

How to Give a Feldenkrais® Public Talk

Incentive: Acquire new students for lessons/classes, acquire mailing list for door prizes.

***Sign up for your newsletter and mailing list - be clear that you will not share their info.**

Possible coupons for sessions. Have cards for questions for folks to fill-out by break.

Bring snacks for break time — take a short break, time to engage/connecting and questions to arise (talk with these people, they are the ones that will likely become your clients/students)

Make sure have written materials - table with brochures/ flyers / cards with contact information

Passion/Engagement with Audience - positive, upbeat, humor, optimism

Who's your audience? tailor your talk toward them with mainstream language— i.e. sports, medical, dance, etc. Identify audiences in line with your passions.

- Request folks turn off cellphones.

*****Begin as soon as possible giving a concrete experience. (even a one minute sensing)**

TIME MANAGEMENT: be sure you are driving the talk. Give them a brief overview of talk/what to expect, including a break with directions to bathroom.

Keep on track, find gentle ways to bring people back to your outline. Have flexibility if the talk goes in a certain direction. (50/50 content rule — have a clear idea of the bare bones you want to present, with extra material planned that you can let go of) This is an outline for 90 minutes with a break in the middle. Think efficiency and **what are the most important points you have to make.**

- **Personal engagement:** If small group (i.e. a book club or lunch break at work environment) can ask questions: what made them want to come to the talk? You can even have them say their first name and one sentence of what brought them there for a small intimate number. (In a larger group, don't invite every single person to talk — just a couple burning questions, no time for giving names of the entire audience) Find out what people are interested in to address their interests. Know how to gently redirect if someone starts with a long epitaph. ("Because of limited time constraints, I'm going to ask you to finish with just a sentence or two." - remind them if this happens again in the talk)
- **Boundaries, boundaries, boundaries**— takes practice. Practice saying, "thank you for your comment, but I need to return to the topic or I can talk with you personally after the talk" (if appropriate) or "I want to give attention to everyone and will need to limit your time to a few minutes." or "This is a question that is too detailed for this talk." Acknowledge and move on.

Why am I a Feldenkrais® practitioner/teacher? (Personally motivate audience how your audience connects to you and gets to know who you are - a very brief background- not too much, but enough for people to connect with your passions. Economize your words - Don't be a runaway train.)

Your Personal Story of what brought you to the Feldenkrais Method® - brief personal background. Prepare to have inspiring story or two of your practice or classes or personal experiences with learning/healing - keep brief, one or two short stories

What is the Feldenkrais Method®?

Overview of history - brief, founder - keep short so you can get to experiential demonstrations
Developed Awareness through movement® & Functional integration® (quick overview)- tailor
this according to your audience (i.e., more scientific or more about improving quality of life
through awareness, ease, etc.)

How does it work? Mindful movement for improved function - Experiential learning, hard to
verbalize and mentally grasp without the physical experience. Have concrete examples: It's
about becoming more aware of how you move.....AND It's about helping your skiing or walking
(or your passion) be easier, more elegant, graceful. (Practice your elevator speeches.)

**Principles: keep brief— show more than talk about, can integrate explanations in be-
tween experiential ATM® or FI®. The explanations mean nothing without direct experi-
ence— don't WASTE time explaining too much** (depends on your audience.) Accessing ner-
vous system through sensing bones- awareness, higher organization of movement and function,
improve how your move and awareness of self.

Make sure they have solid experiences with ATM /FI before and during explaining how it works.

Experiential Lessons:

Be sure to have a pre-test movement to compare with later, set up for useful functions in life
(standing, sitting comfortably, traveling, bending, getting up from a chair, etc.)

Seated lessons are easiest: simple dead bird, sensing bones, turning head/shoulders/eyes,
hands, sit bones, feet - then stand and sense...

- 10 minutes (possibly shorter)

BREAK - food and mingling, looking at products, etc. If on zoom, time to do next session.

FI demo- with one or more volunteers. (Be careful about trying to fix them or setting up for ex-
pectations for miracles.) Seated lesson or against the wall. 5-10 minutes max. Practice with
friends ahead of time— set a timer and see what you can do. Be prepared if they don't feel any
difference — then ask for another volunteer and let the first person know we needed more time
to access their abilities to feel and sense change.

Save time for Q&A - at least 10 minutes. (Plan to make sure you have time for this— people
need to have opportunity to talk. Make sure you end on time.)

Message at end, referrals, sign-up for lessons, etc.

Commit to 3 sessions minimum in a row, weekly for clear sense of results and plan for your
goals. 6-10 is a good number if you have any chronic challenge. Private lessons recommend-
ed for acute/subacute injuries or where a person doesn't feel safe to move without supervision.
(Classes not appropriate for an injured or frail client who could hurt themselves)

Encourage them to budget for minimum of 3 lessons at a time. This allows for a minimum of
depth and possibility of lasting change to emerge. 6-10 ideal.

Classes— commit to a series of 4-6 classes.

**Invite people to schedule with you (talk with you afterward) or a colleague in their area,
attend classes with you or the community, invite to the conference, sign up for your
newsletter and mailing list, products to buy, etc.**