

# EMBODIED SPEAKER TRAINING



COMMUNICATION | PRESENTATION | STORYTELLING

WITH

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# WHAT ARE YOUR COMMUNICATION GAPS COSTING YOU?



86% of employees cite lack of collaboration or ineffective communications as the main source of workplace failures

– Fierce Inc.

Confusing, lacklustre presentations that lead to indecision, delays and missed opportunities for growth. Daily misunderstandings that make collaboration difficult and keep motivation and morale low. Ineffective sales pitch that fails to engage customers. Each time you communicate it has a positive or negative impact on your business.

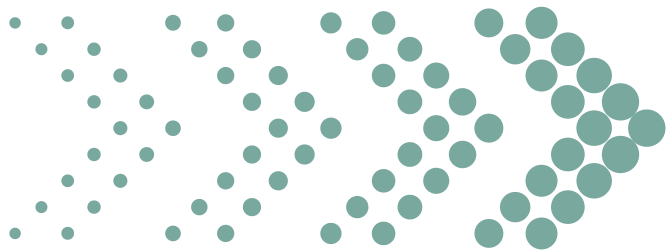
It doesn't matter how great your ideas, products or services are, if you don't learn the foundational skills of communicating effectively with others, you will never achieve the impact you want.

“How well we communicate is not determined by how well we say things but how well we are understood.”

– Andrew Grove, engineer, CEO



# WANT A BUSINESS THAT THRIVES?



**Being able to communicate effectively with others and present your ideas with confidence is a cornerstone of great leaders and successful businesses.**

**It isn't a talent people are born with. It is a skill and a practice. And it is 100% teachable.**

## **IT'S TIME TO UPLEVEL THE WAY YOU COMMUNICATE WITH EST**

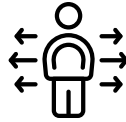
Embodied Speaker Training (EST) teaches people how to communicate better within teams, when presenting on stage and screen, and during the storytelling process.

Combining a unique blend of neuroscience, psychology, acting stagecraft, mindfulness and mindset, this extremely practical and engaging methodology teaches participants how to build their communication comfort zones so they can relate to others with more emotional intelligence, authenticity and impact.

# WHY EST?



Uses and teaches a framework of psychological safety fostering trust and openness



Stretches people outside of their comfort zones and teaches them how to stay grounded under pressure and under the spotlight



Ties learning to real-life communication or speaking engagements so participants can immediately apply what they learn to improve their day-to-day work.



Neuroscience and psychology-backed tools that address the deeper issues that lie beneath most communication problems



Provides scripts, plug-and-play formulas and templates for people to use and re-use to improve the quality their communication



Includes role playing and practice sessions so participants can receive valuable feedback and coaching



Increases resilience and empathy within teams allowing people to feel safe share their thoughts and connect with others



Builds the kinds of leaders, changemakers and collaborators that create outstanding organisations

“Great leaders communicate and great communicators lead.”

**Simon Sinek**



**Average participant rating**

*Ruth has given us a powerful new shorthand for understanding and relating to each other and my whole team loved how fun and engaging the workshop was.*

**Klaudia Furness, Project Manager, APA**

*The way you got past the professional facade and tapped into people's hearts has advanced what we have been trying to do with our program by years.*

**Dani Gold, Royal Children's Hospital**



# EMBODIED COMMUNICATION TRAINING

## **BUILD STRONGER, MORE EFFECTIVE WORK RELATIONSHIPS**

This neuroscience-backed training teaches you how to create psychological safety in your teams and with clients to build the kind of genuine connection, rapport and trust that is the heart of all effective communication.

**Today, collaborative work occupies 85% or more of a typical employee's work week. According to Harvard Business Review, this equates to a 50% increase over the last 10 years.**

### **YOU WILL LEARN HOW TO:**

- Create a psychologically safe workplace
- Build self-awareness, empathy and understanding
- Stay calm even during high stress and high stakes interactions
- Amplify your presence in a way others will feel using the PRESENCE process
- Set healthy boundaries in a respectful way
- Manage conflict and give feedback effectively
- Invite solidarity and overcome objections
- meet resistance with rapport
- Overcome limiting beliefs and think differently to build confidence
- Use the neurobiology of connection and attunement to strengthen relationships
- Use a proven methodology to take the heat out of difficult conversations
- Communicate effectively with others in all situations



# EMBODIED PRESENTER TRAINING

## BECOME THE KIND OF SPEAKER THAT MAKES PEOPLE WANT TO LISTEN

Learn how to step into your authority, build genuine audience connection and increase the impact of your presentations.

This training teaches you how to move from self-consciousness to confidence when speaking in front of others, and to deliver genuinely memorable and engaging presentations.

See instant improvements in your presentation skills, capacity to think on your feet and avoid the dreaded mind-blank that can happen when presenting. (This is what makes people resort to reading from slides!).

*“Speech is power: speech is to persuade, to convert, to compel.”*

– **Ralph Waldo Emerson.**

## YOU WILL LEARN HOW TO:

- Create instant audience rapport
- Build psychological safety with an audience
- Reduce performance anxiety using neurobiology
- Increase your authenticity and engagement as a speaker
- Unlearn the negative habits that reduce your authority as a speaker
- Own your perspective and articulate the value you offer
- Develop a more powerful stage presence
- The preparation/ practice golden ratio
- Stay centred, confident and clear on stage
- Attune, adapt and adjust pace, delivery and timing to build audience connection
- Align your verbal and non-verbal communication and use your body to enhance meaning making
- Know what to say when handling curly questions
- Read the room, think on your feet and take unexpected turns of events in your stride



# SUCCESSFUL STORYTELLING

## LEARN THE ART AND SCIENCE OF SUCCESSFUL STORYTELLING

Where dry data can fail to hold our interest, stories do the opposite. They are proven by neuroscience to ignite our brains, hold our attention and make information more meaningful and memorable.

Using my unique, highly adaptable and foolproof Compelling Story Essentials and Storytelling Frameworks, in this training you learn the essential ingredients of all good stories and how to use these to amplify audience engagement and increase the impact of your messages across all levels of your business.

*“Stories constitute the single most powerful weapon in a leader’s arsenal.”*

— **Dr. Howard Gardner**

### YOU WILL LEARN HOW TO:

- Use the Storytelling Frameworks to transform business stories into a hero’s journey
- Use the Compelling Story Essentials Framework to instantly make your work more engaging
- Turn any piece of business communication into a story
- Improve the structure and flow of your writing
- Increase audience retention by making information more memorable
- Build bridges of understanding between your audience and your ideas
- Invite solidarity, overcome objections and build connection through story
- Build on key messages to increase credibility and impact
- Replace confusion with clarity using the UNITY review strategy



# CUSTOMISED TO YOUR ORGANISATION



## 1. UNDERSTAND

- current challenges
- desired outcomes
- why this training
- why now

## 2. DEFINE

- current skills and gaps
- extent of training needed
- delivery model
- timeframe
- budget

## 3. RESPOND

- create tailored resources
- deliver bespoke training that meets your specific needs

### OPTIONS TO CONSIDER

This training can be delivered as anything from a 90 minute masterclass to a multiple week training course to an in-house communication program run over an entire year. Paired with a keynote at an event, or as standalone sessions, these highly interactive, fun and memorable workshops deliver genuine transformations for participants.



In-person, online or hybrid delivery



Variety of worksheets, scripts, frameworks



Additional support check-ins and Q & A sessions post-training



Speaking event, conference, panel, media coaching



Problem solving sessions



Full access and support for a fixed term



Keynote speech



*What made working with Ruth an absolute pleasure was her down-to-earth nature and approachability. She remained humble and relatable throughout the entire process and her willingness to listen, collaborate, and tailor her offering meet the specific needs of our event was truly commendable.*

**Luke Lindsay, CEO Lifeline**

*Ruth's professionalism is of the highest standard and we found her open and straightforward when discussing audience considerations.*

**Bruce Mowson,  
Moreland City Council**

# WHY LEARN FROM RUTH?

Ruth is a qualified scientist, communication and self development expert, award-winning author, keynote speaker and actor.

She backs her wealth of experience putting what she teaches into practice with proven tools from neuroscience and psychology. Her goal is always to produce tangible results for students and to make learning fun.

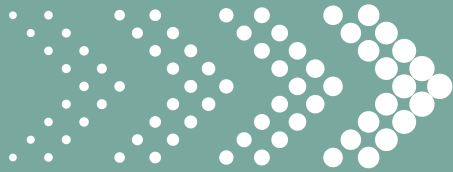
- TEDx talk >500K views
- Winner Asher Literary Award
- Freelance journalist/ copywriter
- Professional actor who appeared on shows like Neighbours and Blue Heelers
- Regular media and podcast guest



*Ruth*  
x  
**RUTHCLARE.COM**

As seen:





**Get in touch to discuss a  
program for your  
organisation today**

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