

A S S E M B L Y

C O M M U N I C A T I O N

COMMUNICATION

START WITH 'WHY?'

As we step into this topic of communication, one of the ways we can develop some self-belief and quiet our inner critic is to unpack what we'd like the impact of our offerings to the world to be.

Understanding and focusing on impact is a surefire way to keep your message clear and to detach your ego (and therefore your inner critic) from the vulnerability of communicating what you do. This doesn't have to be a heavy process - defining your impact can be as simple as: *"I want the impact of my offering/service/product/business to bring people a sense of comfort."* or *"I want the people who buy my product to see it in their home and feel delight"* Or it can be more specific: *"I want the impact of my offering/service/product/business to give people who are struggling with X problem the ability to access Y solution"*.

I would love for you to take some time to focus on service and impact. Who are the people you want to connect with? What are their needs? How can what you have to offer help to meet those needs? From these questions we can discover the impact of what you have to offer, begin to focus on that and use it as a way of framing your communication about what you do.

Begin to unpack:

Who are the people you want to connect to with your offering? Be as specific as you like (i.e. gender, age group, life circumstances etc).

What are the needs of these people that you can meet?

What are the implications for these people if you do not offer what you do? What would they miss out on? (Try not to let your inner critic talk you out of answering this!)

COMMUNICATION

WORKING ON 'HOW'.

Once we have identified *who* we want to really communicate with and focus down on the *impact* of our offerings, we can start to look at the **how**. How can we communicate effectively to these people or groups to get our message across? Something I want us to tackle this month are the ways that we might be undermining ourselves in our communication and how we can develop more awareness of this.

There are some common things that women are statistically more likely to unconsciously do and say when we communicate (both in how we write and we speak) that undermines our expertise and competence. There are many reasons for this but the main one is that is because historically for women, our lack of access to public life, to our own finances, to living out our desires has seen us have to depend on our ability to be likeable or warm to feel safe in social settings. Likability has been our currency so we downplay, stay small, don't speak out, justify our existence or opinions or contort our communication to stay safe and not rock the boat.

Being aware of how we might be undermining or compromising ourselves in our communication is the first step in moving away from them.

Be mindful this week about any ways that you might be undermining yourself in your communication. Take note of any unnecessary caveating that you might be doing, justifications you may be making when you try to communicate - both in written and in verbal communication.

COMMUNICATION

To try to move away from undermining communication patterns it can help to create a vision of how you would like your communication to come across. Setting an intention and holding a vision is powerful!

Pick five words that articulate how you'd like to come across in your communication. For example, "Powerful, warm, calm, grounded, at ease." Or, "Accessible, strong, engaging, funny, and trustworthy." Post these somewhere you'll see them from time to time – particularly before you do important communications (emails, social media posts, meetings, etc.).

- 1)
- 2)
- 3)
- 4)
- 5)

FIGURING OUT 'WHERE'.

There are many ways that we can funnel our communication to get the message of our offering across. Lots of marketing advice out there can lead us to think there's a specific system or formula for communication success; that we must be present on all channels on social media, have a slick website or a large email list. I call BS on this.

Communication mediums are most powerful when we find what really works best for us. It's important that we take time to see where our strengths lie and how people usually resonate or connect with us best and what is best for the kind of offering or service you want to bring. I know people who have six figure businesses and only a handful of instagram followers. I know people who have no facebook presence but have a thriving email list and blog. If your offering is product or aesthetic based and people need to see your product – then maybe Instagram (a visually heavy app) is the best place to communicate your message. If your offering is message based, maybe writing a blog or gathering an email list that you can communicate in long-form with is best for you. If you want to build community or work with people directly and you communicate best in person, then maybe going to events, doing videos or having a podcast is the best way to get your message across.

COMMUNICATION

Concentrating on building connection in the places that feel most natural to what you have to offer will be **so much more effective** for you than trying to master all the things. We are not robots that can do all the things – we are humans that need connection and will be drawn to some things more than others and feel more in flow in one space or medium than another.

Take some time to mull these questions over:

Where do you feel like you can communicate your offering best? Does your communication benefit from being focused on a particular medium? Is it visual, message-based, easier to explain audibly?

What are some of the beliefs you are holding onto around how you 'should' be communicating that might need to be updated? What ways of communication feel heavy/forced that you might benefit from letting go of in order to concentrate on where you communicate best.

What is one small action that you can take this month to move towards communicating in a way that is more true to you?