PRIVATE COACHING, MARA AND WORKSHOPS

The Performance Under Pressure Guide



JADE MATTHEW

A practical guide to how I work with founders, leaders, executives and public figures who need to communicate well when the stakes are high. It covers one to one coaching with me, practice between sessions with Mara, our interactive coach, and workshops for teams.

Where we work In person in London, Amsterdam, Berlin and Dubai, or online wherever you are. Everything we discuss stays private.



WHO IT'S FOR

People whose work puts them in front of others

- Founders pitching, raising and leading a team
- Leaders and executives facing boards and challenge
- Sales teams and client facing professionals
- Professionals stepping into a bigger role
- Artists, performers and public figures
- Teams who want a workshop together

SCREEN AND RADIO CREDITS

BBC The Archers HBO 4 sky G NETFLIX itv

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THE PROBLEM

When you know what to say but it doesn't come out that way

Most of the people I work with are very good at their jobs. They prepare and they know their material. Then they walk into the board meeting, the pitch or the difficult conversation, their heart rate goes up, their breathing gets shallow, and they lose their train of thought or start rushing.

Does any of this sound like you?



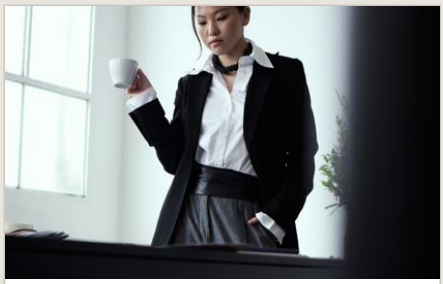
You go blank

Someone asks a question you didn't expect and you lose your train of thought.



You rush

You speed up when someone senior is listening and your point comes out longer than it should.



You sound less sure than you are

You know your subject, but your voice and body language tell people something else.



You hold back in meetings

You wait for the right moment, someone else makes your point, and you say it in your head on the way home.



You put off hard conversations

The feedback, the negotiation or the difficult call. You know it needs to happen and you keep delaying it.



You replay it for days

After a meeting or a pitch you go over what you said and what you wish you had said.

I taught standard public speaking for years. About 95% of what my clients struggled with was how they reacted under pressure, so that is what we train.

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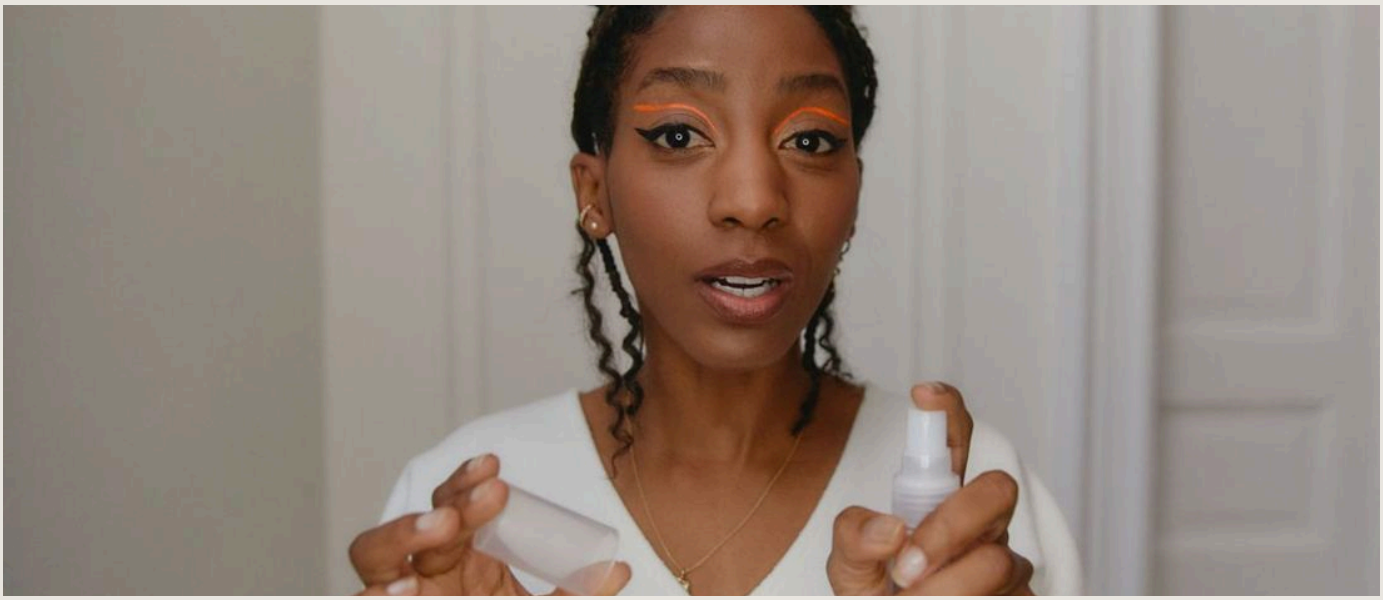
THE OUTCOMES

What can change

These are the areas we work on together and the changes clients work towards. We agree your goals in the first session and check them as we go.



Communication

- Explain your ideas clearly without losing your train of thought
- Get to the point and stop once you've made it
- Handle questions and pushback without getting defensive

Confidence

- Stay composed when you're challenged or put on the spot
- Speak to senior people, boards and investors as an equal
- Go into a big moment with a plan for your nerves

Performance

- Present with more confidence and conviction
- Get your voice, delivery and body language working together
- Handle high stakes conversations, pitches and media more effectively
- Feel more at ease on camera

Development outcomes

These are the changes we work towards, not guaranteed results. Everyone starts in a different place, and how far you go depends on where you begin and how much you practise between sessions.

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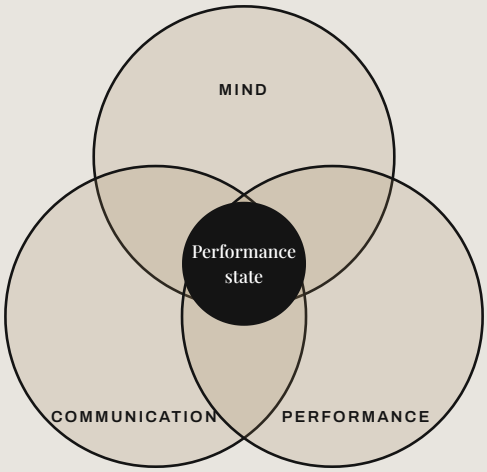
THE METHOD

The Performance State Method

I spent twenty years as a professional actor and trained in psychology, clinical hypnotherapy and NLP. The Performance State Method brings those together. It works on three areas at the same time, because under pressure they all affect each other.



01 **Mind**
What you tell yourself before and during the moment, and how you stop old reactions from taking over.

02 **Performance**
Your nervous system, breathing, voice and body when the stakes are high.

03 **Communication**
What you say, how you structure it, and how you read and respond to the people in the room.

INNER CONFIDENCE | OUTER PRESENCE

WHAT YOU LEAVE WITH

A full set of tools, so you always have more than one thing to use

- Nervous system training and regulation
- Breathwork you can use in the room
- Visualisation, the way athletes prepare
- Communication tools for hard conversations
- Optional EEG brain training
- A plan for each big moment ahead



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THE EXPERIENCE

What happens when we work together

01 **A first call**
We talk about what's going on for you, the moments coming up, and whether this is the right fit.

02 **Your starting point**
You take the Communication Style Test, about 15 minutes, so we both see how you communicate and react under pressure.

03 **A programme designed for you**
Six sessions built around your work and the moments ahead of you.

04 **Practice between sessions**
You rehearse with Mara whenever you need to and bring what happened into our next session.

05 **Ready for the moment**
Before a big event we prepare for it specifically: your opening, the hardest questions, and what you'll do with your nerves on the day.



OPTIONAL

EEG brain training

You wear a headband that reads your brainwaves, so you can see how your brain responds under pressure and practise bringing yourself back to a calm, focused state.

◆ **Private** I work with public figures and senior people. Everything we discuss stays between us.

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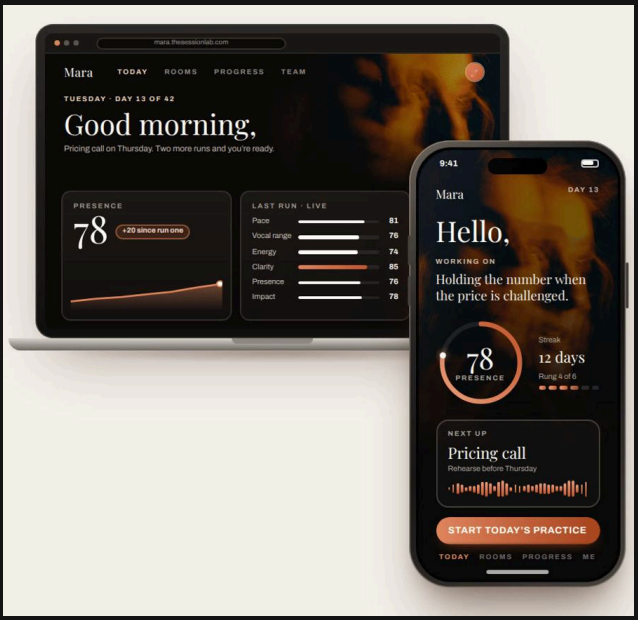
INTERACTIVE PERFORMANCE COACH

Mara

Mara is the interactive coaching app I built from this method. It learns your role and goals, lets you rehearse the actual presentation or conversation coming up, and gives you feedback on how you delivered it. Use it on your phone or in the browser.

- Presentations, pitches and speeches
- Difficult conversations and negotiations
- Camera and media performance
- Pace, pauses and vocal delivery
- Preparing your mindset before a big moment



> Mara has completely changed how I communicate and has become my go to communication coach.
>
> David Homewood · Global Head of Sales, Faro (Ametek)

WAYS TO WORK TOGETHER

Choose what fits

OPTION	WHAT'S INCLUDED	PRICE
Private coaching with Jade	Six one to one sessions designed around you, with Mara included between sessions. Optional EEG brain training. London, Amsterdam, Berlin, Dubai or online.	**From £1,250**
Mara	The interactive coaching app on its own. Practise for your moments whenever you need to.	**7 days free**
Workshops and speaking	For teams, run with Anthony Jacquin, a clinical hypnotherapist for thirty years. A two hour talk and demo, a half day workshop or a full day retreat, covering EEG brain training, public speaking, resilience, confidence and communication.	**On request**

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Workshops for your team

I run talks and workshops with Anthony Jacquin, built around your team and the moments your people actually face. Nobody sits through a slide deck. Everyone tries the tools for real in the room, so the change shows up in their next meeting. You can add six weeks of practice with Mara afterwards so the work carries on.



THREE FORMATS

Talk with a live demo

2 HOURS · ANY GROUP SIZE

Why capable people go blank, rush or go quiet under pressure, and what to do about it.

- A live EEG readout on a volunteer
- A breathing reset everyone can use straight away
- A live Mara rehearsal on screen

Half day workshop

3 HOURS · 8 TO 25 PEOPLE

A hands on session on one or two themes you choose with us, such as confidence and public speaking.

- Breathing and regulation practised in the room
- Rehearsal of real meetings, pitches and conversations
- A personal toolkit to take back to work

Full day or retreat

1 DAY · 8 TO 25 PEOPLE

The complete experience, with communication and collaboration work alongside the neuro training.

- EEG reading in the morning, and again in the afternoon
- Visualisation, the way athletes prepare
- A guided group hypnosis experience with Anthony

WHAT WE TRAIN

- EEG brain training
- Visualisation
- Public speaking
- Collaboration
- Breathwork
- Regulation under pressure
- Confidence
- Connection and presence
- Creativity
- Hypnosis experiences

WHO RUNS IT WITH ME

Anthony Jacquin

CLINICAL HYPNOTHERAPIST · HYPNOTIST AND MENTALIST

Anthony has been a hypnotherapist for over thirty years. He runs the Jacquin Hypnosis Academy with his father, Freddy, and trains hypnotists and therapists around the world.

30+
years in practice

5,000+
therapy clients

Designed for your team

Every workshop starts with a call about your people and the moments ahead of them. Pricing is on request. In person in London, Amsterdam, Berlin and Dubai, or online. Email jade@thesessionlab.com to start.

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ABOUT JADE



Jade Matthew

I spent twenty years as a professional actor across television, film, radio and video games, and I hold a BBC Audio Drama Award. I'm a clinical hypnotherapist and Master NLP Practitioner, and I've coached more than 1,000 people, from senior executives to public figures. I created the Performance State Method and built Mara.

BBC · The Archers · HBO · Channel 4 · sky · NETFLIX · itv · LAMDA London Academy of Music and Dramatic Art

> The most powerful coaching I've done. Usually I can't stick with it, but this approach has changed so much so quickly, I can't believe it.
>
> Ciara · CEO

1,000+
people coached

4 cities
London, Amsterdam, Berlin, Dubai, plus online

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NEXT STEP

Start with a conversation

Book a first call and tell me what's coming up for you. If it's a good fit, we'll design your programme from there.

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Book a first call
Scan to send a private enquiry.
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