Communicating With CONFIDENCE

01 MINDSET

02 NONVERBAL

04 ACTIONS

03 WORDS

502.797.3555 justin@justinpatton.com www.justinpatton.com

COMMUNICATING WITH CONFIDENCE

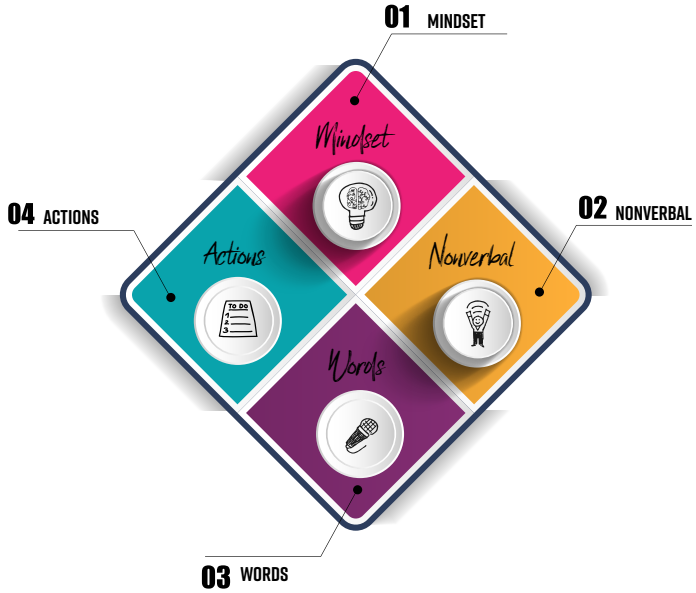
A Leader's Guide to Owning Your Voice & Presence

PROGRAM DESCRIPTION

There is nothing more important than your belief in yourself. What you believe or don't believe about yourself becomes the filter for how you show up in the world, how you make decisions, and how you treat yourself and others. This interactive workshop provides tangible exercises and discussions to help you cultivate authentic confidence. You will leave with stronger clarity on how your mindset, nonverbals, words, and actions impact your beliefs and brand. More importantly, you'll believe in yourself more!

PROGRAM OBJECTIVES

- Articulate the difference between confidence and ego
- Describe the value you bring into any space
- Articulate your purpose
- Demonstrate how to frame and communicate an effective message
- Flex your body language so you meet people where they are



CLIENT TESTIMONIAL

"I've lost count how many times we've utilized Justin Patton for our organization's training and development needs. His expertise, engaging style and the feedback we get from attendees always have us thinking of how and when we can bring him back."

CHRISTINE KENNEDY, *COO of Lynchburg Regional Business Alliance*

PROGRAM LOGISTICS

TIMING OF PROGRAM
3 Hour Program

SUPPORTING MATERIALS
All participants will receive a participant workbook to complete

JPinspires
502.797.3555
justin@justinpatton.com
www.justinpatton.com

UNDERSTANDING CONFIDENCE

> "THERE IS NOTHING MORE IMPORTANT THAN YOUR BELIEF IN YOURSELF."
>
> - UNLEASHING POTENTIAL

LET YOURSELF BE SEEN.

DIRECTIONS: *What did the opening clip teach you about confidence?*

CONFIDENCE IS. . .

THE VERY REAL DIFFERENCE BETWEEN...

CONFIDENCE → EGO

WHAT CONFIDENCE LOOKS LIKE

What makes cultivating confidence hard sometimes?

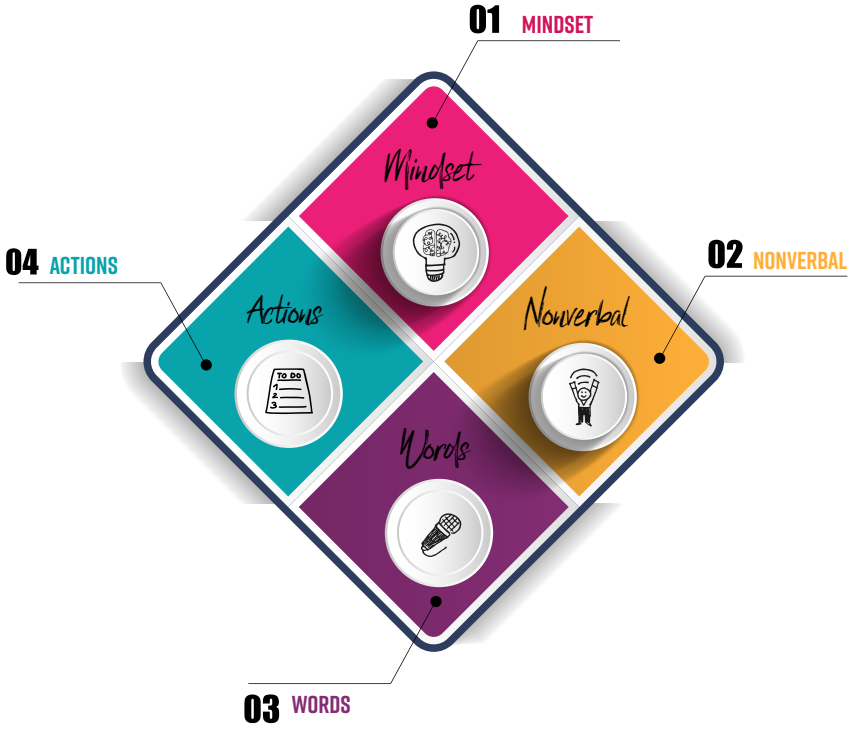
CONFIDENT PERSON I ADMIRE:

ACTIONS THEY DEMONSTRATE:

Top 4 Actions

CONFIDENT LEADERS DEMONSTRATE

- [ ]
- [ ]
- [ ]
- [ ]



WHICH AREA OF CONFIDENCE MODEL IS MY BIGGEST OPPORTUNITY?

CONFIDENCE IN YOUR *Mindset*

"STOP TRYING TO PROVE YOU BELONG & ACT LIKE YOU BELONG."

WHAT DOES THAT QUOTE MEAN TO YOU?

WHAT DOES IT MEAN TO *Detach From The Outcome?*

PUT YOUR SUCCESS IN. . .

Examples:

WHO ARE YOU?

"

CONFIDENCE IS NOT 'THEY WILL LIKE ME.' CONFIDENCE IS 'I'LL BE FINE IF THEY DON'T.'

"

- CHRISTINA GRIMME

ARTICULATING YOUR PURPOSE

Theme:

Identify the theme(s) that had a big impact on your life

HOW + WHO + IMPACT

HOW
(verb)

Identify what action best explains how you will live out your purpose

- Teach
- Help
- Empower
- Give
- Provide
- Ignite
- Re-invent
- Inspire
- Motivate
- Transform
- Promote
- Build

WHO
(audience)

Identify the primary audience you want to help

Examples:

- People
- Teens
- Women
- Men
- Youth
- Moms
- Dads
- Leaders
- Corporations
- Single Moms
- Next Generation
- The World

IMPACT
(theme)

What do you want others to know or do in regards to your "theme"?

Examples:

- Find your voice
- Lead with your whole heart
- You can always make a difference choice
- You have the right to dream big

> "PURPOSE IS THE UNBREAKABLE BOND BETWEEN YOU AND YOUR SOUL."
>
> - BOLD NEW YOU

My Purpose Statement

Write your purpose statement in a complete sentence. It should explain why you do what you do.

My Top 3 Strengths

Identify your top 3 strengths.

1.
2.
3.

A Change of Perspective!

How does being able to articulate this purpose statement shift how you show up?

YOUR CORE VALUES

Circle the 10 words from the list below that best represent your core values.

Accomplishment	Achievement	Adventure	Altruism	Autonomy
Beauty	Clarity	Commitment	Communication	Community
Creativity	Environment	Equality	Excellence	Fairness
Family	Flexibility	Freedom	Friendship	Fulfillment
Fun	Honesty	Humor	Impact	Integrity
Intelligence	Intimacy	Joy	Leadership	Learning
Loyalty	Nature	Openness	Peace	Personal Growth
Partnership	Physical Looks	Power	Privacy	Professionalism
Recognition	Relationships	Respect	Romance	Security
Self-Expression	Service	Spirituality	Trust	Truth

TOP 10 VALUES

1 - Write the name of your top 10 values below
2 - Rate each value on the level of importance in your life

1 = no importance 10 = non-negotiable in my life

TOP 4 VALUES

1 - Narrow your list of 10 values to 4 based on importance
2 - Write the name of your top 4 values in the gray box
3 - Define what that value means to you in the space below

1	2	3	4

KEY STORIES

1 - For each value, jot down key memories/stories where that value was tested in your life.

2 - Review your list. Was the value you listed tested or another value similar to that one? Finalize your core 4 values.

1	2	3	4

MY KEY INSIGHTS

WHAT DID YOU LEARN OR REINFORCE ABOUT YOURSELF?

HOW DO YOUR VALUES INFLUENCE HOW YOU LEAD, LOVE, AND COMMUNICATE?

ON A SCALE OF 1-10, HOW WELL ARE YOU CURRENTLY LIVING OUT EACH OF YOUR VALUES?

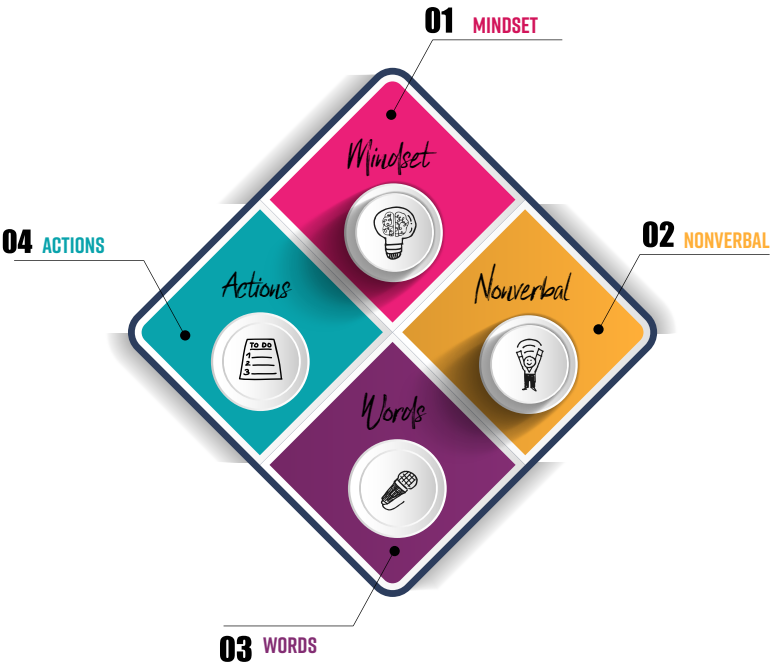
WHAT DOES THE FOLLOWING QUOTE MEAN TO YOU?

"You will not know what your true values are until they are tested under pressure."

- Discovering Your Authentic Leadership, HBR 2007

CONFIDENCE IN YOUR *Words*

FIND YOUR VOICE AND YOU WILL FIND YOUR CONFIDENCE.



ONE OF THE BIGGEST THREATS TO CONFIDENCE

3 REASONS
WHY PEOPLE STAY _____.

- ☑
- ☑
- ☑

6 WAYS PEOPLE GIVE THEIR VOICE AWAY:

EVERYDAY WAYS PEOPLE CAN PRACTICE SPEAKING UP

FRAMING YOUR MESSAGE

Want to motivate people to action? Practice using this adapted model of Monroe's Motivated Sequence

1 highlight the PROBLEM

Connect to Audience's Needs, Problems, or Concerns

2 provide a SOLUTION

Provide Specific & Clear Solution to Address Concerns

3 make it VISUAL

Help Audience Visualize the Benefits or Consequences

4 identify a call to ACTION

Tell the Audience What Action They Can Take to Solve Problem

Source: Based on Alan H. Monroe's Motivated Sequence, 1930s

FRAMING YOUR MESSAGE

Want to motivate people to action? Practice using this adapted model of Monroe's Motivated Sequence

1 highlight the PROBLEM

Connect to Audience's Needs, Problems, or Concerns

2 provide a SOLUTION

Provide Specific & Clear Solution to Address Concerns

4 identify a call to ACTION

Tell the Audience What Action They Can Take to Solve Problem

3 make it VISUAL

Help Audience Visualize the Benefits or Consequences

Source: Based on Alan H. Monroe's Motivated Sequence, 1930s

BE BRIEF & BE BRILLIANT!

WHAT IS A CORE MESSAGE?

HOW DO YOU FIND YOUR CORE MESSAGE?

SAMPLE CORE MESSAGES

- ☑
- ☑
- ☑
- ☑
- ☑
- ☑

WHAT'S THE VALUE OF A CORE MESSAGE?

WHY ARE STORIES SO EFFECTIVE?

3 ELEMENTS OF A GREAT STORY

- ☑
- ☑
- ☑

"I'VE LEARNED PEOPLE WILL FORGET WHAT YOU SAID, PEOPLE WILL FORGET WHAT YOU DID, BUT PEOPLE WILL NEVER FORGET HOW YOU MADE THEM FEEL."

- MAYA ANGELOU

CONFIDENCE IN YOUR *Nonverbal*

Body language is about. . .

Most Honest Part of the Body?

OVER **%** of communication is NONVERBAL

THE 4 POWER ZONES

COMMUNICATE WITH STRONGER PRESENCE

CONFIDENCE = _____ + _____

THERE'S A TIME TO BE CONFIDENT AND THERE'S A TIME TO BE EMPATHETIC. THEY LOOK COMPLETELY DIFFERENT.

Empathy is. . .

THE BODY LANGUAGE OF EMPATHY

EMPATHY FORMULA =

OF COURSE YOU FEEL + **BECAUSE**

CONFIDENCE IN YOUR *Actions*

LIST ACTIONS CONFIDENT PEOPLE CONSISTENTLY DO.

1 - TAKE ACTION

2 - GO ON AN ADVICE DETOX

3 - PRACTICE FORGIVENESS

REFLECTION:

WHAT ACTION DO YOU NEED TO MAKE MORE OF A HABIT IN YOUR LIFE? WHAT WOULD BE THE BENEFIT?

Communicating With CONFIDENCE

© 2021 Justin Patton

JUSTIN@JUSTINPATTON.COM | 502.797.3555 | JUSTINPATTON.COM