



Communication
SUCCESS

BEGINNINGS

VIDEO 1: WELCOME

KENNEDY:

Welcome to Communication Success: Beginnings.

In this course, you will gain a new perspective on your communication performance by developing and delivering a 5-minute talk.

This will be your first step toward improving your communication, and more importantly, improving the results you achieve through your communication.

I'm Cliff Kennedy, and it's great to be here with you.

Actually, this is your first communication success tip...

ALWAYS tell your audience there's no place in the world you'd rather be than right here, right now with them.

So thank YOU, very much, for this opportunity.

For over 30 years, I've been helping people like you achieve greater results from every speech, presentation and conversation.

And now, through this video-based Communications Success: Beginnings program,

I'm making my proven approaches

--once reserved for senior-level executives --available to you.

Our past experiences make us who we are today. And I believe that my success as a communication coach, comes from my background, interests and passions.

First, I began my career as a creative director, writer, and producer of high-stakes corporate events.

Second, I'm a musician, specializing in drums and world percussion.

And third, I've been a competitive athlete my entire life.

These experiences come together as I coach you in developing and delivering an amazing 5-minute talk.

You've made the commitment to working on your communication and improving your results and I'm glad we're here together.

There's a Kenyan Proverb that says, "Having a good discussion is like having riches."

When we're successfully communicating with others, we learn, dream, and connect with them.

Think about it... Whether it's at work, with family and friends, sharing a laugh or taking on challenges, communication is such an integral part of our lives.

When you focus on improving your communication, you also improve the results you get with your team, your organization, and the people closest to you.

Communication Success: Beginnings will take you through the process of creating and delivering a 5-minute talk on a subject of your choice.

You'll watch a series of 12 short videos,

each with actions and tools

that will allow you to reflect on your current communication skills and learn new approaches.

You'll also work with the BEGINNINGS TOOLKIT to create your talk.

The Toolkit features worksheets and exercises to support you during each stage of the course, from selecting your topic to ongoing performance improvement.

When finished, you will have a great talk... And a repeatable process to achieve greater results from every communication opportunity.

Sound good? Let's begin...

Here's our first tool, and it's a chance for you to reflect.

Why you?

Why are you doing this?

I believe that improving performance must start with the "why." So to begin, it's important to reflect on and document the reasons you are undertaking this course.

This Reflection Tool allows you to take some time to do this, along with identifying what success will look like for you.

After this video ends, reflect on the questions about your past communication experiences.

We'll come back to this tool to check in on your progress, and ultimately, make sure **you've** met your goals.

You've taken the first step and it's the beginning.

See you for our next video on Determining Your Topic.

Thank you.