

PRIME

See it before it happens

THE SITUATION

You're about to perform: a sales meeting, a conference talk or a difficult meeting with a client. You've got the content under control, but not how it will feel to stand there.

THE KEY INSIGHT

Preparation gives you the content. Visualisation lets you rehearse the experience.

The brain trains even when you only imagine an action. In one study, mental training alone increased little-finger strength by about 35%, while physical training gave about 53%. When you play a situation through in advance, you're not meeting it for the first time when the stakes are high.

DO IT

5-10 minutes before it counts

Close your eyes and see the situation going well: the room, the people, your first sentences, a difficult question you answer calmly.

Write it down in the present tense

"I take the floor calmly ...", "I solve ...". The present tense tells the brain it is already true.

Choose one word for your attitude

For example "calm", "curious" or "sharp". Let the word guide how you walk through the door and how you answer.

COMMIT · YOUR PLAN

Choose one technique, and use it within the next 48 hours.

If _____

then _____

1 · TEST

Use the technique in a real situation.

2 · REFLECT

What worked? What did you notice?

3 · ADJUST

Adapt it, and test again.

Repetition is what turns it into a habit.

Source: Ranganathan et al. (2004), Cleveland Clinic, Neuropsychologia.