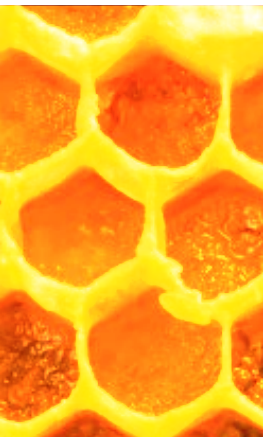




Connection Lab

An Experiential Approach to
Communication Development



Rooted in Practice

Connection Lab is a unique, blended methodology born of the study and practice of effective communication and the principles of the performing arts.

Real time Feedback

Connection Lab learning is experiential – and participants are required to practice and play with the exercises to discover their value per individual – with real time feed back from a live audience.

Maximum Impact

It is also layered work, where the active exploration of principles are stacked on top of each other to create a foundation upon which different content can become interchangeable and modified for maximum impact.



Practice Presence

The exercises of Connection Lab are very flexible and easily molded into one-on-one coaching, small group facilitation or full-blown workshop modules. Here is a list the first four primary principals explored in Connection Lab;

Relationship- Connecting With The Audience

Investigate your audience

Connect with your audience (don't just look at them)

Invite your audience to inform your content

Practice being present for your impact

Demand - What Am I Trying to Cause?

Create collaboration through demand

Practice with action verbs vs passive verbs

Discover a call to action

Creating trust through demand

Imagery - Using Language Of The Senses

Tap the imagination of the audience

Discover the impact of evocative language

Personalize your message(s) with each audience

Maximize the impact of metaphors and images

The Art Of Story Telling

Use stories to connect your audience to your values

Discover and practice story structure

Find stories everywhere in business and life

Discover what makes story effective



**Connection
Lab**

www.ConnectionLaboratory.com