



## How to Maximize the Value of *High Impact Speaking Training*

1. **Ask me. Anything.** If you're not sure if a certain strategy, tactic, idea, or question is "included" as part of our work, please ask me. Chances are excellent that I can help you spark a new idea, avoid wasting time or money, or create a new speaking opportunity from it.
2. **Use me. A lot.** Your *High Impact Speaking* training gives you unlimited access. Yes, we schedule our major calls at our mutual convenience, but you have FULL access to me in between via email, phone, text, etc. Invariably, the folks that see the biggest results use me the most.
3. **Keep your goals top of mind.** Establish goals/ objectives/ themes for each month or quarter (I'll gladly help if needed). You can use your goals as "filtering and sorting criteria" to help you make good speaking and storytelling decisions without getting distracted by "shiny objects."
4. **Take notes, keep a folder, and print our emails.** Confucius said, "The weakest ink is stronger than the best memory." Don't let YOUR great ideas get away as we're talking or after I send you an email answering one of your questions. Good ideas always spark better ideas – capture ALL of 'em.
5. **Prepare for our calls.** Gather up your questions, issues, and agenda items before each call. You may want to email me quick bullet lists to make sure you don't forget all the things you'd like to complete or get answered. Basic preparation leads to more focus, momentum, and speedier overall progress.
6. **Don't get stuck in the "my speech/story isn't perfect" trap.** Yes, I will help you improve your overall speech (your main points, supporting stories, opening, conclusion, etc). But our relationship gets 10 times more valuable once we leave the writing mode and kick into "jump in the pool and start swimming" mode. When you start presenting, then getting a feel for your material and receiving feedback, your speaking skills take a big leap forward. And our work together goes to a deeper level.
7. **Let me in.** Effective speaking is an inside-out process. Before we work on your EXTERNAL communication, we need to work on your INTERNAL communication, which is comprised of: your mindset, your confidence, understanding the power of your stories, and how to most effectively prepare for every presentation.

**This is YOUR program – let's work together to ensure your effectiveness as a speaker, storyteller and leader!**