



VALUE IN YOUR VOICE

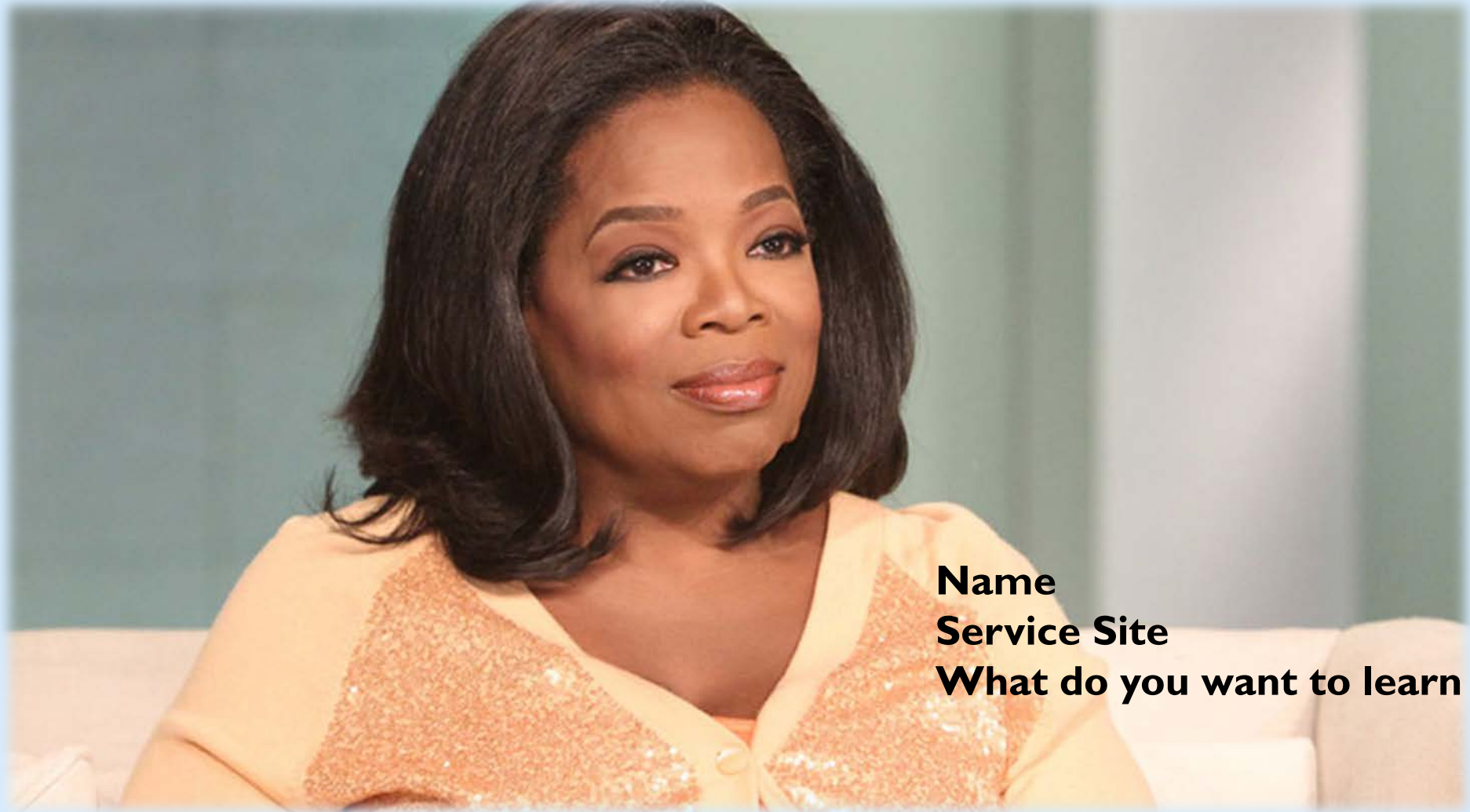
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# GROUND RULES

- Commit to Connecting
- Chat *Away*
- Embrace Social

# WHO ARE YOU?



**Name**

**Service Site**

**What do you want to learn today?**



# OVERVIEW



- Define Value
- Communication Fundamentals
- Telling Your Story

# DEFINING VALUE

*the regard that something is held to deserve; the importance, worth, or usefulness of something.*

*a person's principles or standards of behavior; one's judgment of what is important in life.*

# COMMUNICATION FUNDAMENTALS

## NONVERBAL

- Dress appropriately
- Timing
- The eyes have it
- Body language and facial expressions
- Personal space
- Curate your background
- **Listen**

# COMMUNICATION FUNDAMENTALS

## **VERBAL**

- Pitch, volume & tone
- Speed



# THE HIGHEST STANDARD



## 4 C'S OF DIAMONDS

- **Color**
- **Clarity**
- **Cut**
- **Carat weight**

# ELEMENTS OF A STORY

- Intention
- Central character
- Plot
- Theme
- Structure

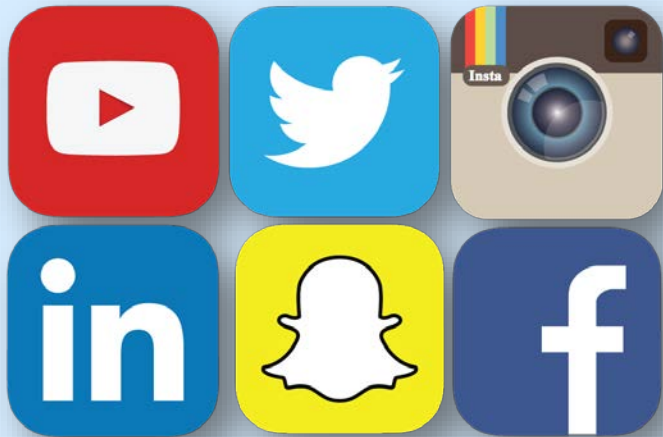
- Where were you?
- Why did you choose that place?
- What did you do?
- What did you learn?
- What was the impact?
- Was there a very promising or challenging moment that summarizes your experience?
- How did you grow?
- What's next?
- Did it prepare you for what's next?

## EXPOSITION AND POSITION

Narrative exposition is the insertion of important background information within a story; for example, information about the setting, characters' back stories, prior plot events, historical context, etc. ...

Positioning refers to an overall strategy that aims to establish your product's or service's identity within the eyes of the purchaser.

# SHARING YOUR STORY



Podcasts

## MAJOR COMMUNICATION KEYS

- Authentic
- Purpose
- Audience
- Listening
- Adaptability



# CONVERSATION







'THE ART OF  
COMMUNICATION IS THE  
LANGUAGE OF LEADERSHIP'

- JAMES HUMES

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