



Fear Expert Barry Moniak Presents

Fear ... Friend or Foe?

What's possible when fear is your friend?

Program: Keynote Speech (and/or) Breakout Session

Best Audience: Leadership | Sales Teams | Hospitality | Financial Services
Creative Entrepreneurs | Small Business Owners

Length: 45 - 90 min Keynote | 90 min - 3 hr Breakout Session

We've all felt the powerful force of fear. It limits our ability to function, even paralyzes us – or gives us temporary super-human speed and strength.

The first step to befriending a fear is determining whether the fear is real or projected – even though our emotional experience of fear is exactly the same either way.

Regardless if our fear is real or imagined, our feeling of it is very real. In either case the experience of fear, and how we process it, is unique to each of us. This applies to leaders, sellers and buyers. In the selling and leadership process the question is: Does fear work against us or for us? Is it our foe – or our friend?

Real or imagined, fear is always our friend. It either warns and protects us – or inspires us to acquire the knowledge and skill we may currently be lacking.

The neurological response to fear produces the same chemical response in our physiology as enthusiasm or excitement. So, having a friendship with fear can be invigorating – even fun – *when we welcome and honor it*. Fear is never our foe *when we face, embrace and befriend it*.

With the mindset/skillset of “fear is my friend,” we transform mindless destructive reaction into mindful constructive response.

Barry's been a leadership and sales consultant / trainer for 30 years. In his deeply insightful and entertaining presentations, you experience delightful personal experiences and profound professional discovery.

There are speakers who consult and consultants who speak. Barry's both. Experience and expertise come to life in customized presentations – creating an amazing event.

This is the **End In Mind** we have for you.



“Leadership is all about selling ... Sales is all about leadership”