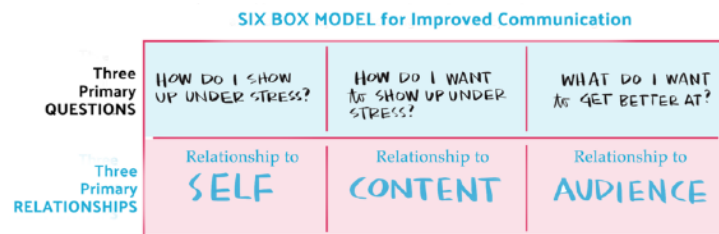


Connection Lab Methodology

Welcome to Connection Lab - a deep dive into relational communication. It is an opportunity to better understand the connection of people to their content, craft, character and values – then ultimately to their audience.

The principles and practices of Connection Lab revolve around the Six Box Model (below) - an effective deconstruction of the nature of communication and an awareness of how each of us shows up uniquely under the stress of our realities.



Connection Lab Modules

The six workshop modules each explore foundational principles of communication. Theory is discussed at the beginning of each session, then participants will experience the process as both audience and presenter during each session. While the Connection Lab Program is flexible and customizable, there is a sequential core curriculum. Workshops are in person or on Zoom / 1:1 Executive or Groups of up to 6 participants / 3 hrs

1: Relationship/Discovering the Audience

This is the foundational session for all Connection Lab work. In it, participants reframe their understanding of what relationship and communication are.

2: Demand/The Call To Action

Now that our audience feels seen, heard and invited to inform our content - calling them to action becomes a trust building practice. Participants learn both about the power of effective demands and the challenges that emerge when they are missing.

3: Imagery/Imagination

With the principles and practices of the first two sessions - we add to the framework learning how to harness the imagination of our audience through imagery. Participants discover the power of co-creation and collaboration.

4: Atmosphere

With the first three modules to build on - the journey leads us to an exploration and experience of atmosphere. In this module we explore how our environment affects our relationships, our calls to action, and our collective business outcomes.

5: Storytelling

Now we gather those principles and practices and pivot into exploring the power and the competencies of storytelling. We learn the spine of a story and practice creating and sharing stories. This module gives us the experience of sharing values, ethics, morality, calls to action and outcomes in ways that are fully transferable to our business.

6: Leadership at a Critical Juncture

This last module explores the nature of leadership at all levels of business and community. We also come full circle on the application of the 6 Box Model. The path of experiencing the first five modules leads us to this - the nature of leadership.

