



**PROGRAM TITLE: AMPLIFY YOUR VOICE & MAKE AN IMPACT or
TRANSFORMING LEADERS INTO COMPELLING COMMUNICATORS**

Time/Format: 45-60 Minutes as keynote/webinar or as a half or full day workshop

It's so common to let nerves and doubt get the best of us, keeping us silent in the meeting, only to think of everything we wanted to say after it ended.

As women level up, greater exposure to new leaders and audiences can bring more doubt and nerves, and that's not surprising. Studies show that 75% of the population fears public speaking in some form and people are experiencing social anxiety returning to in-person group settings. Yet, when you speak up, you inspire others to do the same. The University of Maryland found that women were more positively affected and gained more confidence when they saw women leaders speaking up - especially their direct supervisor.

We often worry about what people will think as they gain exposure to our message. However, exposure isn't the issue for leaders today - it's obscurity. The world is noisy. People are busy. No one is paying attention to you as much as you think. Inboxes are full.

When we aren't clear on our goals and desires, or we don't express them, people are left to guess. Worse, they never hear about the business or project you're working on. When they don't know, they can't help, act, or choose you.

With a higher-level audience, the stakes rise and the time shortens to show up confidently, deliver a clear message, and make the asks you need. How do you cut through the noise to clearly articulate your unique point of view and compel others to act? The key to success isn't to add more content, but to subtract for clarity. After all, you don't find your voice, you remove everything standing in the way of it.

After this keynote, participants will:

- 1) Navigate the uncomfortable emotions that arise with speaking up at work
- 2) Identify the unique perspective that is only theirs to share
- 3) Use an advocacy model to communicate their perspectives and ideas with clarity and conciseness
- 4) Compel others to take action on their ideas

Participants in this session will learn tools to boost their confidence, trust themselves, overcome doubt and practice a model for speaking up and advocating at work.

WORKSHOP VERSION: Participants will take extra time to apply the tools discussed. Includes individual and small group coaching as individuals actively practice the tools and frameworks discussed.

Workshop Version Outline:

This interactive workshop will use a mix of teaching, group discussion/chat, breakouts and even some live "hot seat" coaching to cover the following themes. Participants will walk away knowing how to:



1. Close The Confidence Gap:

- Recognize the gender differences at play when it comes to speaking up in the moments that matter
- Identify and navigate the difficult, vulnerable emotions that arise with speaking up and sharing new ideas
- Use The “Name It” Framework - simple and proven strategies in the moment to quiet doubt and nerves and speak with confidence

2. Make Your Unique Impact

- Identify the unique perspective and skills that only YOU can bring to every situation/meeting
- Share this perspective confidently and in a way that aligns to your values and your audience’s needs
- Use The Advocacy Model to recognize what is yours to say, or not say, and speak up accordingly

3. The Power of Clarity: Compel Others To Take Action

- Identify the clear actions you want others to take with your message/ideas/asks
- Clearly define what you need to communicate to encourage right action
- Practice The Clarity Effect Model to structure clear, concise yet inspiring messages that compel others into action that generate the results you want