



am & CO *communicating YOU!*

STAND UP

Impactful Communication for Our Future

Platform | Atamira

22 September 2022



Now we're talking

You are more
important
than your *content!*

Now we're talking

1. WHAT WE SEE

80%
is what you see



Now we're talking

*You are
your biggest
marketing
tool.*



Now we're talking



Be real. No fakes.

Now we're talking

Use your
face.
Your eyes and smile
are your assets.

Now we're talking



Body *Language.*

Now we're talking



Learn how to be Charismatic.

Now we're talking



It's a performance.

Now we're talking

2. HOW WE HEAR

*How we hear
is 5x more
important than
what we hear.*



Now we're talking

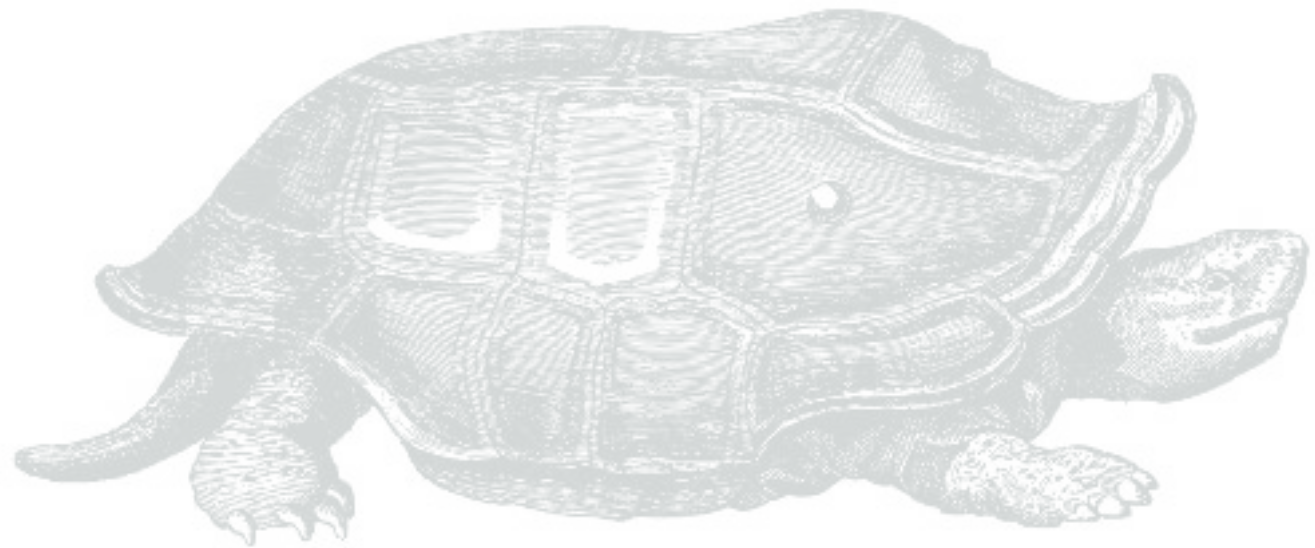
*Determine the **tone**.*

What three values do
you want to convey?



Now we're talking

Slow down.



Now we're talking

*Use pauses
for **impact.***



Now we're talking

THE THREE E'S:

Energy +
Emphasis =
Engagement

Now we're talking

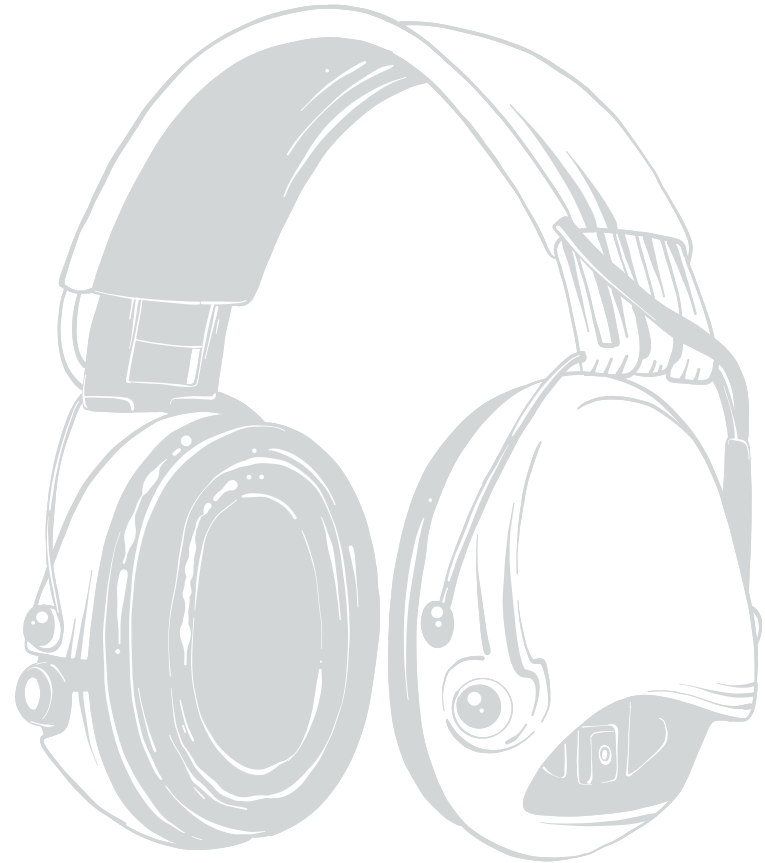
3. WHAT WE HEAR

*Always ask **why**
is this important
to my audience?*



Now we're talking

*We're not
listening
nearly half
of our day.*



Now we're talking



Detail is the enemy.

Now we're talking

People
connect with people
– not facts.



Power of story-telling.

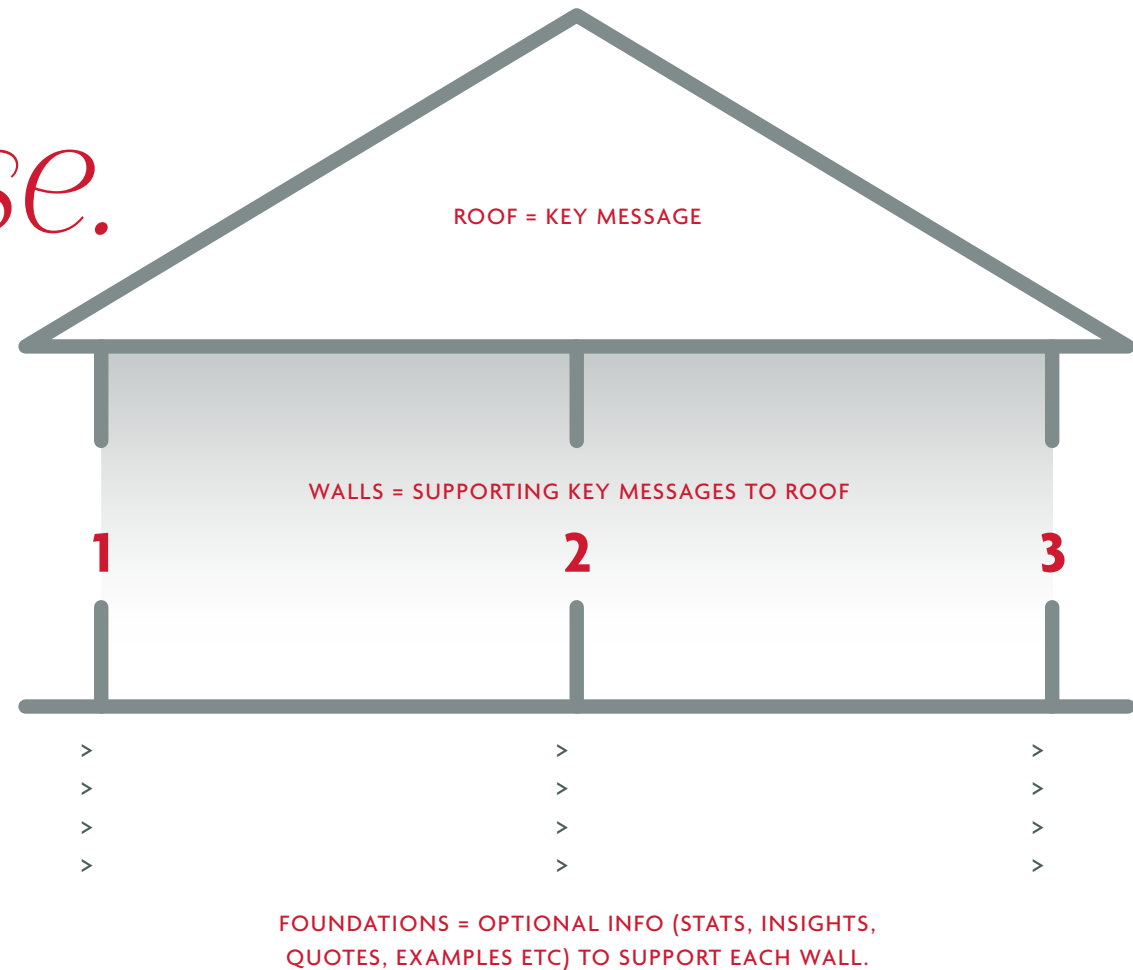
Now we're talking



Personal is gold.

Now we're talking

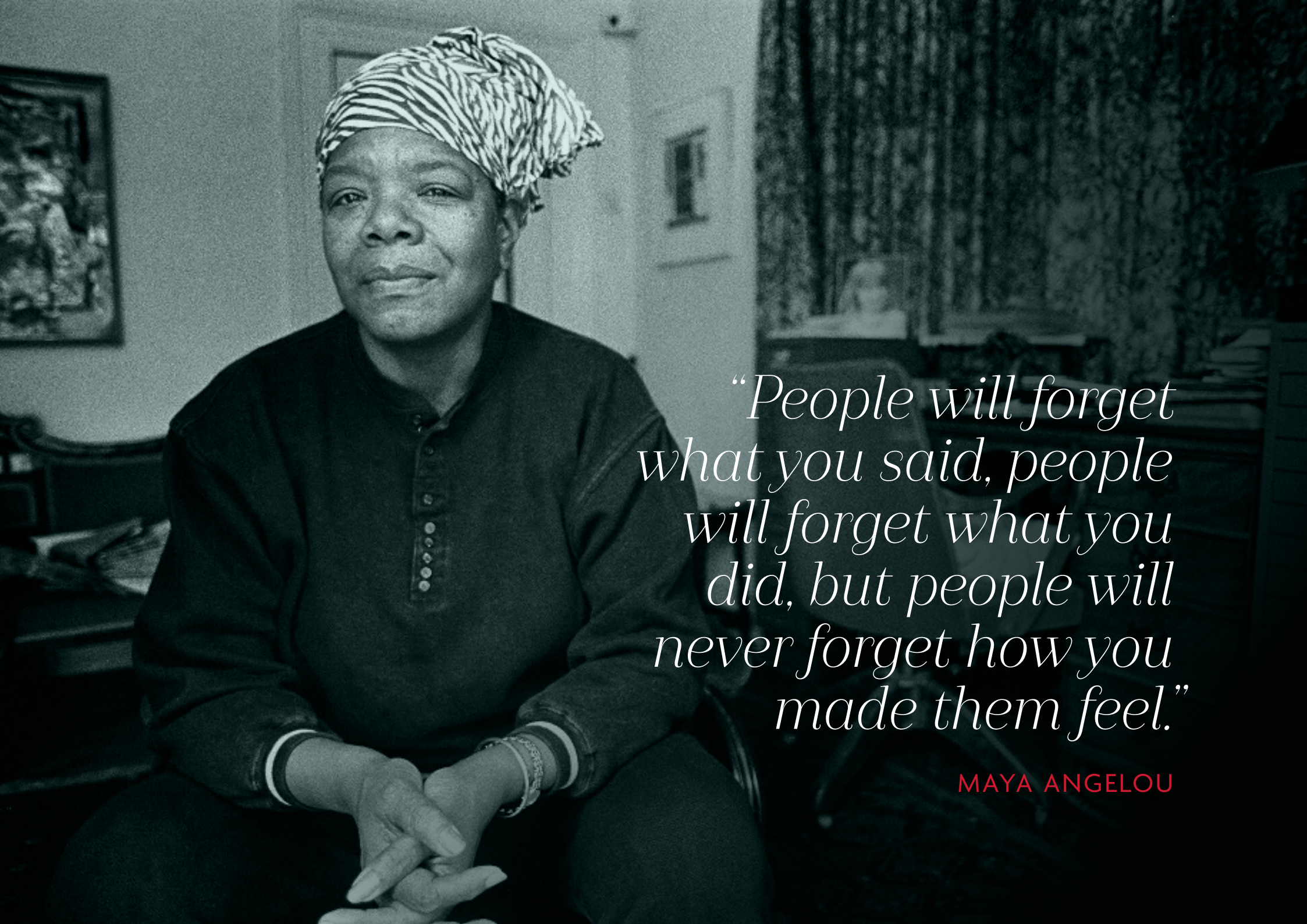
*Your house.
Build it.*



Now we're talking

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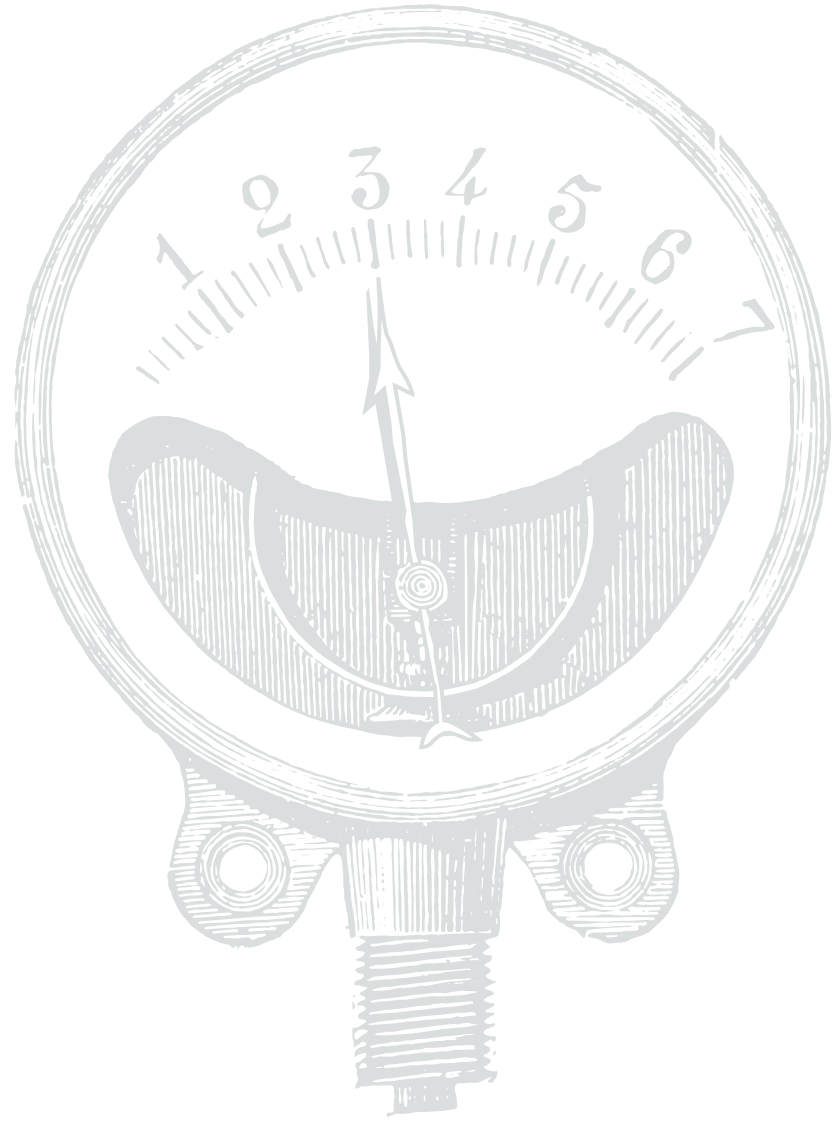


*“People will forget
what you said, people
will forget what you
did, but people will
never forget how you
made them feel.”*

MAYA ANGELOU

Three seconds.

That's all you have
to make the right
impression.



Now we're talking

Your values.

Identify the three key values that will form that impression of you.



Now we're talking

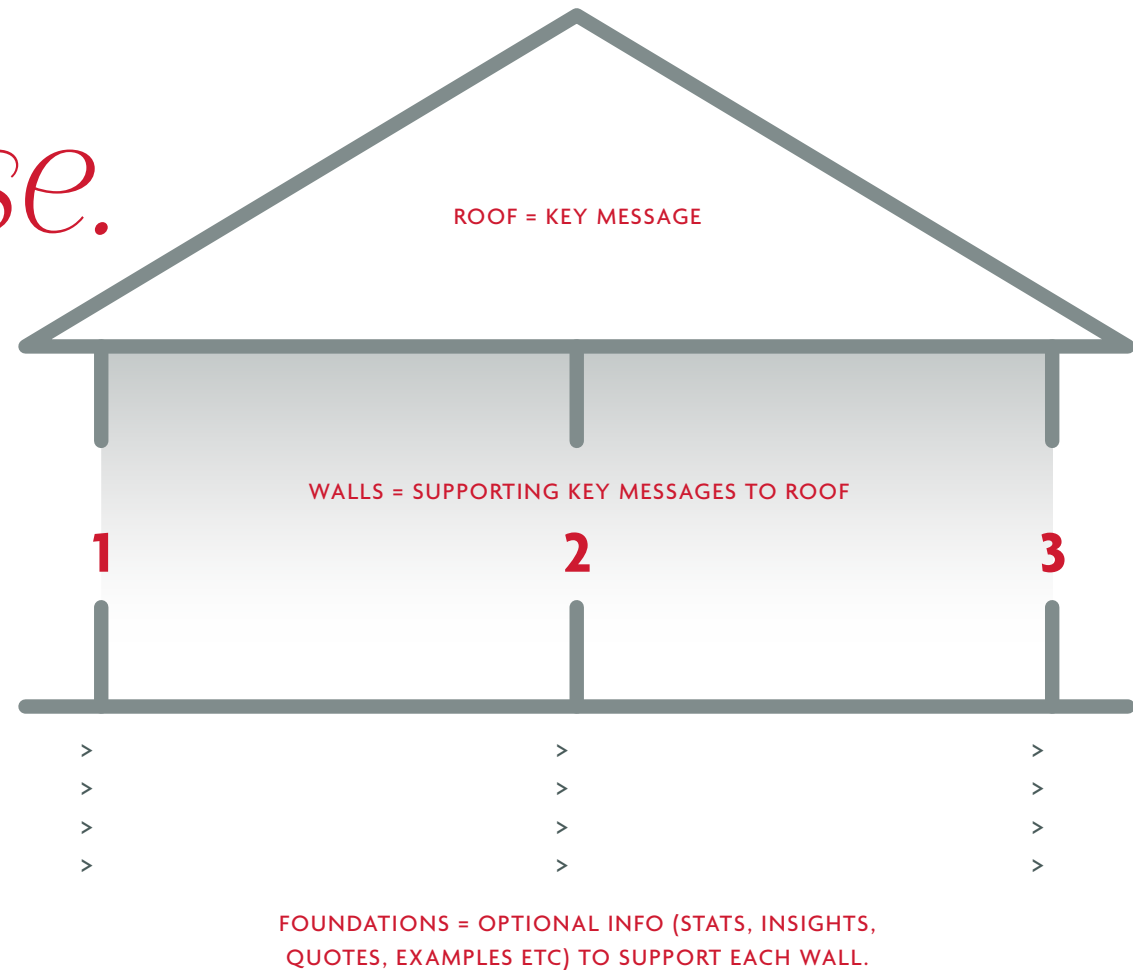
Be prepared.

Prep all your communication
(interviews, pitches,
presentations and meetings).



Now we're talking

*Your house.
Build it.*



Now we're talking

Topic of your address.

Why is your role important
and relevant to the lives of all
New Zealanders?

(No longer than 2'–3')



Now we're talking



“There is nothing more powerful than someone who knows what they stand for and can communicate it with conviction.”

AMANDA MILLAR, FOUNDER & CEO