

# LGMA Inspire Conference

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Rachel Brophy - CEO

# I want to share a short story...

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- Use your strengths



# Who loves speaking up?

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- Yes, this is about YOU!
  1. Do's and Don'ts
  2. Who are you? Personal brand
  3. Tricks and tips

# What the science says

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- Affects about 73% of the USA population (National Social Anxiety Center, 2022)
- Rooted in the importance of social acceptance – none of us want to look like idiots
- Fight or flight
- Non-verbal communication – between 60 & 93% (Birdwhistell, 1970 & Mehrabian)

# Do's and Don'ts

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- Please, do not write every word that you plan to say on a PowerPoint.
- It's boring as hell and as human's we will read the screen and not listen to you.
- This will diminish the power of your message and your presence in the room.
- Summarise and use visual cues

# Do's and Don'ts

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# Do's and Don'ts

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- Plain English please – 5 words
- “Once upon a time a long time ago, in a desolate and wind swept isle, a youthful, but inexperienced adolescent, who identified as a female, had oversight and guardianship of a four legged Artiodactyl, whose coverage glistened in the pre-afternoon sun rays.”

# Do's and Don'ts

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# Do's and Don'ts

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- Start with a short story  
– Kim Skubris
- Start with “why?”

# Who are you? – personal brand

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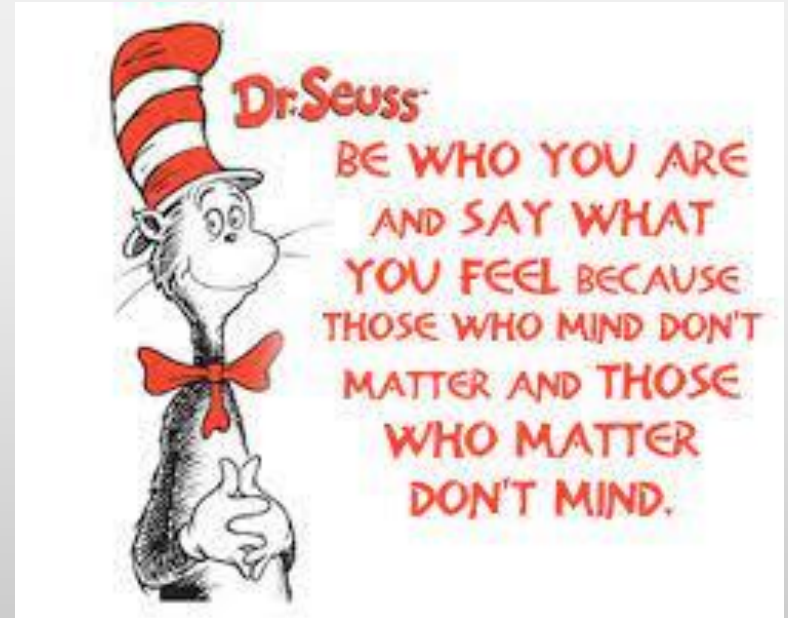
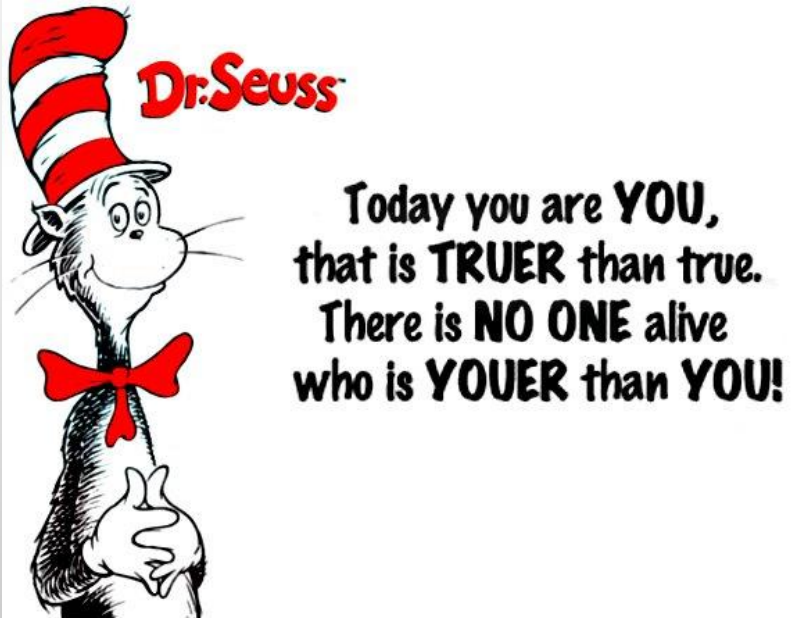


My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humor, and some style

— *Maya Angelou* —

# Final thoughts...

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# Tips and tricks

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- When to speak up
- Unconscious or conscious bias
- Culture
- Power – positional and information
- Practice makes perfect
- We all makes mistakes

# Who loves speaking up?

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- Yes, this is about YOU!
- Volunteers please
- Breathing
- Muscle warm up
- Dealing with adrenaline

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