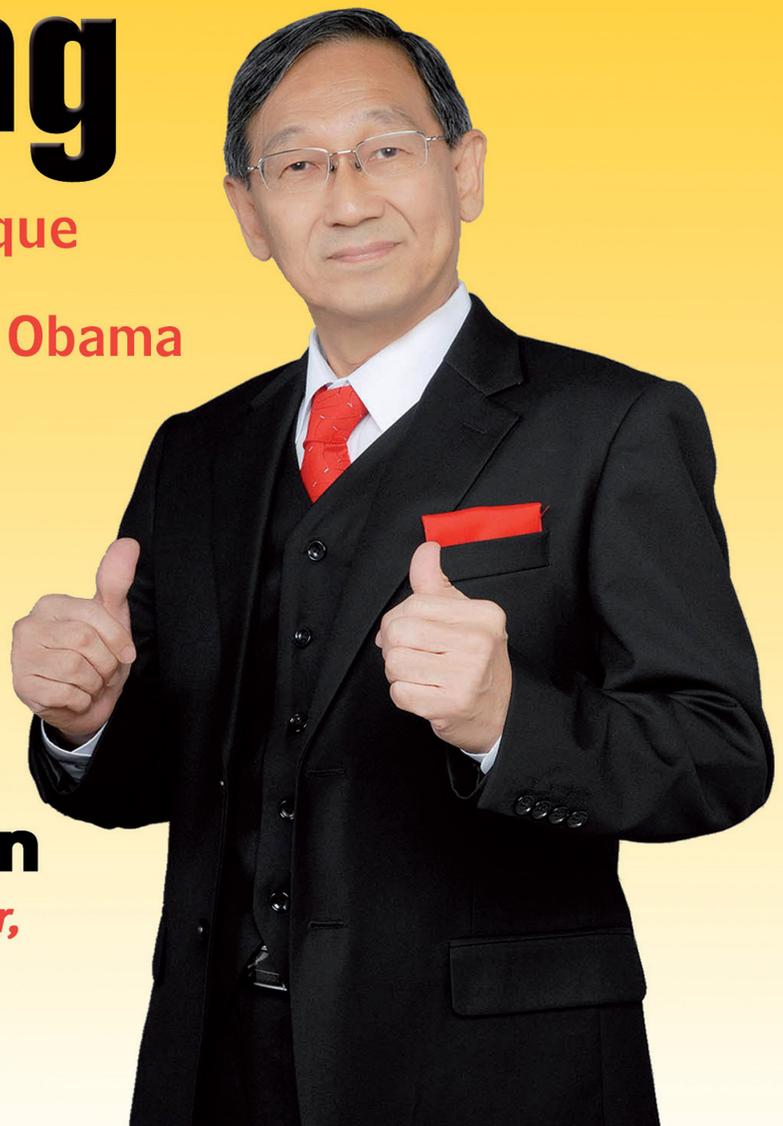
Q7. What are the skills required for an individual to work in a team?

There are many skills: some of them are: commitment to the team spirit, setting goals, listening skills, believe that synergy is win win for all.

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Ernest Chen

*Author of the Bestseller,
"Earnestly Speaking"*

Q8. Self-awareness is very important for personal development. Please guide on how should one go about for self-evaluation?

Self-evaluation is the internal moment of truth when you do your evaluation at the end of the year.

What KPI or benchmark are you using?

Had I done my best?

Had I given my time and skills to the organisation?
If given a second chance; would I do the same again?

Q9. What is your take on an individual's dressing and grooming in the formal as well as informal setting?

There is a saying: Clothes make a man. This is quite true in this modern world. More and more schools on grooming, dressing, and social etiquette have started. People believe that if they dress well, talk well and behave well, they have an edge over theirs.

Q10. Who are your role models?

I like the energy level of Anthony Robbins, the compassion of Nelson Mandela, the strategic mind of Mao Tse Tung and the love of Mother Teresa.

Q11. Do you think that meditation and exercise affects a person's personality? Is so, then to what extent?

Meditation and exercise can reduce stress and help a person to be composed and collected.

Q12. Please comment on intrinsic and extrinsic motivational factors.

Extrinsic motivation occurs when we are motivated to perform a behaviour or engage in an activity in order to earn a reward or avoid a punishment.

Examples of behaviours that are the result of extrinsic motivation include:

- Studying hard because you want to get a good grade
- Cleaning your room to avoid being reprimanded by your parents
- Participating in a sport in order to win awards

- Competing in a contest in order to win a scholarship

Intrinsic motivation involves engaging in a behaviour because it is personally rewarding; essentially, performing an activity for its own sake rather than the desire for some external reward.

Examples of behaviours that are the result of intrinsic motivation include:

- Participating in a sport because you find the activity enjoyable
- Solving a word puzzle because you find the challenge fun and interesting

Q13. Please provide tips on how to handle stress at workplace and handle people?

Different people have different stress level. The best way to reduce stress is "know yourself."

- Regular exercise
- Eat moderately - know what food is good or no good for you,
- Sleep well.
- Drink less (better don't drink)
- Talk to people
- Use time management and task management to work smart
- Resolve conflict quickly and amicably

Q14. What according to you, are the 5 personality traits that employers would be looking for in a prospective candidate?

- 1 Confident and Charismatic
- 2 First impression
- 3 Energy level
- 4 Experienced
- 5 Leadership

Q15. What suggestions do you have for youngsters in schools who are yet to embark on the journey of life?

Learn as much as you can. Read as much as you can. Play as much as you can. Enjoy your life and do foolish things. Younger days, once it's gone will never return, treasure them.



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Speech of the day

Ever thought why do some people make it to the top, while you don't? Ever wondered why some people always click with the rest of the crowd so easily, while some can't? What is that X-factor in some people which makes them a distinguished person all together, even though they are equally talented as you are?

Well, it's all about personality!

Personality, as they say, is a mixture of thinking and behavioral aspects of a person that is depicted in a variety of situations. It is what he has been shaped into, as a result of his past life experiences, and how he conducts himself amidst people.

Everyone has distinct personality traits. Some may be assertive while some may be diffident. Someone might be an extrovert, while another may be introvert.

Some may be optimistic, while others would be pessimistic. It depends from person to person!

It's true, that your personality depends on your experiences and the kind of people you have met in the journey called Life. But it is not necessary that you may have had the best of experiences and have had met the finest of people. Nevertheless, you can also achieve a notable personality, given you are ready to work upon yourself! For this, first you need to introspect yourself.

This way you shall find out the areas that require improvement. You can also take help of a good friend who can be a mirror to you and help reveal your true self to you. Then, you need to accept the way you are. This is very important! You must respect what you are presently! Only then you shall have the confidence to move forward in life. Remember, one obviously needs to climb the first few stairs of any ladder to reach the top!

Once you know where you have to improve, slowly and steadily, you need to observe your behavior in front of people. Be aware about yourself and your





body language. Don't be too conscious and mess up things, just be careful of how you are conducting yourself. See what the other people have to say about you. Take a sincere note of things. Then ponder upon it once you are alone. Ask yourself a few questions like "Did I come across how I wanted to?" or "Were other people comfortable in my presence?" By this, I absolutely do not mean to say that you change just in order to please people. Rather, just make yourself a little more likeable. After all, who does not like charming and interesting people?! Once you come to know what exactly people think of you, you can start developing accordingly.

Change the way you talk if required. Dress more aesthetically. Groom yourself. Mind your body language. Furthermore, you can join public speaking classes if you think you need to shed your inhibitions while talking to a group of people. You can enroll for meditation or yoga classes if you want to be a more calm and relaxed person. Read a lot! You should also

be abreast of the latest happenings in and around the world, your country, your state, or for that matter, your locality. People having that extra knowledge always have the edge over others!

Mentioned above are just a few standard points to take care of. But otherwise, one is the best judge of his personality. Remember! A diamond is nothing but a piece of coal which has handled a lot of pressure! Therefore, it solely depends on how well you polish yourself. Work hard and the world shall not miss your shine!

*“Personality
is an unbroken series of
successful gestures..”*

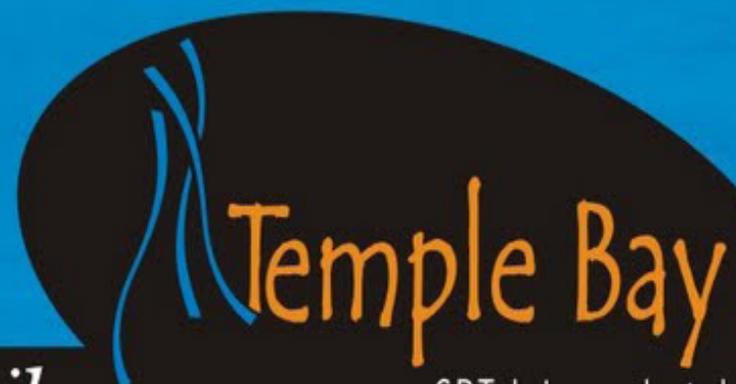


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Wealth Matters

What is it that everyone wants? What is it that everyone wants but cannot get? What is it that if someone gets it, may not be able to keep it? What is it that even if someone keeps it, may not be able to use it effectively? I am sure you must have guessed it by now (by looking at the title of the article :P) Yes, its Wealth. But does it really matter to everyone?

Wealth essentially means an accumulation of money and other valuables which include, but are not limited to, houses, vehicles, jewelry, investment in financial instruments etc. It is basically a fortune that one has been able to gather, by managing his/her expenses. But for that matter, it can also be inherited from past generations.

“Food, shelter and clothing are the basic necessities

for life” - We all have heard this conventional saying several times in our life. But can the great mind, from where this thought originated, please explain to us, how are we supposed to get all of this if we don't have money?! We all need money to survive. And it's not just survival that humans look for. There is more to one's life than just existence. Apart from the basic necessities, humans want biological, economic and social security. He wants a job that can be a fixed source of income. He should be able to take care of his family and if possible, provide them luxury.

But whatever the need be - Survival or Luxury - you need resources to meet your ends! If you are born in a poor family, and need to arrange two meals a day, you need money! Fortunately, if you are born in a well to do family and can't do without an air conditioner in summers, you still need money! Underprivileged? Want to give your child bare minimum education required? You require money! Wealthy? Want to send your child to a foreign land for the best possible education? You require money!



Moreover, Man is a Social Animal! He lives in a society and interacts with other people. He needs to have a social status and a respectable name in the community he belongs to. But the question here is, whether being wealthy is the key to achieve it? Well, in this case, it is totally subjective. Take for instance, a person from not a very well-to-do family wins a national level singing competition; he still gets all the name and fame in the society. But this is purely based on talent and luck, which everyone may not possess. While on the other hand, there is one filthy rich guy who donates generously for social causes and has earned quite a good name for it.



There may be several such cases, where the Theory of Relativity holds strongest and one can really not comment on what suits the other person the most. Hence, it's only fair, that it be left for people to decide for themselves, if wealth matters to them or not. Someone may want to live an elegant life, full of luxuries whereas someone would prefer to renounce all the worldly pleasures and seek to attain Nirvana!

“The most important function of education at any level is to develop the personality of the individual and the significance of his life to himself and to others.”



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