



SPEAKER INTRO AND TALK SUMMARY

TITLE: COMMUNICATE AND INFLUENCE WITH CONFIDENCE, STYLE AND EASE FOR YOUR CAREER SUCCESS

For experienced business women who know it's time to show up; to sparkle and really be heard.

- Are you tired of feeling you're invisible and/or 'on mute' a lot of the time?
- Do you know there must be an easier way to get your point across to people without being pushy or witchy?
- Is it often too hard to get your thoughts heard so you sit back and stay quiet?
- Does it feel as if you're stuck in a bit of a style groove and you know you want to sparkle more?

Join Kay White, Savvy & Influential Communication Expert & # 1 Best-Selling author of *'The A to Z of Being Understood'* to discover how to get your ideas across with more impact, style and ease. Find out how the words you choose and use are like accessories – they either confuse, or make you seem dull and easy to ignore or they highlight and draw positive attention to things you want to so you and your ideas sparkle!

In this action packed session you'll discover:

- **Simple, no fluff things to say** which instantly connect you to people – both groups and one-to-one – and when you're face-to-face and in writing!
- **3 ways to attract attention** assertively and respectfully so that people listen to you versus tune you out...and you'll find out how they won't be able to resist listening to you!
- **2 words to avoid** if you want to be heard (and if you want to avoid being pushy or witchy)
- **1 thing to do straight away to boost your authority**, personal presence and your earning potential.

Find out how to get people to sit up, take notice and then get into action for you (and because they want to, not just because you tell them to) and hear how and why it's so important for you to sparkle as you do!

As a featured expert in GLAMOUR magazine's article "The Nice Girl's Guide to Playing Hardball" Kay's passion is showing professional women how to be assertive, ballsy and still be liked day-to-day in business. To do that, you need to sparkle, be valued AND you need to be heard.