Corey Andrew Powell ([00:01](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Hello everyone. I am Corey Andrew Powell, and I'm so thrilled today to be joined by Alita Guillen, an Emmy award-winning journalist and top communications advisor here with us today. Now from coaching high profile clients to covering global events, Alita brings valuable insights on seizing opportunities and unlocking potential. That's the most important thing, unlocking your personal potential. So, Alita, welcome to Motivational Mondays.

Alita Guillen ([00:26](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Thank you. Thanks for having me, Corey.

Corey Andrew Powell ([00:28](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yes. Well, it is my pleasure. And as I mentioned to you before we began recording, you and I have this love of communication and kind of talking about just the, the skill building aspects to communication. So I would like to ask you though, before we begin, what is it for you that sparked, I guess, the transition, um, from talent, uh, from television to becoming a talent consultant? I guess there's a, a linear line there, but I would love to hear your story.

Alita Guillen ([00:53](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah, so I was a television news anchor and reporter in several cities for many years. And then when I moved to LA I, I didn't really wanna go back to that traditional news. I was kind of looking for something else. And so I started doing some consulting, some traditional media training, and I realized that people, this was a real need.

Corey Andrew Powell ([01:14](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Alita Guillen ([01:15](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

People really needed to be able to communicate. And it was more than just the media training. What do I do when the camera's on type of a thing? And because I was in LA I started to work with some high profile talent in the entertainment industry. And I realized that there was this idea of we're all communicating, we're all always communicating, and we sort of overlook that. We think that when we're communicating it's just 'cause we're giving a presentation or we're just on camera. But it was so much more than that when I started out and I realized that these very high profile people who are already communicating could actually turn it up a notch.

Corey Andrew Powell ([01:55](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm.

Alita Guillen ([01:55](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

And so that became sort of my sweet spot in the business of communication, consulting and talent hosting and training with high profile people.

Corey Andrew Powell ([02:06](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm.

Alita Guillen ([02:06](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Um, I think we overlook a lot that we are constantly communicating and communicating is connection. And so it doesn't matter what level you're doing it at, you're all trying to do the same thing. We're all trying to make a connection. And when we do that, we find success and happiness. So whether it's at work, when you're communicating and you're doing this really well, or you are speaking to your family or your loved ones, and you do that really well, you feel happy. When that goes well, you're really happy. So communication is just more than that presentation and more than how we think about it traditionally. So my goal is really to make people think about how they communicate kind of at all times in all different scenarios, whether it's email or, or an opportunity like this.

Corey Andrew Powell ([02:56](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah. I love that you brought that up too, because you're, and on one hand you're talking about it in the professional context of people whose livelihood relies on them being a public figure.

Alita Guillen ([03:07](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Right.

Corey Andrew Powell ([03:07](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

But then again, I remember being in class and, you know, a communications class.

Alita Guillen ([03:11](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([03:12](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

And students would be like literally perspiring and about to pass out at the very thought <laugh>.

Alita Guillen ([03:18](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah. I know of having to

Corey Andrew Powell ([03:19](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Get in front of people like the fear. Why do you think that fear is there?

Alita Guillen ([03:23](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Okay. Well, Corey, let me tell you something that pers perspiration and fear happens at all levels. It does <laugh>. So for those students that are out there that think it's only happening to them or people who are just starting in their career, it happens at all levels.

Corey Andrew Powell ([03:37](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Alita Guillen ([03:37](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Even at the highest level.

Corey Andrew Powell ([03:38](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah.

Alita Guillen ([03:39](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

You would be stunned to know what's happening to some of those people that are on camera all the time. Um, or who are high profile executives.

Corey Andrew Powell ([03:47](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Alita Guillen ([03:48](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

That have these really big jobs. And it's tough for them to communicate because we don't spend a whole lot of time focusing on it. The fear you asked about what is it about the fear? The fear is many times is, is worried about the unknown. You're worried about what might happen or what if I'm a fraud, what if they realize I don't know what I'm talking about. Something like that, which goes back to the number one fundamental, um, item that I have everyone focus on. And it's just, who are you? What's your story? If you just start with that, you, you really, you, you automatically, even when I say that to you, if you just say, Hey Corey, who are you? What are you all about? It almost is like you get a chance to exhale because you're not pretending to be someone else or do something that someone else is asking you to do. And a lot of times people have this fear because they are trying to do something that's just not in their lane, or they think, for example, when they give a presentation, they have to talk about everything or know about everything. And you really don't, you really just need to know about what you know about which begins with you.

Corey Andrew Powell ([05:03](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Hmm. I love that. I feel like I just got like a free session from you, by the way,

Alita Guillen ([05:07](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

<laugh>.

Corey Andrew Powell ([05:08](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

So please don't send me a bill because that was like really valuable info and No, it's so true because, um, I know from talking to young people especially who have to, they struggle a lot with when it comes to communication.

New Speaker ([05:22](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

New Speaker ([05:23](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

And what I have learned is there's that connection between your comfortability speaking that you just mentioned and your personal brand.

New Speaker ([05:31](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Corey Andrew Powell ([05:31](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Self-awareness, knowing who you are and knowing what you know. And that is exactly right.

Alita Guillen ([05:36](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([05:37](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

That is the falter that many people face where they go up there and they try to become Einstein all of a sudden as they're presenting.

Alita Guillen ([05:43](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Right.

Corey Andrew Powell ([05:43](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

I'm like, well, you weren't Einstein yesterday.

Alita Guillen ([05:46](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah. Right. Totally

Corey Andrew Powell ([05:47](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Do that. Now. I think also I would, I would love to hear your thoughts on this. I had a friend ask me once to help her prepare for a big presentation.

Alita Guillen ([05:55](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Corey Andrew Powell ([05:56](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

And she said, I had seen you do some things and, uh, so I'm reaching out to you and maybe you can help me out. And so I sat her down. I said, well, what are your fears? And she began to express like trauma.

Alita Guillen ([06:07](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Corey Andrew Powell ([06:08](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Like psychological trauma from childhood of being told she wasn't smart sometimes.

Alita Guillen ([06:12](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([06:12](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Or all these things. So do you find in your, in your line of work that sometimes there's other blockage that's that's really preventing them such

Alita Guillen ([06:20](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yes. Absolutely. I mean, so many people, everyone has something different that they're afraid of, and the things that people come out with that they are afraid of, um, you and I would never know.

Corey Andrew Powell ([06:33](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Alita Guillen ([06:34](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Right. If you told me what your fears were, I would never know that.

Corey Andrew Powell ([06:37](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Alita Guillen ([06:38](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

It just, we are not thinking about that as we're watching someone else. We, when we're presenting are the only ones who know what it is that's in our way. And that is the difference between being able to, um, release that and then move forward and really excel and turn it up. Remember at the beginning I said that a lot of very high profile people, they're out there communicating, but in order for them to turn it up and to be really good, the best that they can be, they need to be able to release some of those fears. And tho those fears they're real because we, we think about them and we know that maybe somebody did say, I couldn't spell one time or something like that. Now I'm afraid everyone's gonna know I'm not, you know, I'm a bad speller or something.

Corey Andrew Powell ([07:24](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Alita Guillen ([07:25](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Um, but that's not what we're talking about. So if the fear is that, for example, your friend said, wow, I, people used to just tell me that I wasn't smart or, um, I had a client recently who said, um, I'm not, I'm not a good reader, and so I'm afraid they're gonna gimme a script and I'm gonna flub it up when they give me the script and I'm not gonna be able to read it. And, you know, I just sort of broke him down and said, go ahead and read me this, you know, read me this book that, that he had.

Alita Guillen ([07:55](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

And I said, and read it really slow. And he read it word by word by word, and he didn't make any mistakes. And I said, okay, now read it a little bit faster. And he started to read it a little bit faster, and then he didn't make any mistakes. And I said, okay. And he just looked at me and he said, okay, I, you just, okay, I guess I, I guess I can do it. And so it's, it's kind of doing some of those exercises to say, you know, you really can do more than you think you can. If you can put aside the fact that, uh, that was somebody else's opinion that said you weren't smart.

Corey Andrew Powell ([08:30](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yes.

Alita Guillen ([08:31](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

And by the way, who, who's judging what smart is?

Corey Andrew Powell ([08:33](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Alita Guillen ([08:34](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Like what, what's the definition of that?

Corey Andrew Powell ([08:36](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah.

Alita Guillen ([08:36](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

And what definition are you using?

Corey Andrew Powell ([08:39](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

You know? Well, it's funny 'cause I agree totally. It's always, I tell people all the time when I have those self doubts, what I've learned and what I share with people is that nine times outta 10, that doubtful voice that's on loop in your head. Somebody else put that there.

Alita Guillen ([08:52](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([08:52](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

You haven't even formed an opinion really about yourself, yourself. 'cause if somebody, everybody else's junk was in there already.

Alita Guillen ([08:57](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah. Yeah.

Corey Andrew Powell ([08:58](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

What do you think you can do? Who do you think you are? And that reminded me of when you talked about people not feeling good enough. The imposter syndrome.

Alita Guillen ([09:06](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([09:06](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Component is a big one with speaking.

Alita Guillen ([09:08](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([09:09](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

And I wonder how much people can overcome that. So I do know there are some techniques, but how do you prepare? I mean, that was one example you gave, but.

Alita Guillen ([09:17](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([09:18](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

What are some techniques for, you know, getting someone to feel a bit more, uh, confident in their communication skills?

Alita Guillen ([09:24](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah. Well, the first piece that people need to, to focus on is having that awareness and curiosity about themselves. Because before, let's say for example, it's a job interview. I mean, we're talking about presentations, and you can use this for anything. It could be a presentation in class or at work or that, um, whatever it may be. But let's say it's for a job interview 'cause a lot of people come up with that, with that job interview. Having to begin with, having that awareness about who you are and what your value is, is so important to just start off with that. If you can start off with that and say, what's, wait a second, what's my story? How did I get here? And not be afraid to bring that in to that presentation, that interview, that job, whatever it may be. Because that's what makes us different, that makes us unique, that makes us stand out. And it releases all those fears and things that may be in our way. Because no one knows you better than you. So that's what I say you start with. And when you can start with that, confidence starts to creep in when you don't even realize it. So along with awareness and knowing who you are and what you bring to the table is also knowing your audience. You need to know who it is that you're talking to. Because if you're prepared for some kind of presentation or you're going into an interview and you have all this stuff that you wanna say, but you don't really consider who your audience is, you're not really connecting.

Corey Andrew Powell ([10:49](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Alita Guillen ([10:49](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

You're not really being a good communicator because you're not making that connection. 'cause at the end of the day, you wanna make sure that that connection is a good positive connection. So you really have to think about who your audience is Right. And what their interests are as well.

Corey Andrew Powell ([11:04](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

So when I talk about like people's, uh, people knowing what their personal brand is and what I talk to them about is bringing their own story into their personal brand, which is.

Alita Guillen ([11:14](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([11:15](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

The whole authentic conversation. Um, I think the idea of an audience, people have to realize that we're talking about it in a literal sense. But quite honestly at the moment you leave your home and interact with someone during the daytime or whomever you run into, you are a brand and you're presenting your brand to the world. So what you just said actually really parlays into just everyday.

Alita Guillen ([11:35](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Corey Andrew Powell ([11:36](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Experiences as well, it would seem, or is that, is that too abstract? What do you think about that?

Alita Guillen ([11:41](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

No. I think you're spot on, Corey. I think that that's the idea, is that communication, we are constantly communicating.

Corey Andrew Powell ([11:47](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Alita Guillen ([11:47](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

And we overlook that and think communication sounds a little stuffy. We need a better word for it. I don't know. I'm working on that. But we need a better word for communication. Um, but it is communication. It is connection, and you are constantly making these connections. I also say it's not just with other people, it's connecting with so many different things just in how you roll through the world. That is a connection. How you just show up is a connection. Um, so if we can all kind of reprogram how we think of communication and be thinking about it as how do we connect with each other? How am I connecting with the people in the grocery store, whether it's where the people through email or when I show up in a room, even if I don't have to speak, am I making eye contact when I'm on one of these zoom calls? Remember back during Covid, people would turn their cameras off because they were on for so long.

Corey Andrew Powell ([12:42](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Alita Guillen ([12:43](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Well, that's saying something. You are deciding how you're going to connect in that room by pulling yourself in your camera outta the room.

Corey Andrew Powell ([12:52](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah. And it's funny because even with me, like I would do my Zoom calls when my company went fully remote, they would turn on the camera and I will still wear my bow ties because <laugh>.

Alita Guillen ([13:02](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Good for you.

Corey Andrew Powell ([13:02](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Sort of like, it's my thing. And I sort of inadvertently branded myself as, and by the way, I tie them myself. Just wanna make sure everyone.

Alita Guillen ([13:09](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Oh. Okay. All right, good.

Corey Andrew Powell ([13:10](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Not the clip-ons, you know,

Alita Guillen ([13:11](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

That's another class. <laugh>

Corey Andrew Powell ([13:12](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

<laugh> Exactly.

Alita Guillen ([13:13](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

A class in itself.

Corey Andrew Powell ([13:14](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

But it's my thing, you know? So it became like I kind of accidentally branded myself, uh, that way. But, you know, it is how, it's kind of how it's one of those unique identifiers, really. So people I think don't really understand that they have to sort of embrace their own story and.

Alita Guillen ([13:29](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([13:29](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Their own things so that they can then survive. I do wonder if you find common denominators, though, when it comes to, we did talk a little earlier, uh, about the, some of the obstacles people have when they're trying to overcome, uh, communication issues. But would you say there's some that are common you see across people? Like there's like one or two things that you see, everyone has this one thing that's an obstacle?

Alita Guillen ([13:54](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Hmm. That's a good question. Do we all share one thing that's an obstacle? Let me think about that. Hmm. Um, I will say this because we're all different. And I, and really when I approach people and work with different people, I, I look at them all differently because I, I wanna find out who they really are, and that's what I'm aiming for.

Corey Andrew Powell ([14:17](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Hmm.

Alita Guillen ([14:17](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Um, so I guess I don't approach it like that to think that we all have some kind of common, sometimes people will ask me, what are the top 10 things? And I can come up with them, but everyone's just a little bit different. So I don't like to do that.

Corey Andrew Powell ([14:29](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah.

Alita Guillen ([14:30](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

But I will say this, I think that the common denominator for many people is that we start in the wrong place. So for example, if you have a presentation to give or you are presenting yourself, whatever it may be, whatever that presentation looks like, we tend to start with what we think people want from us as opposed to what we, what is meaningful to us and what we want to give.

Corey Andrew Powell ([15:00](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm. Wow.

Alita Guillen ([15:01](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

And I will use an example of when someone has a presentation to give, many times they will start with their slides, you know, a slideshow.

Corey Andrew Powell ([15:12](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Alita Guillen ([15:13](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

That is the worst place to start.

Corey Andrew Powell ([15:16](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

<laugh>.

Alita Guillen ([15:17](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

That is the biggest No-No, I have. And people who work with me say, oh my God, I did my slides. You want me to throw them all away? Right. And I said, let's just put them to the side for a minute.

Corey Andrew Powell ([15:26](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah.

Alita Guillen ([15:27](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Um, and I say that because then you're locked into something that you think you have to say, you think that somebody else wants you to say. Many times it'll be, a boss will give you, you know, you need to talk about X, Y, and Z. And so you think that that's what you need to talk about, and that's all that you need to talk about. And you put it on a slide, and now you form your whole presentation and you wrap it around this slide, as opposed to coming at it with, okay, what is it that I wanna say? What, who am I talking to?

Corey Andrew Powell ([15:59](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Alita Guillen ([15:59](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

What is it that I bring to the table? And asking yourself all of those questions, coming up with what it is that you do wanna talk about, and then approaching your slides.

Corey Andrew Powell ([16:09](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Hmm.

Alita Guillen ([16:09](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

So slides is just one example, but you asked what do we all have in common? And many of us have in common that we just start in the wrong place.

Corey Andrew Powell ([16:18](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah. Yeah. Slides and like index cards are like, they chase me in my sleep.

Alita Guillen ([16:23](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([16:24](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Like, it's there because that's that thing. And then you're like, well, do I read them or do I look up or do I pretend I'm not reading them, but they all can see me reading them. And it's like, then there's anxiety.

Alita Guillen ([16:33](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([16:33](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

That kicks in with that. So yeah, it's, um, but I think there's a balance though, of people I guess then are a little of afraid of then how do you prepare? Right. So there's like preparation. We would think that it means that we need to kind of do all these things, have the notes, have the slides ready, but then if you abandon that particular ideology, then it's like, well, how does one prepare then to go out?

Alita Guillen ([16:55](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Well, they start with, they start with what we talked about before is having the awareness and the curiosity about themselves.

Corey Andrew Powell ([17:00](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm.

Alita Guillen ([17:00](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

And the information that they're bringing to the table, whatever it may be. And they start asking themselves some good questions before they ever get to any kind of slides. That's the last thing. If you even ever used some a tool to present.

Corey Andrew Powell ([17:14](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Hmm.

Alita Guillen ([17:14](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Um, it's asking yourself all of those first questions, the awareness, um, the awareness about myself, the awareness about everyone else in the room, and then talk. And then the next piece would be, what's the content? Okay. What is it that I want to say? What's my material? What's my story?

Corey Andrew Powell ([17:29](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Alita Guillen ([17:30](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

And then the third piece is, how do I wanna execute that? Yeah. So whenever you have that opportunity where you are going to be speaking you, do you want to think of those three pieces? The awareness, the content, and the execution? Who am I, who am I talking to? What's my story and the content that I need to present? And how do I choose to do it? Am I using slides? Am I standing at a podium? Am I using my hands? Am I gonna wear a costume? What is it that's external that I'm going to be using to execute this performance?

Corey Andrew Powell ([18:03](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Hmm. And I love that you said performance too, because what I learned in the, uh, times I've had to speak, like you just mentioned the podium, I went up there, had the note cards, and I felt imprisoned.

Alita Guillen ([18:13](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Corey Andrew Powell ([18:14](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

I, my body language felt like I was almost trying to like align myself with the squareness of the podium.

Alita Guillen ([18:20](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([18:20](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

And I felt that's how I was delivering. And it, all of a sudden I instinctively just was like, you know what? And I just took the microphone off and.

Alita Guillen ([18:27](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([18:28](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

<laugh>, you know, and I walked and paced back and forth and it changed everything. That one moment of just kind of freeing myself and then the conversation felt more free as well. So these are, there's these pitfalls I think that we just fall into.

Alita Guillen ([18:43](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah. Well, and it sounds to me like that is your, that's about, that's who you are.

Corey Andrew Powell ([18:48](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Alita Guillen ([18:48](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

If you and I had talked about that before and we said, what, what will there be? Is there going to be a teleprompter? Is there going to be a podium there? What are tools are you gonna use? And you would've said, or what I would've asked you, what do you like to use? And you say, you probably would've said, I'd like to walk around.

Corey Andrew Powell ([19:04](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Right. <laugh>.

Alita Guillen ([19:05](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

I wanna be free.

Corey Andrew Powell ([19:06](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah.

Alita Guillen ([19:06](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

You would've said that right off the bat.

Corey Andrew Powell ([19:07](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Alita Guillen ([19:07](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

And we would say, okay, let's lose the podium.

Corey Andrew Powell ([19:09](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah.

Alita Guillen ([19:10](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Let's lose the, let you get up there and you do your thing. 'cause that's who you are.

Corey Andrew Powell ([19:14](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>. Yeah. That's my, and I will say also, there's some things, I don't know how people might feel about this. I have taken some people and, and they've tried it and it works. I recommend, it's a little tricky, but to get over your fear sometimes, try an open mic night, <laugh> and calm me.

Alita Guillen ([19:30](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Ooh, look at you.

Corey Andrew Powell ([19:32](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

It could be a, it could be, it could go either way. But that's sort of where I, I come from. That's sort of how I got to that point.

Alita Guillen ([19:39](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Wow.

Corey Andrew Powell ([19:39](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Um, you know what I mean? But some people, they've done it and they're like, wow, that really worked. Some people, they're in therapy now because

Alita Guillen ([19:45](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah. I've that, yeah. I don't know that that's where I'm going. But yeah, I'll go and watch you and support you Corey

Corey Andrew Powell ([19:51](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

<laugh>. Well, thank you. Yeah. But I mean, it does have, um, some sort of cathartic, you know, I mean, it's, it's tricky 'cause people can't judge you. And of course they're gonna, you know, maybe not laugh, which could affect you, but I just think any chance you can practice, I would say.

Alita Guillen ([20:04](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([20:04](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

To somehow even your family or maybe friends, ask them how things sound and hopefully they'll be honest with you. I think that's also, um, a tool maybe that that can be used. Now when we talk about leadership specifically.

Alita Guillen ([20:18](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Corey Andrew Powell ([20:19](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

I was wondering, you know, communicating to a brand, to a, to, to a team, let's say, because you wanna motivate them to work for you.

Alita Guillen ([20:28](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Corey Andrew Powell ([20:28](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Or work on a project, it still takes some persuasion, but I guess it's a little different than delivering a presentation. So do you draw a distinction between, in a corporate structure, leaders who need to learn to communicate better? Do you have a different way you approach that versus how you would approach that performer who needs to do something more in an entertainment aspect?

Alita Guillen ([20:47](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Well, I'm gonna, I'm gonna point out something to you here and to whoever's listening, but you know, when you're communicating, you are persuading.

Corey Andrew Powell ([20:58](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Hmm.

Alita Guillen ([20:58](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

So when you are speaking to a group of people, um, you are trying to convince them of something that you believe in or that you are presenting. So whether you are an individual who is a lower ranking person in the organization, or you are a leader, when you have the opportunity to communicate and make connections, part of what you're doing is persuasion.

Corey Andrew Powell ([21:27](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Hmm.

Alita Guillen ([21:28](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Now, if you're a leader, you have more people to persuade and you have more people that you're trying to get to buy into what it is that you're saying. So as far as leadership goes, it's just you need to know yourself better maybe than you would've when you were a lower level employee.

Corey Andrew Powell ([21:48](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm.

Alita Guillen ([21:49](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

But they have the same, they have to do the same thing that all of us are trying to do. I go back to connection. We're all trying to make those connections. So if you are a leader in an organization, you are trying to get people to buy in to your beliefs. You're trying to get people to, to buy in to your way of working, to whatever it is that you're trying to establish. And the more you can be honest with who you are, they will see that it's part of the buy-in. If they think that you are manipulating them in some way, um, that is not authentic because you are manipulating them in some way, let's be honest, it's a persuasion. It's manipulation. You're trying to make that connection and say, Hey, I want you to believe what I am telling you so that you work harder. Um, but not that, that's always a bad thing because I think you think of words like manipulation, persuasion as being bad. It's not something.

Corey Andrew Powell ([22:46](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Right.

Alita Guillen ([22:46](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Not necessarily bad.

Corey Andrew Powell ([22:48](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Right. They sound negative

Alita Guillen ([22:50](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Or they sound negative. Right.

Corey Andrew Powell ([22:51](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah.

Alita Guillen ([22:52](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

But, you know, some people, um, are better at it than others because they really know who they are and what they want you to do. And they're able to tell you the why. When you're speaking to a group of people, you also wanna express what's in it for them.

Corey Andrew Powell ([23:09](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Alita Guillen ([23:09](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Why are they believing in this? And we all wanna feel like we're heard. So when we're speaking to a group of people, they wanna feel like they are heard, that they are being represented. So as a leader, you have just much more to consider.

Corey Andrew Powell ([23:27](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Hmm. I love that. And that's such a timely conversation too, because, or I would say a timely contribution to the conversation because of what's going on now with all the efforts seemingly to roll back, DE&I.

Alita Guillen ([23:39](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Corey Andrew Powell ([23:39](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Whether it be in academia or in corporate structures. And, you know, it's so strange to me because the whole reason why those things were implemented was because people were not represented.

Alita Guillen ([23:50](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([23:50](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

And to begin with.

Alita Guillen ([23:51](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([23:51](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

It was like a remedy. And now people are trying to take that back. So, you know, I think it's really important to, to your point, like you can include people, but are they participating? Are they.

Alita Guillen ([24:01](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([24:02](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Given a voice. Right. An opportunity to, to participate and contribute.

Alita Guillen ([24:06](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Right.

Corey Andrew Powell ([24:06](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Now, I do wanna talk about, uh, 10 Seconds to Air.

Alita Guillen ([24:10](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Oh, sure. Let's do it.

Corey Andrew Powell ([24:11](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yes. Yes. Your podcast now, many people who are gonna just tune in. Of course. We will rehash later that we had some technical difficulties today on this podcast.

Alita Guillen ([24:19](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

It happens.

Corey Andrew Powell ([24:20](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

It happens. But it's so great. And so I'm really happy that, you know, there's tenacity. We can keep going. Yeah. So, you know, the podcast world yourself. So 10 Seconds to Air is the podcast that you actually host.

Alita Guillen ([24:29](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yes.

Corey Andrew Powell ([24:29](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

So tell me a little bit about it and some of your, uh, the, the platforms that you discuss on the show.

Alita Guillen ([24:34](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah. So it's, it's really fun. I I continue this conversation about communication. That's where the podcast came, came, you know, was born and the, the name 10 Seconds to Air was born out of my time on, um, television as a news anchor and reporter, and having to go through those 10 seconds to air.

Corey Andrew Powell ([24:53](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Alita Guillen ([24:53](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

And I realized that all of us have these 10, these moments before we have to perform or do something big, we have 10 seconds to whatever it is that you may do. We all share that and we all share what goes through our mind moments before that big moment.

Corey Andrew Powell ([25:12](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Alita Guillen ([25:12](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

So that's where the name came from. Um, but what the podcast is, is I talk to world class communicators from a variety of fields, um, and I talk to them about what goes through their mind moments before their big moments. So I have, who do I have coming up? I, I have Tony Hale the actor.

Corey Andrew Powell ([25:29](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Alita Guillen ([25:30](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Super fun. He's got the movie Inside Out coming up and, and he plays one of the characters in there. So hearing about what goes through his mind before he takes on some of these roles. Really cool guy. Really cool podcast. I have Dr. Haver, she talks about menopause. I have Dr. Brewer, he just wrote a book called, um, oh, I can't think of the name of the book, but it's Hunger versus Habit.

Corey Andrew Powell ([25:51](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Alita Guillen ([25:52](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Um, and it talks about Are you eating out of hunger or are you eating out of habit? Actually, I think that's book.

Corey Andrew Powell ([25:57](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Ooh, I need that book.

Alita Guillen ([25:57](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Yeah. I mean, it's great. So I, I talked to, I talked to world class communicators from a variety of fields to get people to hear what goes through their mind before these big moments, because we all share them and hopefully the conversations are inspirational and get you thinking about how you can do it better, how we can all communicate better, how we can all connect.

Corey Andrew Powell ([26:22](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Wonderful, optimistic, final words today in this conversation from Alita Guillen. And I definitely, uh, just appreciate once again your patience, but also the conversation. It's really wonderful. And as I mentioned, I'm very passionate about communication and, and, uh, and I love the work you're doing and I can't wait to share it with our audience. So thanks for being here today on Motivational Mondays.

Alita Guillen ([26:44](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Thank you, Corey.

Corey Andrew Powell ([26:46](https://www.temi.com/editor/t/bqRIxNzGUF_MVNx6meE73E2HRCh5w9lK3W5CjFxjpbp9KJdzIkWL077lnyRe_rk3Tdkjk16gwWNNmp1xgCZzo8zMFFY?loadFrom=DocumentDeeplink)):

Thank you for listening to Motivational Mondays presented by the National Society of Leadership and Success, and available wherever you listen to your favorite podcast. I'm Corey Andrew Powell, and I'll see you again here next week.