



## **SUMMARY SHEET**

**WOW = “With Out Walls”**

**YOU are the delivery system of your message far more than the actual words you are saying** as people are actually listening and receiving the impact of your message via the energy of who you are and how you are connecting.

### **THREE C’s:**

**CONVERSATION** – The best speaking is like a one on one conversation

**CONNECTION** – Connection is EVERYTHING. Don’t just spout out your message or be a constant stream of giving your thoughts - be intentionally receiving the energy of the audience while giving of yourself when you speak – create a circle of energy - its BOTH that together creates powerful connection and that magical “WOW”.

**CONTACT** – The entire audience is contained through one person’s set of eyes at a time. Direct your focus to speaking to ONE person at a time, then to the next focus and the next. This is what creates the feeling like you’re speaking directly to someone even if you were looking in an entirely different part of the audience. THIS is what has your focus and presence radiate powerfully and create stellar connection. This is also what will free YOU up and have you speak more naturally and real.

### **S.P.E.A.K. Formula**

**“S” – SMILE** when you talk

**“P” – PLAY** with how you say it, play with your energy, play with each moment

**“E” – The ENERGY** of who you are is what leads everything. Lead from there and let the rest follow

**“A” – AUTHENTICALLY AMPLIFY** who you are, your energy and your message – dare to exaggerate your movements and feelings like an actor’s exercise of exploring going over the top. As long as its coming from an AUTHENTIC place, it will powerfully enhance the impact of your speaking

**“K” – KNOW** who you are - Be YOURSELF, like no one else and honor that. THAT’s your secret ingredient.