

# Own It! How Clear Communication Grows Trust, Confident Leaders, and Business

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**Susan Young**

Award-Winning Communicator + A/E/C Trainer



**Looking at presentations, people, and profits through a fresh perspective.**

How are you showing up in the world?

To get better results in business and life, be willing to evolve as a person and do things differently.

**The 2 Basic Laws of Marketing:**



A graceful dance or a hot mess??

**The Most Important 4-Letter Word**

**CARE**

**Your Results Can Be Excellent!**



**Your Communication is based on your Attention...**

**Your Attention determines your Results...**

Show people you CARE—in shortlisted interviews, networking events and social gatherings.

To do this, take the focus off yourself. You must prepare in advance.

**Questions to Ask Yourself and Your Team:**

1. \_\_\_\_\_
2. \_\_\_\_\_

**5 Ways to Show Prospects You Care:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

What's Your R-O-C???

# You are the Message! You are a Magnet!

**Curiosity - The Power of Questions + The Art of Listening.**

LISTEN = SILENT

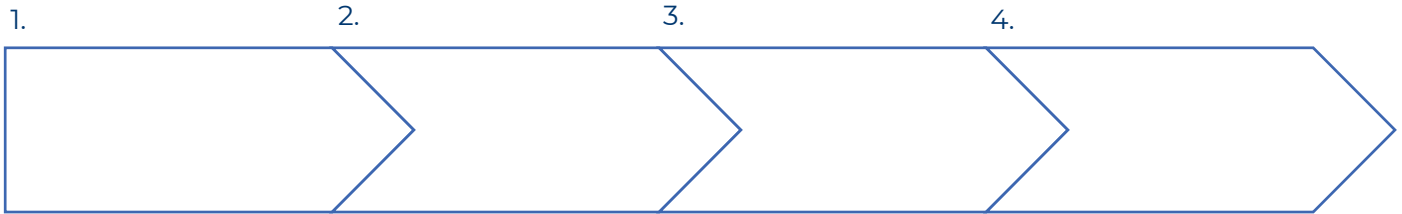
MEGO

Simplicity + Clarity with stories and metaphors.

**3 phrases to break down complex data:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## The 4 Must Have's:



## Moving...

FROM

TO

|       |   |       |
|-------|---|-------|
| _____ | → | _____ |
| _____ | → | _____ |
| _____ | → | _____ |

## Your Action Plan:

List one thing you just learned that you'll START doing:

List one thing you just learned that you'll STOP doing:

List one thing you just learned that you'll CONTINUE doing:



Susan Young is an award-winning communicator and A/E/C trainer with 40 years of experience.

Susan works with A/E/C professionals who want to be clear and confident so that they win trust, respect, and clients.

A former on-air radio news reporter, Susan has interviewed everyone from homeless people to presidents.

She also co-managed the Governor's Office of Radio & TV for New Jersey Gov. Christine Todd Whitman. Susan was a PR director for a statewide nonprofit.

Her curiosity, listening, storytelling, writing, and news skills bring a unique perspective to A/E/C marketers.

Susan has been honored as "Entrepreneur of the Year" and is one of the 'Top 75 Badass Women on Twitter.'



## CONTACT:

[WWW.AECAMPLIFY.COM](http://WWW.AECAMPLIFY.COM)

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