



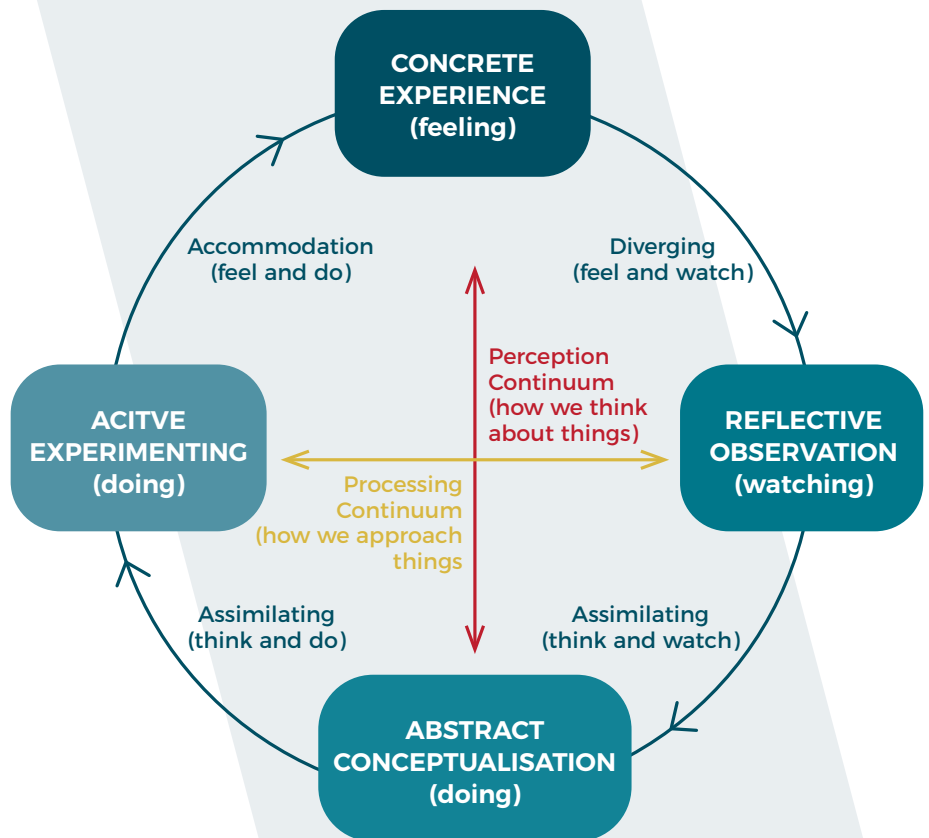
OUR UNIQUE TRAINING APPROACH



IMPACT SPEAKING LAB HAS A UNIQUE, PROPRIETARY APPROACH:

EXPERIENTIAL LEARNING MODALITY:

This is a completely distinct modality of learning that goes beyond merely allowing people to practice and receive feedback. “Experiential learning is the process by which knowledge is created through the transformation of experience” (Kolb, 1984, p. 38). It incorporates the 4 distinct learning phases (blue squares) and the 2 distinct learning processes (cartesian axes) people **must go through** to get beyond mere understanding. Understanding and received knowledge must be remembered to be applied. This is only partially effective when under pressure. In contrast, the result of experiential learning is **naturally altered performance**, like balance on a bicycle. Once one learns balance through experiential learning, there is nothing to remember. One simply rides the bicycle. As a result of our unique approach, our clients naturally and reliably alter their performance.




NEUROSCIENCE-BASED:

Impact Speaking Lab's trainings are grounded in neuroscience, specifically the Neuroscience of Conversations^{®1}.

Professionals in many fields are versed in a logical and fact-based approach to problem solving. **Our neuroscientific basis appeals to those professionals' way of thinking, allowing them to easily understand, accept, and incorporate our methodology.** Our approach also causes our clients to develop a greater understanding of other and how the human brain interacts and makes decisions.

This empowers our clients to be significantly more effective.

 A specific and powerful element of our neuroscientific approach is that from the perspective of how the brain works, we train people on why people act the way they do




- The reality is that people do not act on what they know, understand, or even claim to believe. There are numerous examples of this: people know that speeding is dangerous, yet the speed; people know that they should spend within their means, yet often rack up huge consumer debt
- What people do act on is the way in which they view their situation and/or circumstances
- When you know how to alter the way in which people view their situation or circumstances, you are able to influence their behavior naturally
- Why so many conversations are ineffective is that people get information, but nothing about their view shifts. Hence their actions remain the same

¹For more information on the Neuroscience of Conversations®, see Judith E Glaser, *Conversational Intelligence*, (Routledge: 2016).

AN ONTOLOGICAL APPROACH:

Most professional trainings are delivered using an informational approach, i.e., they give people information and techniques as the means to altering behavior. This approach is moderately effective at best.

Our trainings utilize an ontological approach. Ontology is a powerful discipline that examines the driving forces behind how human beings act, perceive and interact.

-  Our ontological approach allows our clients to be naturally confident, effective, and influential
-  They gain direct access to what drives their actions and reactions, as well as the actions/reactions of others
-  They learn to perceive what is in the background of their relationship with others, themselves, and the situation they are dealing with
 - By discovering this background domain, they gain control over the automatic ways in which they typically act, communicate, and interact
 - With this newfound ability to perceive the background, they can design relationships and contexts for their conversations that lead to greater connection, trust, and effectiveness
 - They do not have to remember to apply techniques. **Our approach unleashes their natural ability to be dynamic and influential**