

Welcome to your masterclass in performance and I want to kick off with some stats that will help you understand how critical this module is.

There was a study by Dr Albert Merabian that found that of our overall communication message

7% of our communication message is made up of our content, what we're saying

38% of our overall message is made up of the quality of our voice, our tone and grammar.

And a whopping 55% of our overall communication message is made up of our presentation and non-verbal cues things like body language.

These non-verbal cues are both powerful and memorable.

And like everything else they can be taught.

So in this module you'll learn the missing ingredients to make up that critical 93%.

It's so important to have cut through and to stand out in a crowded and noisy world, and the best way to do that is by forming personal connections with your audience. This can't be achieved through a blog post or a Facebook status, the way for you to form personal connections is to show up live either on video or at a live event and letting your audience connect with you the person behind the brand.