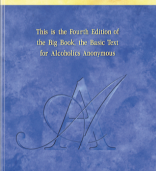


C.A. Service Sponsorship Group Presents...



12 Step Speaker Coaching: Carrying the Message and NOT the Wreckage

ALCOHOLICS
ANONYMOUS



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Carrying the Message NOT the Wreckage

We must be careful not to drift into worry, remorse or morbid reflection, for that would diminish our usefulness to others. (A.A. 4th Ed. p. 86)

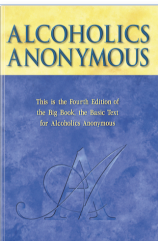


Carrying the Message and NOT the Wreckage

“Each individual, in their personal stories, describes in their own language and from their own point of view the way they established their relationship with God.

(A.A. 4th ed. p. 29)

“We can only clear the ground a bit. If our testimony helps sweep away prejudice...” (A.A. 4th ed. p. 55)



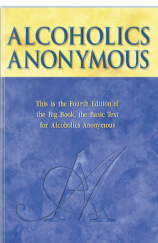
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Learning Objectives

By the end of this presentation, you'll be able to:

- **List 10** strategies for overcoming the fear of speaking in front of an audience.
- **List 5** ways to conduct yourself when speaking virtually or in-person.
- **Identify 3** major benefits of speaking to a 12 Step meeting or event.
- **List 3** key elements for a compelling story.
- **Identify 3** essential ways to win the confidence of newcomers.
- **Know the 3** essential components for a well structured story.
- **Learn 3** ways to dynamically open your share.
- **Know 4** ways to identify and connect with your audience.
- **Identify 5** important ways to describe “what happened?”
- **Describe 3** ways to inspire others to work their program.
- **Learn 3** approaches to dynamically close your talk.



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Fear of Public Speaking

Affects 75% of the general public

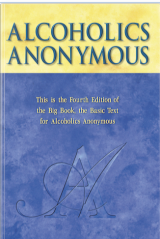
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the Big Book, the basic text
for Alcoholics Anonymous

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**Do you know what people
are most afraid of?**



[*https://caservicesponsorship.org*](https://caservicesponsorship.org)



Spiders & Snakes!



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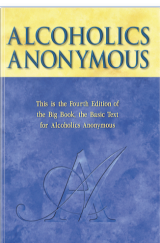
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So, How Can We Overcome the Fear of Public Speaking?



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Deliver a public presentation on...
...Spiders and Snakes!



But seriously...

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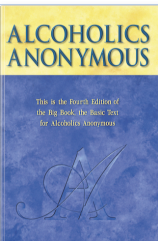
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Ten Strategies for Overcoming the Fear of Public Speaking

1. Structure your presentation... avoid “stream of consciousness” sharing.
2. Write down your presentation. Use your own words and avoid jargon and vulgar language.
3. Rehearse your presentation... Practice, Practice, Practice.



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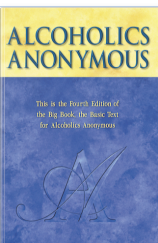


Ten Strategies for Overcoming the Fear of Public Speaking

4. Before Speaking: Take time for prayer & meditation.

Instead we let *God* demonstrate, through us, what *It* can do. We ask *God* to remove our fear and direct our attention to what *It* would have us be. At once, we commence to outgrow fear.

(A.A. 4th ed. p. 68)

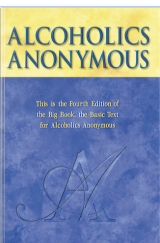


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Ten Strategies Overcoming the Fear of Public Speaking

5. When speaking, focus on your audience... most importantly... focus on carrying a message to “The Newcomer.”
6. Record yourself when speaking.
7. Afterwards, listen to yourself speak, make notes and revise your share accordingly.

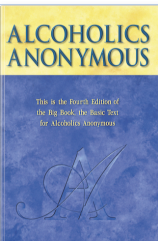


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Ten Strategies Overcoming the Fear of Public Speaking

8. You'll never have a more **accepting and forgiving audience.**
9. Share from **the “I” perspective** and avoid using “YOU” language.
10. Have fun!!!



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Five Ways to conduct yourself when speaking virtually or in-person

Virtual Meetings

1. Before presenting, take a look at yourself in the mirror or on camera—make sure you have your up-close and personal face on.”
*Women... attention to make-up.
2. Sit comfortably in your chair (no standing) and make eye contact with camera.
3. Use a laptop or desktop computer, rather than a phone and make sure your screen is tilted correctly...we don't want to see your nostrils or the top of your head.
4. Watch the facial expressions on your audience grid... are they engaged, smiling, laughing, nodding heads...
5. Smile and speak clearly, modulate your tempo for emphasis.

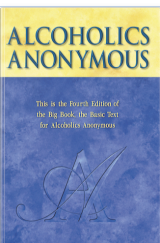
In-person live Meetings

1. Be well groom, dress appropriately.
2. Stand in one place, plant your feet firmly...
Make eye contact with someone in the audience, speak to that person, then move on to another, then another, pick a person from on side, then the other, also from front to back.
3. If no mic is present, project your voice as if speaking to someone at the back of the room.
4. Take note of your audience's engagement, are they engaged, smiling, laughing, nodding heads...
5. Smile and speak clearly, modulate your tempo for emphasis.

Three Benefits of Speaking

1. Fulfills Tradition Five:

“Our one primary purpose—to carry the message—our hope, faith and courage—to the addict who still suffers.”



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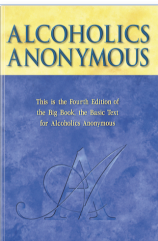
Three Benefits of Speaking

2. It reinforces our identity as members of a Twelve Step program.

Two recovery genres: The *Recovered Addict* versus The *Recovering Addict* narrative. Recovery stories are consequential for the person's experience of recovery, since it seems that the telling and retelling of an empowered "Recovered" narrative, with its **clear beginnings, turning points, and felicitous, institutionally condoned endings** may well be critical for recovery to remain a stable condition in life.*

In similar fashion to AA alcoholic drinking stories (Cain 1991), such narration articulates, but also facilitates, the teller's consistent affiliation with and appropriation of institutional master narratives.

*Narrating Anorexia: "Full" and "Struggling" Genres of Recovery – Dr. Merav Shoheit



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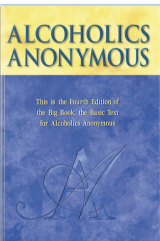


Three Benefits of Speaking

It reinforces our identity as members of a Twelve Step program.

Alternatively, the **telling and retelling of ambiguous “always recovering” narratives**, in which protagonists question received wisdom, ponder hypothetical life paths not actually pursued, and envision abstinence as both good and bad, may perpetuate a cyclical life course in which relapse recurs and permanent recovery eludes the narrator as protagonist.

*Narrating Anorexia: “Full” and “Struggling” Genres of Recovery – Dr. Merav Shohet



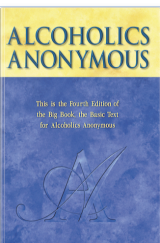
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Three Benefits of Speaking

It reinforces our identity as members of a Twelve Step program.

Central to the 12 Step recovery culture is the personal story of the recovered addict—"Our stories disclose in a general way what we used to be like, what happened, and what we are like now" (A.A. 2001:58). The Member's personal story reinforces the figured world of 12 Step recovery. These narratives maintain the boundaries that structure and empower the 12 Step recovery culture. By sharing their personal stories of "what they used to be like", members identify as addicts. Their "war stories" convey important criteria for potential members to identify and label themselves as addicts (Holland 2001:71). Furthermore...



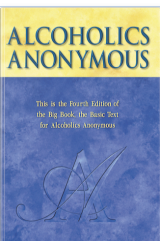
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Three Benefits of Speaking

It reinforces our identity as members of a Twelve Step program.

Personal testimonies are significant to newcomers because the storylines of recovered addicts objectify the central cultural elements of the 12 Step world, such as the importance of attending meetings, getting a sponsor, helping other suffering addicts, doing service work for the 12 Step Group. By listening to the narratives of recovered members, newcomers learn the culture of 12 Step recovery. The newcomer learns the model of a 12 Step testimonial by listening to other members and through telling their own story, the newcomer comes to understand their own life as a member of a 12 Step program (Holland 2001:71). The 12 Step rhetorical language provides a powerful opiate that connects the newcomer to the 12-step culture and convinces them that their drinking/using/acting-out problem can be solved—resulting in behavioural transformations of newcomers (Waldram 1997:74).



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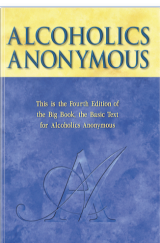


Three Benefits of Speaking

3. Bill W. suddenly realized in order to save himself, he must carry his message to another alcoholic (addict).

(AA. 4th ed. p. xvi)

It is important for *them (newcomers)* to realize that your attempt to pass this (our message of experience, strength & hope) on to *them* plays a vital part in your recovery. Actually, *they* may be helping you more than you are helping *them*. (A.A. 4th ed. p. 94)



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Three key elements for a compelling story

1. Structure:

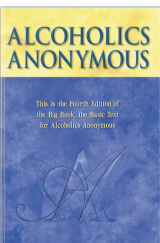
Our stories disclose in a general way what **we used to be like, what happened**, and what **we are like now**. (A.A. 4th ed. p. 58)

2. Substance:

The message which can interest and hold these alcoholic (*addicted*) people must have depth and weight. (A.A. 4th ed. p. xxviii)

3. Outcome:

...we believe that it is only by fully disclosing ourselves and our problems that *newcomers* will be persuaded to say, "**Yes, I am one of them too; I must have this thing.**" (A.A. 4th ed. p. 29)



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Remember

Carry the message NOT the wreckage



Avoid “drunk-a-logs” and “junkie-pride” stories.

Three prerequisites to winning the confidence of “Newcomers”



1) The **ex-problem drinker** (*addict*); 2) who has **found this solution** (12 Steps); 3) who is **properly armed with facts about them self** (3), can generally win the entire confidence of another alcoholic (*addict*) in a few hours. Until such an understanding is reached, little or nothing can be accomplished. (A.A. Big Book, 4th ed. p. 18-19)

Three Types of Shares

Introducing Ourselves

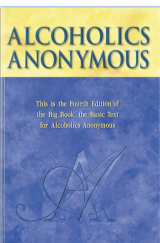
(short, less than a minute)

Qualifying as an Addict

(3 minutes or less)

Main Speaker for a Meeting, Group or Convention

(20 - 60 minutes)



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Introducing Ourselves

When sharing at a meeting, how should I introduce myself?

Hi, my name is ___ and I'm an addict.

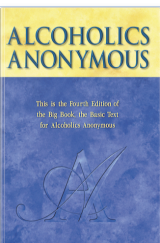
Hi, my name is ___ and I'm a recovering addict.

Hi, my name is ___ and I'm a recovered addict.

Hi, my name is ___ and I'm a member of ___.

Hi, my name is ___ and I'm an addict who doesn't use.

Hi, my name is ___ and I'm an *"intelligent agent, spearhead of God's ever-advancing creation."*



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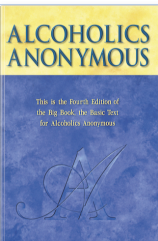


“Qualifying as an Addict”

What qualifies you to share a message?

What are the facts about yourself?

What can you say in three minutes or less that will persuade those in the meeting to say, “Yes that’s me too.”

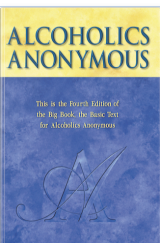


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Main Speaker Share

1. **Opening:** *Introduce yourself.*
2. **Share what we used to be like.** *Tell an effective "war story" and win the newcomer's confidence.*
3. **Share what happened.** *How you hit bottom, reached a turning point, found that jumping off place, that moment of clarity, how you found and worked a solution.*
4. **Share what we are like today.** *Talk about the promises fulfilled, how life has taken on new meaning, how we have found the fellowship we crave.*
5. **Closing your talk.** *Your signature sign-off.*

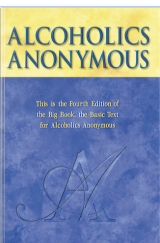


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Opening Your Share

1. Introduce yourself
2. Tell humorous analogy or short story
3. Cite a Big Book quote



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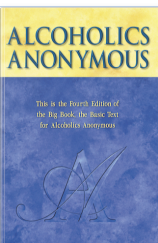


What *WE* used to be like

How should we tell our “war story?”

1. Tell *them (newcomers)* enough about your drinking (*using, acting-out*) habits, symptoms, and experiences to encourage *them* to speak of themselves.
2. Tell *them* how baffled you were, how you finally learned that you were sick.
3. Give *them* an account of the struggles (*failed strategies*) you made to stop.
4. Show *them (newcomers)* how the mental twist (*how my mind lies to me*) which leads to the first drink (*drug, act*) of the spree.

(A.A. 4th ed. p. 91-92).

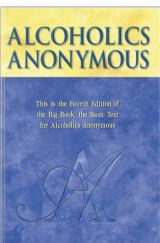


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What Happened?

1. Tell him exactly what happened to you. Stress the spiritual feature freely. (AA. 4th ed. p. 93)
2. Describe your last “bottom”...that “jumping off place, that turning point, that moment of clarity.”
3. Talk about how you found your sponsor?
4. Share your experience of attending meetings and **how and when** you started your step work.
5. Share about service work you’ve done?

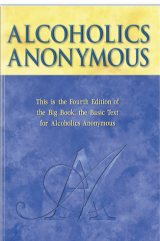


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What *WE* are like now?

1. Talk about the “promises” fulfilled in your life.
2. How has your health, family, work and life has changed.
3. Share about the fellowship you have found.



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Signature Sign-off

Close with...

1. a short story
2. an analogy
3. Big Book Quote

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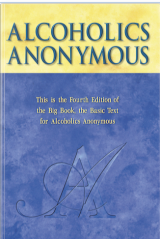
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“Looking forward to hearing your share or talk at the next 12 Step recovery meeting or convention.”

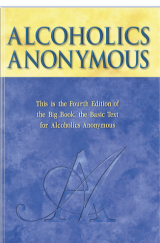


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Our 7th Tradition

If you find this workshop useful and helpful, please consider making a 7th donation via our website... your donation helps to offset our zoom and website costs: Our needs are simple, an APP to host our meeting and a website to help carry the Group's message. We ask those of you who can give generously for a donation of \$20, \$10, \$5 or whatever you can afford will go a long way to ensuring that this workshop continues. You can make a 7th donation at: <https://caservicesponsorship.org/7th-tradition/> which connects you to our PayPal account.



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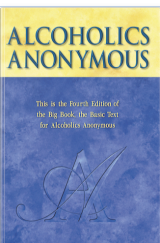
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