

# Communication, Presentation, and Leadership Development





Great business  
starts with  
effective  
communication





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# Mission

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**Our mission is to co-create a world of great communicators.**

For the last 9 years, Connection Lab has delivered workshops and executive development programs around the world. From mining and technology to finance and tourism, companies with thousands of employees - to small start ups and charitable organizations, Connection Lab is both introducing and sustaining effective communication practices on a global scale

**Effective communication is your competitive advantage.**

Speaker and audience are in this together - from internal meetings to customer relations, understanding what we control and what we don't as communicators is the beginning of the journey. Curiosity, invitation and making an offer to an audience that feels seen and heard is how you can fulfill the potential of your organization.



"We've used Connection Lab for leadership development across the company, and received feedback that it's the best training people have ever taken."

**- Cathy Hawley Co-Founder, Bolster**



# Methodology

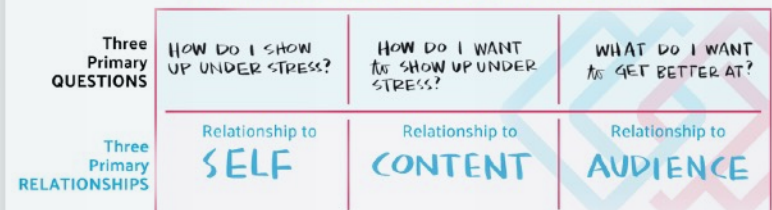
Connection Lab is a communication methodology rooted in the principles of the performing arts combined with ontological coaching. It is practiced in more than 10 countries by thousands of graduates worldwide and growing every day.

The Connection Lab methodology is condensed in the Six Box Model: three primary questions that we use as lenses to observe the three primary relationships. The 6-Box Model is 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 and how it may impact our communication.

This framework is embedded in all of the Connection Lab modules. As we explore the principles and practices of effective communication, the 6-Box model offers an opportunity to see how we show up under stress, decide if that's how we want to and practice new competencies that will close the gap. Along with improved communication, participants create a shared language and culture around their communication, presentation and leadership development.



Connection Lab SIX BOX MODEL for Improved Communication



“The way the Connection Lab workshop is structured this experience is very simple, yet very powerful. People didn’t expect something so simple to be so powerful and that it was very easy to see at the end of the session.”

**Javier Careaga – Director de Operaciones Estudiantiles,  
Universidad del Valle de México**



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# Connection Lab Studios

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Connection Lab Studio Programs are flexible and customizable, and fully rooted in the principles of the performing arts. They help participants reframe their understanding of communication and leadership. They model the very practices participants will use for the rest of their career. Participants model their new practices, leading others and often become internal coaches for those they work with. This is how your business gains the competitive advantage of effective communication.

## \* Discovery

As a stand alone offer or as part of a program, we talk to stakeholders and participants in-person and ask for their experience, their understanding and their definitions of success. Our discovery programs help you fully understand the cultural health of your organization.

## \* Impact Measurement

Maximize the data from engagement surveys, before a program, just after and long after. We measure which participants are being promoted, team efficiency, emerging leaders and customer feedback.

## \* Speaker Development

From the essence of collaboration to constructive conflict - the CL Speaker Development Program helps professionals at every level fulfill their potential as communicators. The program is offered in six modules and both reframes and revolutionizes communication in your business.

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## \* Off-Site Programs

Fun, insightful, meaningful engagements for the whole team. These are off-site programs like none other. You invest so much in bringing the whole company together - they deserve something special. CL Offsite Programs deliver the same high quality experiential learning as the rest of our offers - for hundreds of participants at a time.

## \* Go Team! Leadership Development

Our customized Leadership Development Programs are a deep dive into how individuals and teams show up under stress - and the competency of choosing their responses. They are multi-week programs that lead participants through a rigorous set of experiences and methodologies that carve a path to great leadership.





# The Six Modules

While the Connection Lab Program is flexible and customizable, there is a core curriculum. Ideally, the program should be experienced sequentially as each principle builds on the last. All of these modules are experiential in nature, participants are involved, using text from great works of art and literature – and self generated text to fully understand what each means to them.

## 1 - Relationship/Discovering the Audience

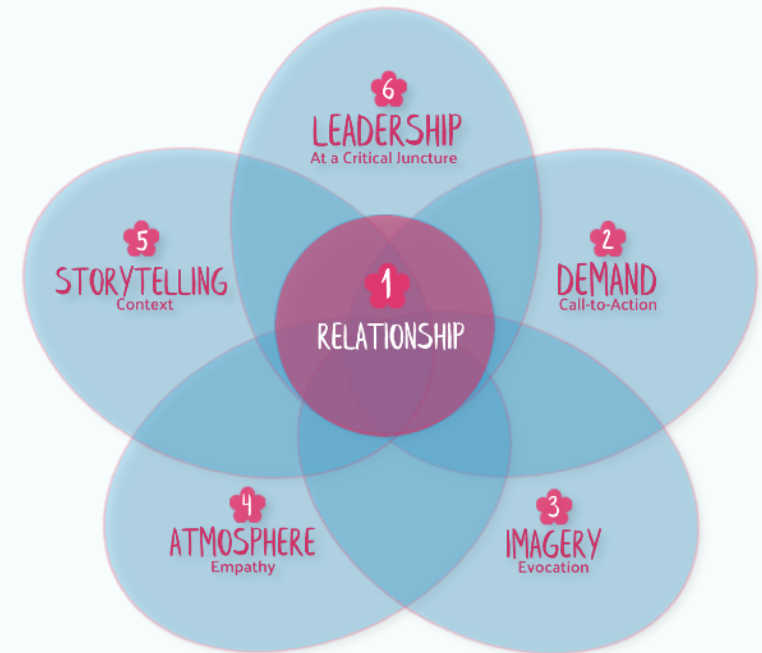
This session reveals that our relationship to our audience includes different competencies than our relationship to our content and our relationship to ourselves. We practice putting connection with the audience ahead of our content.

## 2 - Demand/The Call To Action

Now that our audience feels seen, heard and invited to inform our content, in this session we call them to action. On an audience that feels seen and heard, making a demand on them is a way to build trust.

## 3 - Imagery/Imagination

In this session we discover how to tap the imagination of the audience. Here we invite them to co-create our offer with us. This session focuses on the source of collaboration.



## Workshop Offers

- **Online Group Workshops Modules 1-6**
  - 3 hrs on Zoom / 6 participants
- **Online Executive or Professional Programs**
  - Discovery with participant to customize program to their needs
  - 3 hrs on Zoom / Outside audience offered
  - Follow-up coaching
- **Coaching Services**



#### 4 - Atmosphere

If it's true that our audience informs our content, in this session we discover how the atmosphere informs our content as well. How does our environment affect our relationships and our calls to action?

#### 5 - Storytelling

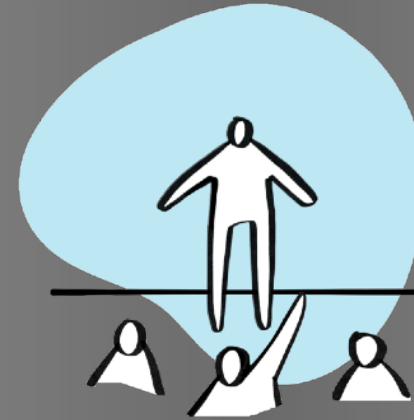
Now we start assembling the pieces – and applying them to the craft of story telling. We explore the nature of stories, their enduring nature, their power, structure and ways to use them in professional settings.

#### 6 - Leadership

Using the text of great leaders in fiction and non-fiction, here we explore the difference between authority and leadership. We also begin to effectively answer the questions, “How do I show up under stress?” and “Which of my skills, abilities and empathies disappear first under stress”.

“My Connection Lab experience was profound. It was one of the best learning experience because it was experiential learning. It was learning in action.”

**–Brenda Geil – Organizational Development  
Specialist – Canpotex LTD**



#### Real-time Feedback

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

#### 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.

#### 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.



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# Clients

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“My Connection Lab experience has opened a new door to my professional development. I see the benefits of my program in both my work and personal relationships, my staff is more responsive to me, as is the most senior management.”

**- Chris Hamel P. Geo District Geologist, Exploration, Cameco Corporation**

“Equipped with the skills and methods I’ve learned through Connection Lab, I was able to help a group of eight senior leaders in ways that I simply could not have done before. One of the participants came up to me and said it was probably the most valuable time he has spent in his entire career from a developmental standpoint.”

**– Mark Frein, Chief People Officer, Oyster**

“The Connection Lab work is transformational and changing the way the workforce and employees of the workforce show up in their day to day lives.”

**–Luz Madera-Swartz, Customer Success Specialist – ModMed**

“And what I’ve found was that I got so much more value out of it than I ever could have imagined. I look at this program as just like a true watershed moment for finding a voice that I didn’t know I possessed and finding a comfort in myself that didn’t feel achievable to me. –

**Holly Enneking, Vice President, Marketing at Bolster**

“What struck me about the catchphrases was that as you thought about each one and you peeled back the onion, there was always more to it and more to it. Early on I got the sense that someone had had a lot of experience helping people come to realizations, both slowly and then all at once.”

**–Eric Edelman, VP of Platform at Common, GM of Noah**

“This was one of the best training I’ve ever experienced. Highly engaging, very valuable. I am already applying the things that I learned. Very much recommended!”

**–InVision Participant**

**Technology**

**Mining**

**Finance**

**Healthcare**

**Non-profit**

**Education**

**Small Business**



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# Connect with Us

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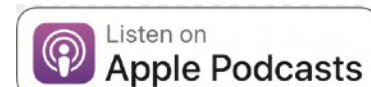
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