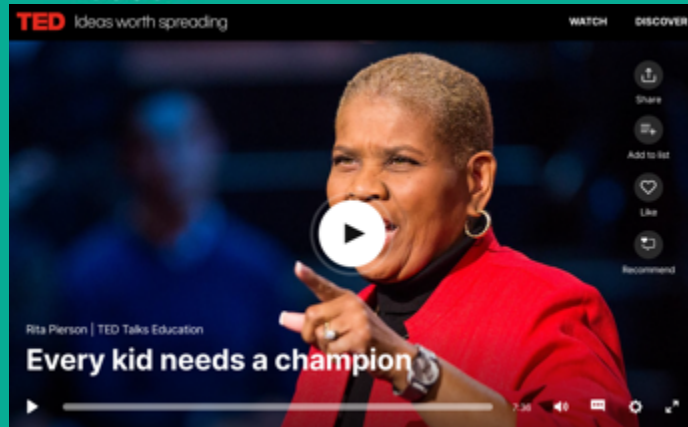
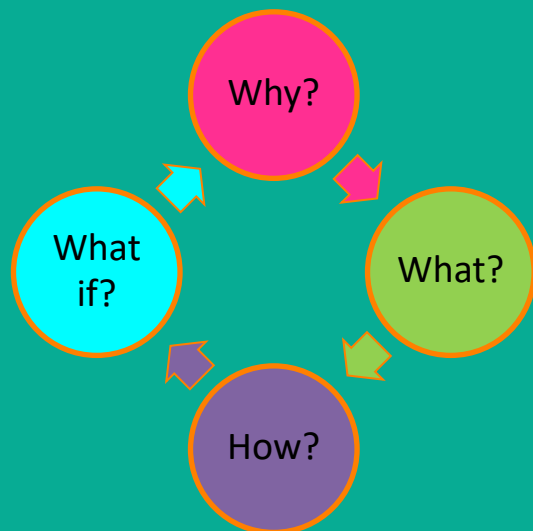




## How to own your message and speak with confidence

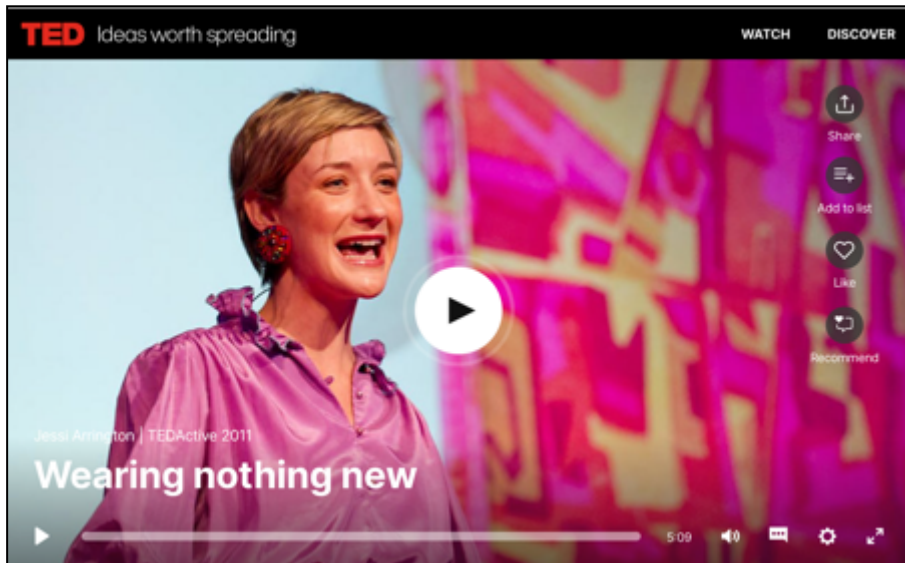


Structure to organise your thoughts  
 +  
 A way to speak to audience motivation + get their Nod  
 +  
 You be you with your special gifts and talents  
 +  
 Practice  
 =  
 You will shine like Rita Pierson



Organise your thoughts with 4MAT an Accelerated Learning Model

1. Here's why this is important **This will help you achieve your goals of ..... and prevent or solve these problems...** Get their Nod, and even ask for it. Does this make sense?
2. What it is all about - facts
3. Here is how I think it could work – offer these ideas
4. What questions do you have?



1. Confidence is key.
2. Colour is powerful and good for your mood.
3. Fitting in is over-rated - people will 'get you' and appreciate you.
4. Gold sequins go with everything.
5. It's OK to let go.

**You be you with your special gifts and talents**

Your work niche

+

Quirk

+

Eye contact, short sentences and straight spine

### Your Plan to Shine

1. Decide what is interesting about you and you are comfortable others at work knowing (your quirk).
2. Let a little of that out at work, informally.
3. Decide your work niche – your expertise.
4. Convene a short seminar to present on your niche topic.
  - Give it a quirk-flavoured title. Put up flyers and advertise. Invite some key people who are well networked your agency. Use your magic sentence to say why your topic is important to them.
  - Begin your seminar with a short story about your quirk. Make the link from your story to your niche topic, by saying *This story reminds me of [topic]*.
  - Use 4MAT. Start with your magic sentence to say why your topic is important to them.
  - Lather rinse repeat – do more seminars every couple of months.
5. Convene a brainstorming session for a narly topic and invite people who are well networked and also have a dollop of high personal brand and think a bit differently. Keep it short and fun.