

# **SPEAK UP + STAND OUT**

**(the “right” way) (for the “right” reasons)**

**the success of our industry  
depends on YOU**

**Christine Guenther AAF PFCI**

# Exercise

What holds us back???

FEAR OF  
JUDGMENT

POWER  
DYNAMICS

PAST  
EXPERIENCE

PERFECTION  
ISM

IDENTITY

LACK OF  
CLARITY

SOCIAL  
RISK

PHYSICAL  
REACTION



**YOU'RE FREE  
TO BE  
DIFFERENT**

# Exercise

**I am remarkable because...**

**THINK IT**

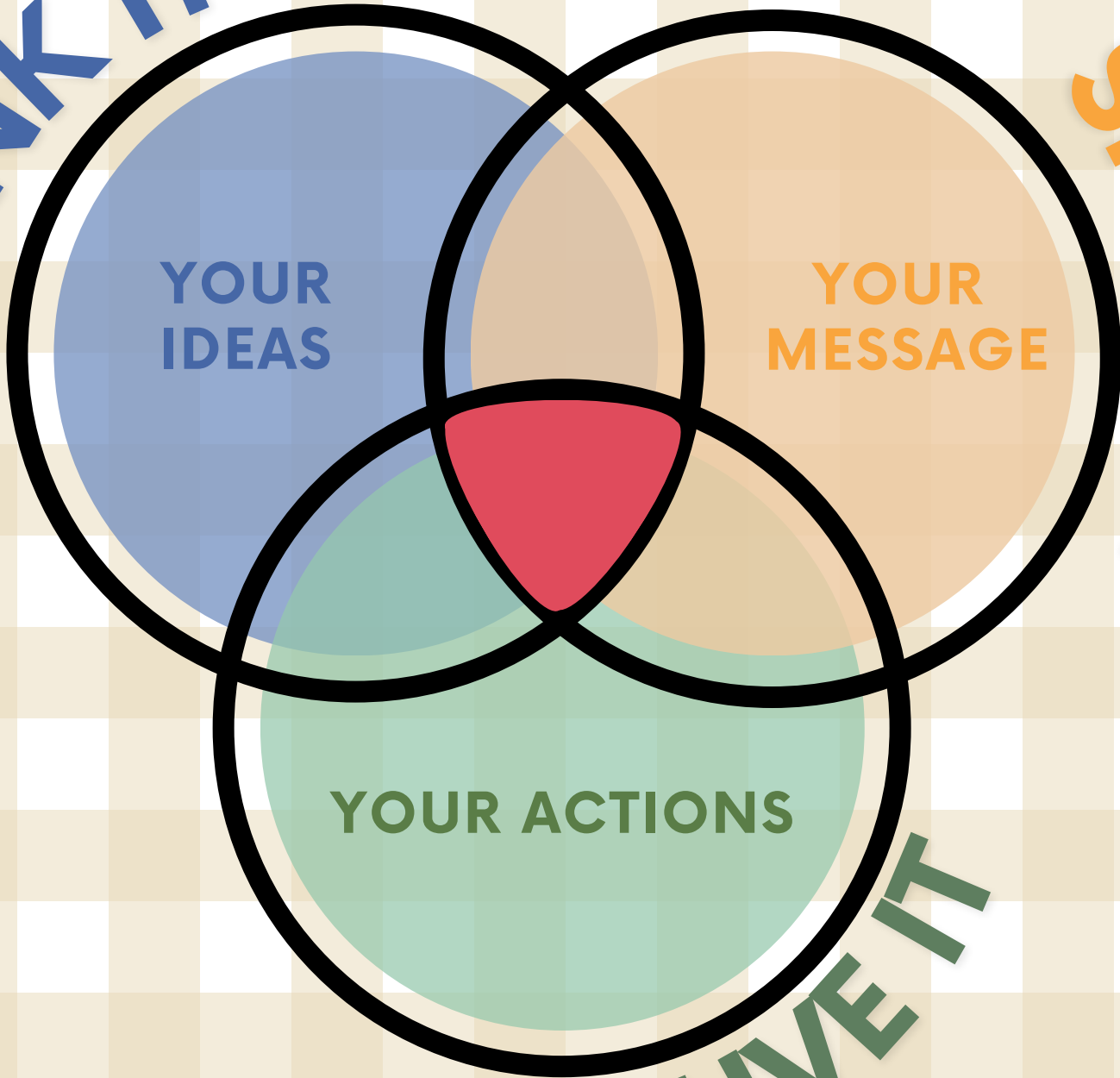
**YOUR IDEAS**

**YOUR MESSAGE**

**SPEAK IT**

**YOUR ACTIONS**

**LIVE IT**



# THINK IT

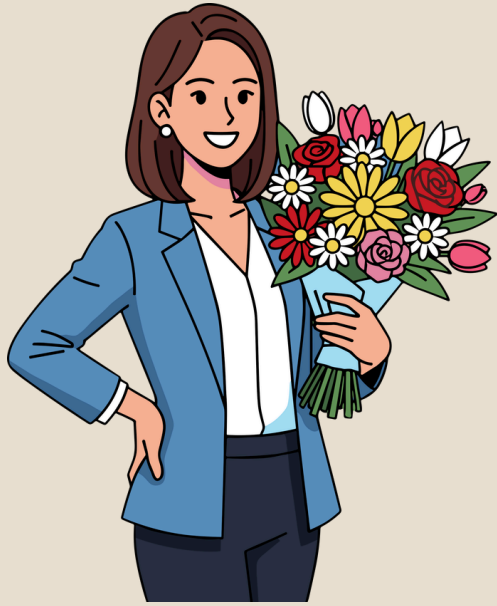
**When two men in business  
always agree, one of them is  
unnecessary.**

**-William Wrigley Jr. (The GUM guy)**

**The best way to have a good idea  
is to have a lot of ideas.**

**-Linus Pauling  
(Nobel Prize Winning Scientist)**





# THINK IT

**I not only use all the brains I have,  
but all that I can borrow**

**-Woodrow Wilson**

**People support what they help create**

**-Margaret J. Wheatley  
(Leadership author and consultant)**

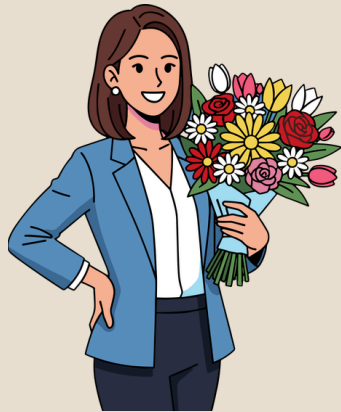
**I am smarter than this problem.**

**-Personal Mantra**



**PLEASE  
COMMUNICATE  
YOUR THOUGHTS,  
DON'T JUST  
THINK THEM**

# YOUR RELATIONSHIPS





# SPEAK IT



# SPEAK IT



# SPEAK IT



# SPEAK IT



# SPEAK IT



# SPEAK IT



# SPEAK IT



# SPEAK IT



# SPEAK IT



# SPEAK IT



# SPEAK IT



# MANAGE YOUR TEAM

(and teach your team how to manage you)

SCHEDULE

TIMING

MEDIA

WORD  
COUNT

AUDIENCE


tone

SOLUTIONS

FOLLOW UP

# SPEAK IT





**PEOPLE  
WILL FORGET  
WHAT YOU SAID,  
BUT PEOPLE WILL  
NEVER FORGET  
HOW YOU MADE  
THEM FEEL**

# SKILL

## Reset the Pencil

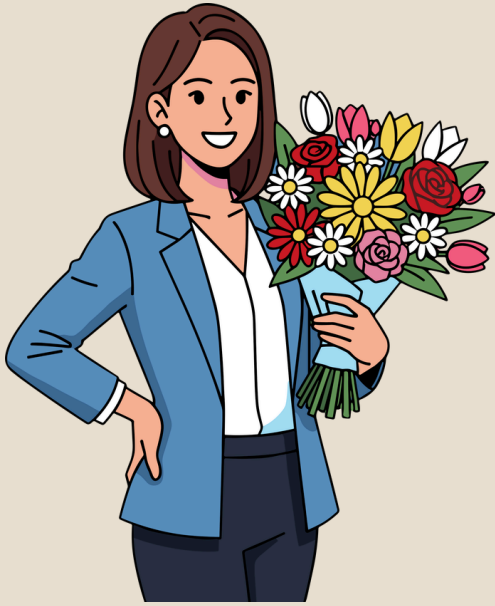


**YOU BECOME  
WHAT YOU  
SPEAK**

# LIVE IT

- “If you ask questions, you get projects”
- We don't need more court reporters...
- Stay in the room + Stay curious!
- Do what you say you are going to do





# LIVE IT

- People don't stop having ideas. They stop sharing them with you.
- Re-set the pencil
- SAY THANK YOU!!!

# EXERCISE

## Alternatives to "NO!"

**THINK IT**

**YOUR IDEA**

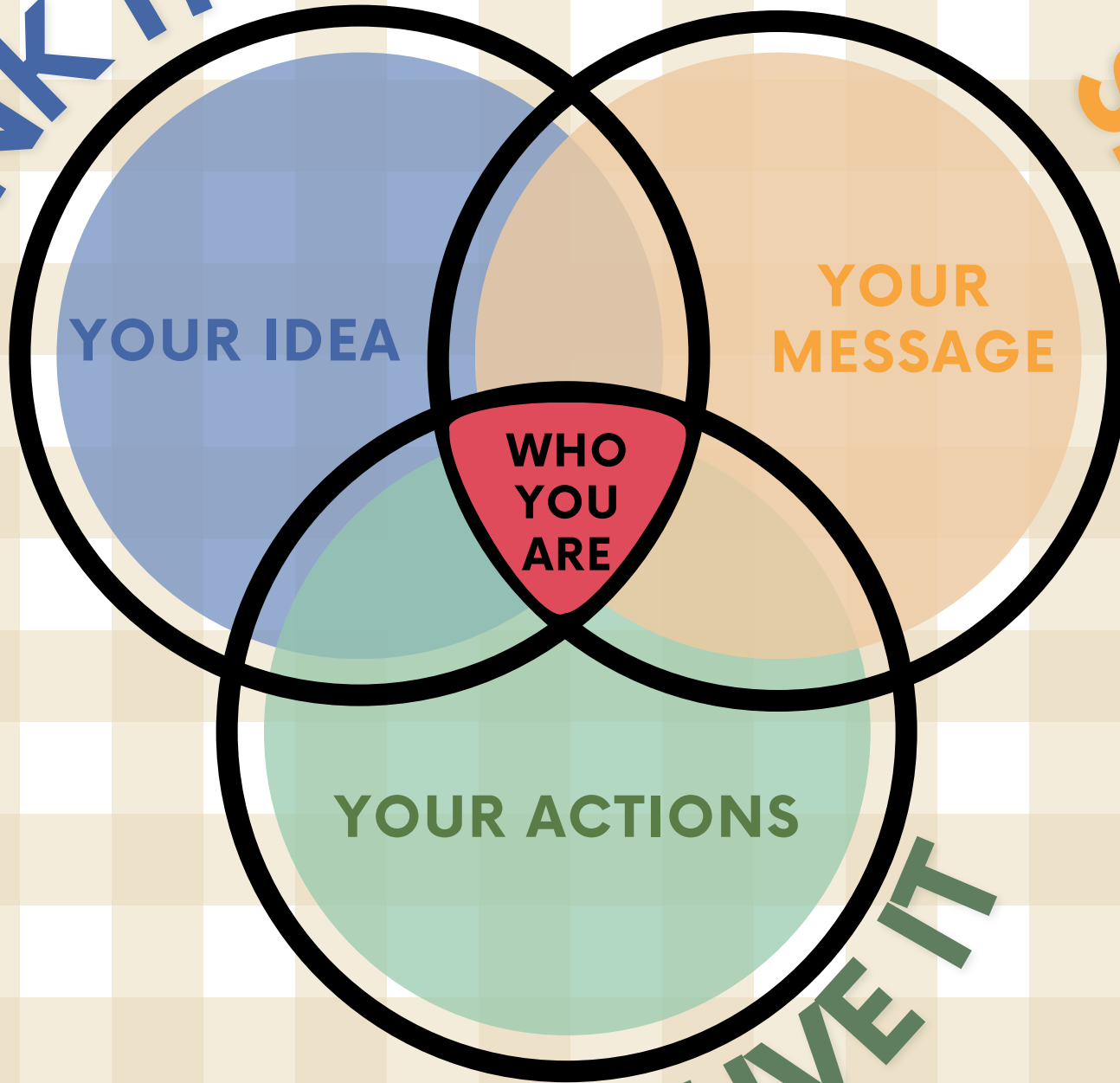
**YOUR MESSAGE**

**SPEAK IT**

**WHO YOU ARE**

**YOUR ACTIONS**

**LIVE IT**



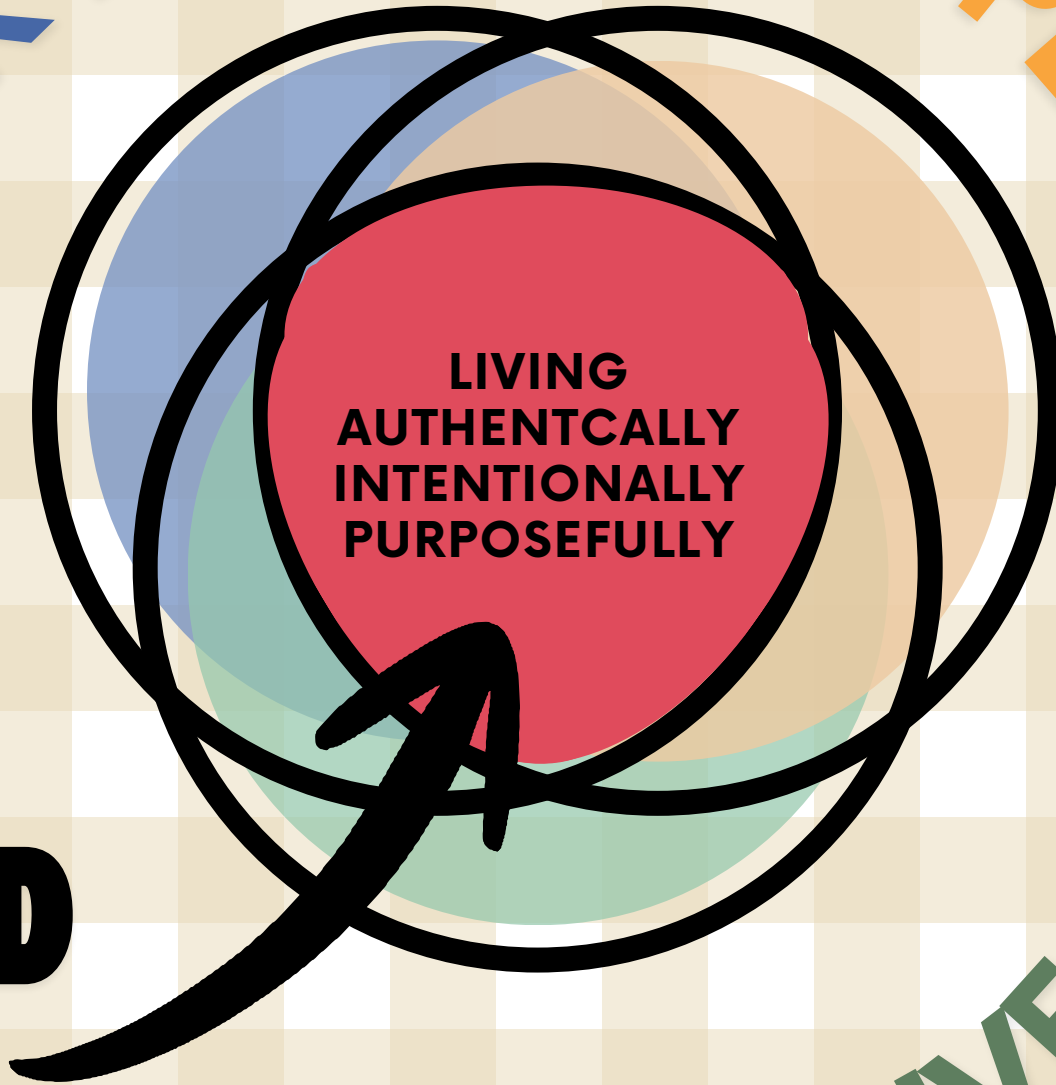
THINK IT

SPEAK IT

LIVING  
AUTHENTICALLY  
INTENTIONALLY  
PURPOSEFULLY

LIVE IT

STAND  
OUT





**ONLY WHAT IS  
SHARED CAN  
SHAPE THE  
WORLD**

# SET A REMINDER

- **With whom do you need a communication “tune up”?**
- **Make an appointment to share one idea (with at least 1 possible implementation plan)**

# SPEAK UP + STAND OUT

## THE WOMAN IN THE ARENA

“It is not the critic who counts; not the woman who points out how the strong woman stumbles, or where the doer of deeds could have done them better. The credit belongs to the woman who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends **herself** in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if **she** fails, at least fails while daring greatly, so that **her** place shall never be with those cold and timid souls who neither know victory nor defeat.”

THEODORE ROOSEVELT



# I am depending on YOU