

On Enthusiasm

Being aware of how you “show up”

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According to our pals at Google, enthusiasm is defined as an “intense and eager enjoyment or interest.” As a linguist, I decided to search for the true derivation of the word and found that it comes from the Greek word *enthous*, which means “inspired.”

Whether you are communicating to a small group or conducting formal training on a large scale, what level of enthusiasm do you convey? This is something I encourage you to really think about. Why? Because enthusiasm is what separates mediocre communicators and instructors from those who are great.

I recently attended an educational event, and unfortunately, the only thing I was left with was that the person giving the webinar did not want to be there. I could feel that he was resenting the very thing he was teaching. It wasn't in the words he used, but rather in his core being that could be felt across the miles. In fact, the only time I witnessed any enthusiasm whatsoever was when he ended the session. I could literally feel a lightness and happiness in his voice and presence that I wished would have been there all along. How sad. This trainer had the opportunity to use his time and platform to inspire. But he chose not to or perhaps was not even aware that he had options.

Without being aware of how you “show up,” you run the risk of missing out on greatness. As communicators, trainers and instructors, all of us have a unique opportunity every time we speak to affect change, either personally or professionally, in the lives of others. The level of greatness you bring to a meeting or event is measured by the amount of enthusiasm you bring to the table. Your listeners will feel it if you detest what you are doing or don't believe in what you are saying. And if they do not feel a sense of your investment of time energy, presence and words, they will tune out and not value it at all. Consequently, they will not learn anything from the experience.

Authentic enthusiasm comes from a place deep inside that beckons to be shared with the world. But only you have the power—and the choice—to



do this. Energy acts as a very powerful conduit to greater retention, so when you want your audience to remember what you're saying, say it with enthusiasm.

Here are five things you can do to unleash enthusiasm in your communication efforts:

Be Authentic. Do not fake it until you make it. Phony enthusiasm is worse than no enthusiasm at all.

Be Passionate about Your Topic. Make sure it is something that inspires you. Give it the same time, attention, energy and presence you would as though it was your most passionate interest - and watch your results skyrocket!

Reflect. Be aware of how you show up. Ask yourself if a topic is something you would be the best suited at delivering, and if not, have the courage to change course or pass on the request to another person.

Find the Kernel. If you cannot avoid presenting on something that does not inspire you, find a kernel of enthusiasm for it somehow, somewhere that you can personally relate to. It may not be obvious at first, but keep searching.

Motivation. Ask yourself why you are giving this presentation or communicating on this subject. What motivates you about this certain topic? How do you want your listeners to be transformed?

If you do not feel enthusiasm for what you are communicating or presenting, think twice about doing it. You owe it to yourself and to your listeners to give the best of who you are. ☺



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