



Power Up; Speak Up; Be Heard

Say What Needs To Be Said; Be Confident
and Clear. **It's All About Being Heard.**

*The Savvy &
Influential
Communicator's
Starter Kit*

kay white

WAY FORWARD SOLUTIONS

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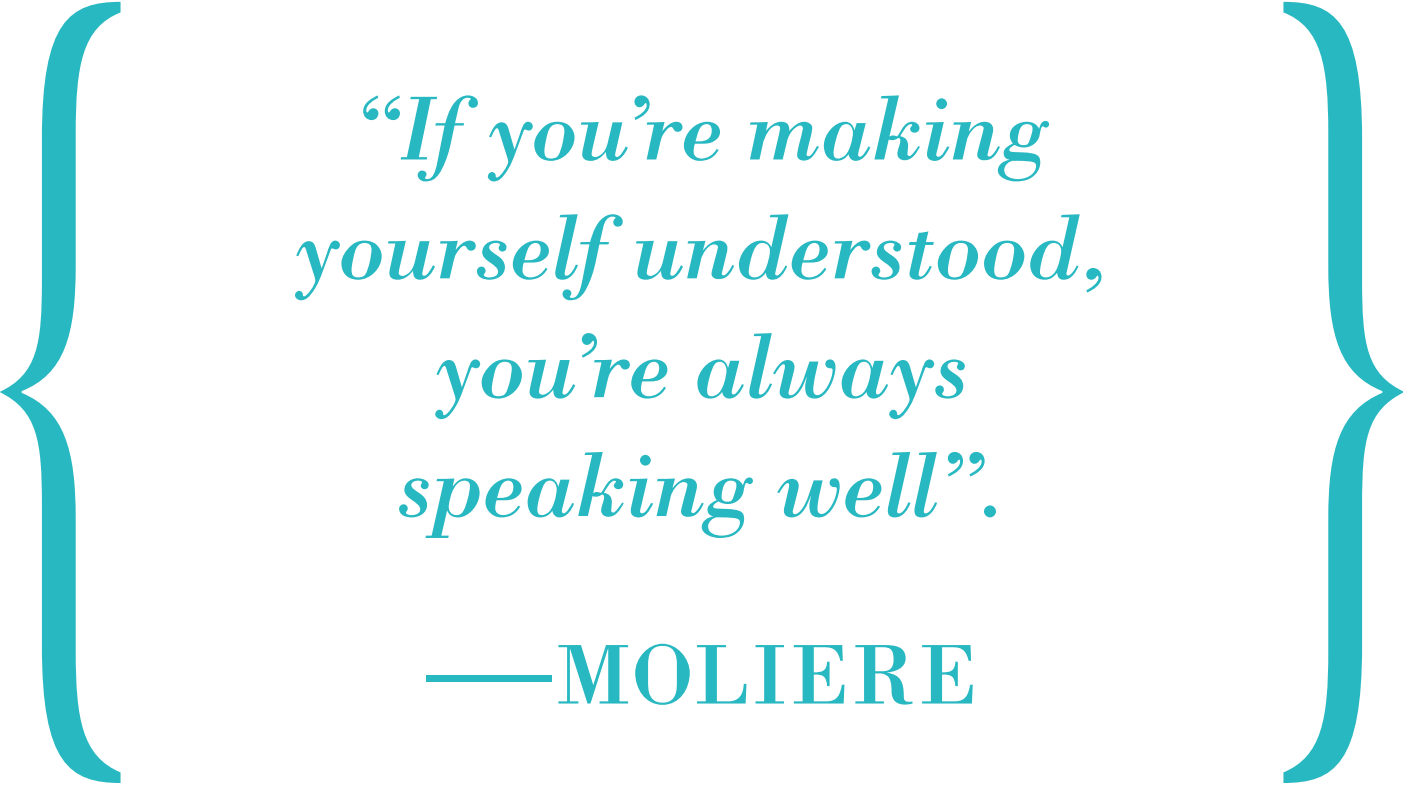
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*“If you’re making
yourself understood,
you’re always
speaking well”.*

—MOLIERE

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One of the most powerful chapter's from Kay's # 1 best-selling book. Use these powerfully and you'll never be stuck or lost for words again.

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Use this set of carefully-crafted questions, set out in a specific order, to guide you through decisions when you're stuck. The layout, the exact wording will help unlock indecision and help you move from stuck to find your way forward.

About Kay White



So who is Kay White?

Known as the “Savvy and Influential Communication Expert” Kay is the author of the international number 1 bestseller *The A to Z of Being Understood*, contributing author to the bestselling books *Smart Women Live Their Why* and *Turning Points*. As Mentor to hundreds of ambitious professional women (and a few smart, savvy men) Kay is CEO of her own company, Way Forward Solutions Ltd. Living just outside London in the UK with her husband and their 3 rescue hounds, Kay works worldwide with clients, both in person and virtually. She offers 1 to 1 mentorships and popular group trainings—all focused on enabling her clients to Speak Up and Be Heard using savvy, influential communication secrets.

Why does she do what she does?

Kay’s passion is to help ambitious and often frustrated professionals get seen and heard and noticed (for the right reasons) and then position themselves with power and influence for the success they want and deserve—all by using subtle and instantly effective communication secrets. You can’t do it

on your own—you always need other people’s help and input. You have to communicate what you want clearly and be heard so that other people take action, rather than tune you out or ignore you.

You need to be heard.

You can work your little tail off and still be overlooked, undervalued and it’s such a waste of your talent and a waste of your time. Well, enough already.

People need to notice you for you to get ahead and be rewarded. That’s Kay’s mission. As she says herself “small changes in the way you communicate make a GIANT impact on the way you’re seen, heard and understood”.

What happens for people once they’ve worked with Kay?

Her work is often described as “Jedi” in that after working with Kay her clients get the promotion they were looking for, they earn more money and people who used to tune them out, suddenly sit up and listen to what they say. They also notice that it’s easy—all that Kay shares can be adapted to your own style.

If you're a business owner just as if you're working in an organisation—you need to grab and keep people's attention so you can get your work done and get the praise, recognition, and rewards you deserve.

How does she work with people?

Kay offers:

- in-person workshops and trainings
- popular Virtual Live Trainings and Teleclasses (Skype Livestream & telephone)
- VIP one-to-one mentoring, in-person and virtually
- Regular interviews on radio and TV shows and iTunes podcasts

What's Kay's background?

With over 20 years of corporate experience working in the City of London to Director level, Kay negotiated and marketed multi-million dollar insurance contracts working for the top international insurance broker, Willis. Always being able to express herself clearly and persuasively both in person and

in writing, Kay designed 'blueprints' for her team to design effective presentations, sales letters, and events.

Working for 6 months in Paris as liaison between the two offices, Kay travelled on business and as a Director, Kay became the 'Go To' person to design, craft and present information to underwriters, clients and investors, in French and in English!

When Kay was promoted to Divisional Director, interestingly she was told "oh, I thought you already were a Director". What she learned in that moment is that the way you carry yourself, how you put yourself together and come across plays a huge part in how people perceive you. Kay now brings these distinctions to her clients too. As she herself says "People have to 'see' you in the role, 'see' you as capable and how you present yourself, really present you, is crucial to your success".

Married for 10 years, Kay and her husband live close enough to London for a bit of 'bright lights, big City' when they want it and far enough away for long countryside walks with their 3 rescue hounds.

About Your eBook

“Well done” and “good for you”. Learning how to get noticed, how to connect with people all day and everyday is one of the best investments you’ll ever make in yourself and in your business life.

Knowing *how* to say what needs to be said, how to say it in a way that’s both assertive and still respectful is one of the BIGGEST challenges for people in both their careers, their businesses and—let’s be honest—in their day-to-day personal lives. It’s often why people are ignored and overlooked. Their intention is good, they have great things to share...they just don’t know *how* to express themselves so they’re heard.

(Oh, and psst—a savvy, secret aside to you—by grabbing this eBook and using the tools and tips in here, you’ll start to notice that they work just as well at home as they do at work! Children, partners, parents, friends, family.

My intention in designing this eBook for you is:

- **For it to be easy to use**, each chapter being useful for you in and of itself.
- **It's a place to start.** By reading and absorbing these helpful, succinct chapters and using the tips and nuggets in each one, you'll start to notice places to use these tips...everywhere! It's a meal in and of itself but rather than a main menu, it's a sample platter. Simple dishes served up for you in bite-sized chunks.
- **By dividing it into 5 key areas**, you'll always know where you are and there are exercises and "To Do" points for you in most chapters to get you into action.
- **There is also a "Notes" page** for you at the end of each chapter for your scribbles and reminders.

Stop struggling and banging your head against the wall and start to be heard—feel more comfortable, powerful and confident as you go about your business. Have your say.

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