

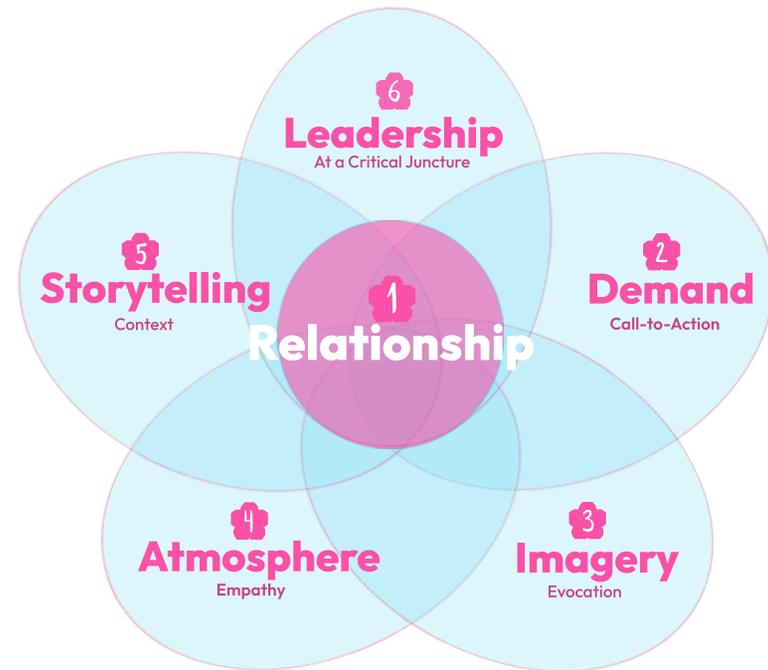
The 6 Modules of Connection Lab

The 6 Modules of Connection Lab are the pillars of a profoundly effective communication practice for executives looking to fulfill their leadership potential. They represent a collection of communication principles and practices proven to reduce presentation anxiety, foster collaboration with audiences large and small, and maximize the impact of your content.

When fully embraced, the 6-module Connection Lab program not only helps participants discover how motivational and inspirational they can be, but with a clear set of questions, distinctions, and practices, they can lead and coach others into their potential as well.

The Connection Lab Program is a simple, comprehensive structure that is also fully customizable to meet the specific needs and objectives of each participant. We recommend that the program be experienced sequentially as each principle builds on the last.

The principles in each of the modules are designed to be experienced and practiced for first-hand knowledge and tend to begin with content from great works of art and literature – before introducing self-generated and business content text to fully understand how the program supports personal and business objectives. We lean heavily on the competencies associated with each principle because competencies are practicable.



| Three primary questions | | |
|---|---|---|
|  <p>How do I show up under stress?</p> |  <p>How do I want to show up under stress?</p> |  <p>What do I want to get better at?</p> |
|  <p>Relationship to Self</p> |  <p>Relationship to Content</p> |  <p>Relationship to Audience</p> |
| Three primary relationships | | |

The Six Modules of Connection Lab, the complete human engagement curriculum.

1 - Relationship/Discovering the Audience

This module reveals that our relationship to our audience includes different competencies than our relationships to our content and to ourselves. We practice prioritizing connection with the audience ahead of our relationship to the content to discover the essence of collaboration.

2 - Demand/Call To Action

Effective demands can only be made on audiences that feel seen and heard and now that the work we did in Module 1 ensures they do - in this session we build trust by calling them to action. We also learn that effectively calling the play is modeling how other team leaders and everyone in an organization can increase efficiency and better support objectives.

3 - Imagery/Evocation

In this session we build on the first two and discover how to harness the imagination of the audience. We play with language of the senses and explore how audiences claim your content as their own and build on it. This module is the essence of vision.

4 - Atmosphere/Empathy

This module builds on the previous three and adds the concept of creating the space needed for vision articulation and fulfillment. If it's true that our audience informs our content, in this session we discover how the atmosphere informs our content our relationships to the audience and our calls to action.

5 - Storytelling

Storytelling helps us share values and ethics. Storytelling also provides necessary context for efficient workflow. But perhaps most importantly, storytelling is what we do under stress. Under acute stress, people will come to quick conclusions about a situation with a small fraction of the facts. Everything we've done in the program so far feeds powerful storytelling and improved understanding of the stories being told around us and why. In this module We explore the nature of stories, their power, their structure and ways to use them in professional settings.

6 - Leadership

Finally, participants have a tangible practice now of seeing and connecting with their audiences, effectively calling them to action, harnessing their imagination, maximizing the environment and both practicing powerful storytelling and fostering the practice in others - expect to considered a leader. In this module we prepare for people wanting your time, your take, your opinion and your practice. People seen and unseen will follow you now and how you deal with communication success is critical to the practice. We also show you how to coach others and share your new communication practice with the world.