

**“You’re playing small does not serve the world”
-- Marianne Williamson**

On being a “Contributor”:

As a futurist, I believe the big shift we are experiencing can be best described as moving from a culture (and an economy) of *extraction* to one instead based on *contribution*. It’s a matter of intent and how we choose to use and honor the resources and opportunities we are given.

Being invited to speak to others is an extraordinary contribution when you think about it – people haven’t just chosen to lend us their time and their attention, but they are also offering us the opportunity to change or expand their minds. And (potentially) even defibrillate their heart and soul.

It’s an opportunity to share an idea, provoke a conversation or spark an innovation that can literally change the way the world works – in ways we can’t even begin to imagine. And that allows others to walk away feeling “more”.

As such, it’s worth taking this invitation seriously. And to honor the platform we are afforded to truly committing our full energies to the idea, to the prep, to the opportunity to improve and most of all, to our belief that we are the right messengers.

I think about four things when I’m invited to speak:

- what do folks need to **learn** from my talk **explicitly**?
- what do I want them to **understand implicitly**?
- how do I want them to **feel**?
- and what is the **advantage** of **holding back**?

Expectations for every speaker I hire:

- take a risk – stake a claim for your idea
- be vulnerable – let us see the part that scares or worries you
- know you are enough; worthy of this message
- commit – prepare, polish, stand tall in it
- be open to feedback – you are the messenger; NOT the message itself
- respect the gift it is to speak to others

My wish for you:

Share your voice generously. We’ve all got your back!
