

SAY IT RIGHT

CLARITY, PERSUASION & INFLUENCE

20 COMMUNICATION FRAMEWORKS FOR



SPEAKING
WITH CLARITY



TELLING
STORIES



HANDLING
HIGH-STAKES
CONVERSATIONS



MASTERING
EXECUTIVE
PRESENCE

WILL BREMRIDGE

Communication Skills Coach
Trainer | Public Speaker

PRACTICAL
SIMPLE
IMPACTFUL

MEET THE

AUTHOR



Will Bremridge spent fifteen years directing some of the most charismatic, high-pressure people on the planet, including Jack Black, Kendrick Lamar, Ed Sheeran and members of the British royal family.

His job was to walk into a room with someone who had thirty minutes, a massive ego and zero patience, and get something extraordinary out of them every time.

That experience taught him more about presence, clarity and human communication than any qualification ever could.

He now works with founders, executives and investment teams in tech and finance who are brilliant at what they do but whose communication doesn't yet match their thinking.

This ebook contains the frameworks he uses every day to fix that.

Follow me for daily tips here



**WILL
BREMIDGE**

PUBLIC SPEAKING &
COMMUNICATION SKILLS COACH

Find out more at

www.WillBremridge.com

CHAPTER 1

SPEAKING WITH CLARITY



Think clearly. Speak concisely.
Help people understand you
the first time.

1 PRE

*Answer questions clearly.
Structure every response using
the **rule of three**.*



POINT



REASON



EXAMPLE

“

REMEMBER

Lead with your
conclusion,
not your journey.

BEST FOR

- ✓ Answering questions
- ✓ Meetings
- ✓ Interviews
- ✓ Presentations

HOW IT WORKS

State your point clearly.

Explain the reason behind it.

Back it up with a relevant
example or evidence.

EXAMPLE

Q: Why are we changing the project timeline?

Instead of: “As everyone knows, we’ve had a few different issues come up over the last couple of weeks with suppliers, and there have been some conversations about priorities...”

Say:

Point: We’re moving the launch back by two weeks.

Reason: The reason is it allows us to fix the reliability issues before customers see them.

Example: For example, the extra testing has already identified three bugs that would have affected every new user.

COMMON MISTAKE

Starting with
background, context
or explanation
before your point.



TRY THIS TODAY

The next time someone asks you a question,
answer it using PRE.

DIFFICULTY



TIME

30 SECONDS

2

ONE • TWO • THREE

*Structure your thinking.
Simplify your message.*

BEGIN WITH A CLEAR FRAME

1

There's one main thing
I have to say about this...

2

It really comes down
to two areas...

3

There are three reasons
why I've made this decision...

“

REMEMBER

Structure calms the speaker
as much as the listener.

BEST FOR

- ✓ Presentations
- ✓ Explaining ideas
- ✓ Updates
- ✓ Decision-making
- ✓ Answering questions

HOW IT WORKS

Before you dive in, decide if your answer is one point, two points or three.

Start by setting that frame.

Then deliver each point clearly.

This makes your message easy to follow and easy to remember.

EXAMPLE

Q: Why are we changing the project timeline?

Instead of: “As everyone knows, we’ve had a few different issues come up over the last couple of weeks with suppliers, and there have been some conversations about priorities...”

Say:

“There are three reasons why we’re moving the launch back by two weeks.”

1. It allows us to fix the reliability issues.
2. It gives us time to complete user testing.
3. It reduces the risk of a failed launch.”

COMMON MISTAKE

Listing points without a clear frame.

Don’t make your audience figure out how many points they’re supposed to be listening for.



TRY THIS TODAY

When your boss asks you a question and you want to sound competent and concise.

DIFFICULTY



TIME

1 MINUTE

3

BLUF

*Get to the point **faster** using
Bottom Line Up Front.*



BOTTOM LINE

SUPPORTING POINT 1

SUPPORTING POINT 2

SUPPORTING POINT 3

EVIDENCE / DETAILS

“

REMEMBER

Busy people want
the answer first.

BEST FOR

- ✓ Executive updates
- ✓ Reports
- ✓ Emails
- ✓ Meetings
- ✓ Decision-making

HOW IT WORKS

State your conclusion first.

Then give the key reasons.

Finally, add the detail
or evidence.

This respects your
listener's time and
makes your message
more persuasive.

EXAMPLE

Q: Why should we change software?

Instead of: "Well...we've looked at lots
of different options..."

Say:

Bottom Line: "I recommend we change software."

Supporting Point 1: "It reduces admin time by 40%."

Supporting Point 2: "It improves data accuracy."

Supporting Point 3: "It integrates with our
existing systems."

Evidence/Details: "Our pilot team saved five
hours each week and had fewer errors."

COMMON MISTAKE

Hiding the conclusion
at the end.

This forces your listener
to work too hard and
creates unnecessary
frustration.



TRY THIS TODAY

When your boss asks you a question
and you want to sound competent
and concise.

DIFFICULTY



TIME

1 MINUTE

4

WHAT • SO WHAT • NOW WHAT

Facts tell. Meaning sells. Action changes.



WHAT

What is happening?



SO WHAT

Why does it matter?



NOW WHAT

What should we do?



REMEMBER

Facts are useful.
Meaning is persuasive.
Action creates change.

BEST FOR

- ✓ Presentations
- ✓ Updates
- ✓ Reporting
- ✓ Persuasion
- ✓ Decision-making

HOW IT WORKS

Explain the situation clearly.
Show the impact or implication.
Finish with a clear recommendation or next step.
This turns information into influence.

EXAMPLE

Q: Why should we increase the marketing budget?

Instead of: "We've been reviewing performance over the last quarter and looking at where our competitors are investing..."

Say:

What: Our current campaigns are producing profitable leads faster than the sales team can follow up.

So What: We're leaving qualified opportunities untouched every week.

Now What: Increase the budget by 20% so we can capture the demand we're already generating.

COMMON MISTAKE

Staying stuck in the "what" and skipping the impact or the next step.
This makes your message feel incomplete and uninspiring.



TRY THIS TODAY

When your boss asks you a question and you want to sound competent and concise.

DIFFICULTY



TIME

1 MINUTE

5

PROBLEM • SOLUTION • BENEFIT

*Make the problem real. Make the solution clear.
Make the benefit matter.*



“

REMEMBER

People don't buy solutions.
They buy relief from problems
and the benefits that follow.

BEST FOR

- ✓ Sales conversations
- ✓ Proposals
- ✓ Client meetings
- ✓ Pitches
- ✓ Recommendations

HOW IT WORKS



Start by showing you understand their problem.



Present your solution as the most logical and practical answer.



Finish by showing the specific benefits they will get.



This creates a natural flow that builds trust and drives action.

EXAMPLE

PROBLEM

Our team is spending too much time on manual reports. Deadlines slip, mistakes happen, and morale is low.

SOLUTION

I recommend we set up a simple automated reporting system. It will pull the data we already have and format it consistently.

BENEFIT

This will save around 5 hours per person each week, improve accuracy, and give the team more time to focus on higher-impact work.

COMMON MISTAKE



Talking about your solution before showing you understand their problem.

This makes your message feel self-centred and less compelling.

TRY THIS TODAY

Use Problem • Solution • Benefit the next time you pitch an idea, recommend something, or sell your service.

Focus on your listener's problem, not your product.

DIFFICULTY



TIME

QUICK ANSWER

30 seconds – 2 minutes
Keep it tight and focused.



FULL CONVERSATION / PRESENTATION

5 minutes – 30+ minutes
Go deeper into each part with examples, data and stories.

CHAPTER 2

STORIES THAT PEOPLE REMEMBER



Turn your experiences into stories
that connect, stick,
and inspire action.

6

STAR

Situation • Task • Action • Result

Tell a professional story that demonstrates competence.



S

SITUATION

What was the context?



T

TASK

What was your responsibility?



A

ACTION

What did you do and how?



R

RESULT

What was the outcome?

“

REMEMBER

Facts tell, stories sell.
STAR turns experience
into impact.

BEST FOR

- ✓ Job interviews
- ✓ Case studies
- ✓ Project updates
- ✓ Performance reviews
- ✓ Client success stories

HOW IT WORKS



Give your listener the full picture of your experience in a clear, logical order.



It shows your thinking, your actions and the results you created.



This builds credibility and makes your story memorable.

EXAMPLE

SITUATION: Our creative agency was pitching for a global campaign for a major music brand. They hadn't connected with a young audience in years.

TASK: I was responsible for developing the core concept and leading the creative presentation.

ACTION: I led a quick immersion with the target audience, uncovered a cultural insight we hadn't considered, and built a bold concept around it. We brought it to life with a short film, striking visuals and a surprising twist.

RESULT: We won the pitch. The campaign went viral, drove a 35% uplift in engagement and won two international creative awards.

COMMON MISTAKE



Skipping context or jumping straight to the result.

Without the full story, your impact is smaller and your credibility takes a hit.



TRY THIS TODAY

Think of a recent win.
Write it using STAR.
Keep it tight and clear.
Then tell it out loud.

DIFFICULTY



TIME

QUICK ANSWER

30 seconds – 2 minutes

FULL STORY

2 – 5 minutes

7

HOOK • STORY • LESSON • ACTION

Teach, inspire and persuade through storytelling.

Turn your experience into insight, and insight into action.



1

HOOK

Open with one line that creates curiosity and sets the stage.



2

STORY

Share the journey. Paint the scene, build tension, and take them with you.



3

LESSON

Reveal the insight. What changed because of this?



4

ACTION

Give them something they can use right away.

“

REMEMBER

People rarely remember your advice.

They remember the story that delivered it.

BEST FOR

- ✓ TED-style talks
- ✓ Keynotes
- ✓ Workshops
- ✓ Podcasts
- ✓ Team presentations
- ✓ LinkedIn videos

HOW IT WORKS



Start strong. One bold line that creates FOMO and gets attention.



Tell the story in detail. Build connection and take your audience with you.



Share the lesson. Make the meaning clear and memorable.



End with a clear action. Make it simple, specific, and achievable.

EXAMPLE

HOOK

The biggest communication mistake I ever made cost me £20,000.

STORY

I was pitching a creative campaign to a major client. I was confident, the slides were beautiful, and I thought I had nailed it. Halfway through, their lead interrupted and said, "This isn't what we asked for." I had spent weeks preparing, but I hadn't asked the right questions.

LESSON

I realised I was communicating to impress, not to understand. Real clarity starts with real curiosity.

ACTION

Before your next pitch or presentation, ask one more question than you think you need. It will change everything.

COMMON MISTAKE



Rushing the story or jumping to the lesson too quickly.

Without the full journey, your message lacks impact and credibility.



TRY THIS TODAY

Think of a recent experience that taught you something valuable.

Use Hook • Story • Lesson • Action to share it.

DIFFICULTY



TIME

QUICK ANSWER

30 seconds – 2 minutes

FULL STORY / PRESENTATION

5 – 10 minutes

8

CHALLENGE • CHOICE • CHANGE

Reveal character, decision-making and growth.

Show the challenge you faced, the choice you made, and the change that followed.



1

CHALLENGE

What was the real challenge or obstacle?



2

CHOICE

What options did you have, and what did you choose? Why?



3

CHANGE

What changed as a result, and what did you learn?

“

REMEMBER

People connect with stories of struggle, decision and growth. That's what makes them human.

BEST FOR

- ✓ Personal introductions
- ✓ Leadership stories
- ✓ Keynotes
- ✓ Podcasts
- ✓ Team inspiration
- ✓ Networking

HOW IT WORKS



Start with the challenge. Make it real and relatable.



Explain the choice. Show your thinking and values.



Share the change. Focus on the impact and the lesson.

EXAMPLE

CHALLENGE

When I took over our creative department, morale was at an all-time low. We were losing clients and people were leaving.

CHOICE

I could have played it safe and made small changes, or I could take a risk and rebuild the team culture from the ground up. I chose the hard option.

CHANGE

Within six months, we had our best quarter ever. People stayed. Clients stayed. I learned that honesty, empowerment and clarity create performance.

COMMON MISTAKE



Skipping the choice or making it about circumstances, not decisions.

Without a clear choice, the story feels flat and forgettable.



TRY THIS TODAY

Think of a challenge you faced. Write your story using Challenge • Choice • Change. Share it with someone.

DIFFICULTY



TIME

QUICK ANSWER

1 – 2 minutes

FULL STORY

2 – 5 minutes

9

PROBLEM • SOLUTION • BENEFIT

Tell persuasive business stories that make recommendations feel inevitable.



1

PROBLEM

What is the real issue or opportunity?



2

SOLUTION

What did you or your team do to address it?



3

BENEFIT

What was the measurable impact or outcome?

“

REMEMBER

Stories persuade.
Solutions convince.
Benefits close the deal.

BEST FOR

- ✓ Sales conversations
- ✓ Proposals
- ✓ Client meetings
- ✓ Internal presentations
- ✓ Business cases

HOW IT WORKS



Start with the problem.
Make it real and relevant.



Present your solution.
Keep it clear and focused.



Show the benefit.
Quantify the impact where possible.

EXAMPLE

PROBLEM: Our client onboarding process was taking up to three weeks, causing delays and frustration.

SOLUTION: We redesigned the process, removed unnecessary approval steps and introduced a dedicated onboarding team.

BENEFIT: Onboarding time is now under one week. Client satisfaction increased by 28% and we onboarded 40% more clients last quarter.

COMMON MISTAKE



Jumping to the solution before fully explaining the problem.

Without context, your solution won't feel necessary.



TRY THIS TODAY

Think of a recent project.
Write your story using
Problem • Solution • Benefit.
Then share it.

DIFFICULTY



TIME

QUICK ANSWER

1 – 2 minutes

FULL STORY

3 – 5 minutes

10 BEFORE • AFTER • BRIDGE

*Show transformation clearly and naturally.
Highlight progress and paint the path forward.*



1

BEFORE

Describe the situation, challenge or status quo.



2

AFTER

Reveal the results, change or future state.



3

BRIDGE

Explain how you or your solution made it happen.

“

REMEMBER

People don't just want to know what you did. They want to see the difference it made.

BEST FOR

- ✓ Sales presentations
- ✓ Case studies
- ✓ Client pitches
- ✓ Project updates
- ✓ Conference talks
- ✓ Business stories

HOW IT WORKS



Set the scene.
Show where things started.



Share the result.
Focus on the impact and outcome.



Build the connection.
Show how the journey was made possible.

EXAMPLE

BEFORE:

Our manual reporting process took 3 days, was error-prone and frustrated the team.

AFTER:

We reduced reporting time to 2 hours, improved accuracy to 98% and gave the team real-time visibility.

BRIDGE:

By redesigning the workflow, integrating the right tools and training the team, we built a system that works.

COMMON MISTAKE



Focusing only on the solution and skipping the before or after.

Without contrast, the impact and value get lost.



TRY THIS TODAY

Think of a recent project. Write your story using Before • After • Bridge. Share it with someone.

DIFFICULTY



TIME

QUICK ANSWER

1 – 2 minutes

FULL STORY / PRESENTATION

3 – 5 minutes

CHAPTER 3

HIGH-STAKES CONVERSATIONS



Stay calm. Speak openly.
Handle tough conversations
with confidence.

11

HOW TO OWN YOUR MISTAKES.

THE COMPLETE APOLOGY FRAMEWORK

A proper apology does more than say sorry.

It can rescue tense situations and even build more trust.



1

ACKNOWLEDGE WHAT YOU'VE DONE.

Be clear and specific about your mistake. No excuses.



2

ACKNOWLEDGE THE DAMAGE CAUSED.

Recognise the impact on the other person, team or situation.



3

STATE YOUR PLAN TO MOVE FORWARDS.

Explain what you'll do to make things right and prevent it happening again.

“

REMEMBER

People don't expect perfection.

They expect responsibility.

Owning your mistakes shows integrity, courage and respect.

WHY IT MATTERS

- ✓ Rescues tense or difficult situations
- ✓ Rebuilds trust and credibility
- ✓ Shows emotional intelligence
- ✓ Strengthens relationships
- ✓ Creates a culture of accountability

HOW IT WORKS



Take responsibility for your actions.



Validate the impact on others.



Show how you'll put it right and do better.

EXAMPLE

1. ACKNOWLEDGE WHAT YOU'VE DONE.

"I missed the deadline on the report."

2. ACKNOWLEDGE THE DAMAGE CAUSED.

"That put extra pressure on you and the team, and it affected the client meeting."

3. STATE YOUR PLAN TO MOVE FORWARDS.

"I'm sorry. I've blocked out time differently, set earlier check-ins, and I'll send a draft 48 hours before the deadline from now on."

COMMON MISTAKES



Saying sorry without taking responsibility or addressing the impact.

Vague promises or no plan to make it right.



TRY THIS TODAY

Think of a recent mistake. Use this framework to apologise to the person you affected. Be specific, sincere and clear.

DIFFICULTY



TIME

OWNING YOUR MISTAKE

1 MINUTE

You can deliver all three parts of a complete apology within one minute.

12 HOW TO GIVE FEEDBACK THAT LANDS.

EVIDENCE • IMPACT • CHANGE



1

EVIDENCE.

State the specific, observable facts.
No adjectives about their character, just what happened.



2

IMPACT.

Explain the knock-on effect, so it's clear why it matters.



3

CHANGE.

Name what good looks like going forward, and acknowledge their capability to get there.

“

REMEMBER

Vague feedback is kinder in the moment and crueller in the long run.



BEST FOR

- ✓ Performance reviews
- ✓ Correcting a slipping standard
- ✓ One-on-ones



COMMON MISTAKE

Leading with feelings (“I feel like you’re being lazy”) instead of facts.

EXAMPLE: A REAL CONVERSATION



EVIDENCE.

State the facts.

You:

“I’ve noticed that in several of our recent meetings, you’ve interrupted the client before they’ve finished explaining their point.”



IMPACT.

Explain the effect.

You:

“As a result, we’re missing important information, which means we risk building the wrong solution and it damages their trust in us.”



CHANGE.

Define the path forward.
Show belief.

You:

I know you want what’s best for the client. Let’s focus on letting them finish fully before we respond. I’m confident you can make that shift.”

TIPS THAT HELP



Speak calmly and privately. Protect their dignity.



Focus on the behaviour, not the person.



Agree on a specific action and a review point.



TRY THIS TODAY

Use **EIC** in your next feedback conversation. Be clear, be kind, and help them succeed.

DIFFICULTY



TIME

5–10 MINUTES

A short, structured feedback conversation now prevents bigger problems later.

13 HOW TO MAKE SOMEONE FEEL TRULY HEARD.

THE BETTER QUESTIONS FRAMEWORK

*People don't want better answers.
They want better questions.*



1

OPEN
Invite.



2

EXPLORE
Stay curious.



3

CONFIRM
Reflect back.



REMEMBER

People don't care how much you know until they're convinced you understand.



BEST FOR

- ✓ Client discovery
- ✓ Sales meetings
- ✓ One-to-ones
- ✓ Coaching
- ✓ Leadership
- ✓ Performance reviews
- ✓ Personal relationships



HOW IT WORKS

OPEN creates space and invites them to talk.
EXPLORE digs deeper to uncover the real issue.
CONFIRM reflects back what you've heard before offering advice.

EXAMPLE: A REAL CONVERSATION

 OPEN Invite.	 YOU: "What's on your mind?"	 THEM: "I'm struggling with the project timeline."
 EXPLORE Stay curious.	 YOU: "What else?"  YOU: "Tell me more about that."  YOU: "What makes that the biggest concern?"	 THEM: "I'm worried we're promising things we can't deliver."  THEM: "If we miss another deadline, I think we'll lose the client's trust."
 CONFIRM Reflect back.	 YOU: "So if I've understood correctly... the real issue isn't the workload. It's that you're worried the client is losing confidence in the project. Have I got that right?"	 THEM: "Exactly."



COMMON MISTAKE

Listening just long enough to think of your own answer.

People feel unheard when your solution arrives before their story has finished.



TRY THIS TODAY

In your next conversation, don't give advice until you've asked at least **three** genuine questions. You'll almost always discover something you wouldn't have known otherwise.



WHY IT WORKS

It slows you down just enough to hear what matters most. You build trust, uncover the real issue and create the conditions for better solutions.

DIFFICULTY



TIME

2-5 MINUTES

The best conversations usually take a little longer because you're helping someone think, not simply fixing their problem.

14 HOW TO DISAGREE WITHOUT CREATING CONFLICT.

PERSPECTIVE • REASON • QUESTION

You can hold a different point of view without making it personal.



1

PERSPECTIVE.

Respectfully share your different point of view. No judgement, just another way of seeing it.



2

REASON.

Explain the thinking or evidence behind your view. Keep it brief and relevant.



3

QUESTION.

Invite their perspective. This keeps the conversation open, not oppositional.

“

REMEMBER

It's not about winning. It's about understanding and finding the best way forward together.



BEST FOR

- ✓ Team discussions
- ✓ Strategy disagreements
- ✓ Client conversations
- ✓ Cross-functional debates



COMMON MISTAKE

Making it about who's right. When ego enters, clarity leaves.

EXAMPLE: A REAL CONVERSATION



PERSPECTIVE.

Share your view.

You:

"I see it a little differently."



REASON.

Share your thinking.

You:

"My concern is that we don't have enough user data yet to make that call."



QUESTION.

Invite their view.

You:

"How do you see it from your side?"

TIPS THAT HELP



Use calm, neutral language. Tone matters more than you think.



Assume good intent. They're not your enemy. You're on the same team.



Focus on the issue, not the person. Keep it solution-focused.



TRY THIS TODAY

In your next disagreement, use this framework. You'll stay calm, keep respect, and get better results.

DIFFICULTY



TIME

2-5 MINUTES

A short, structured approach prevents misunderstandings from turning into arguments.

15

HOW TO RECEIVE NEGATIVE FEEDBACK.

LISTEN • CLARIFY • THANK

*The fastest way to grow is to get better
at hearing what you need to hear.*



1

LISTEN.

Listen without defending yourself.
Don't justify or explain.
Hear them out completely
before you speak.



2

CLARIFY.

Ask for specifics.
Ask exactly what you could
do better. It shows you're
taking it seriously and gives
you something useful.



3

THANK.

Thank them genuinely.
It shows emotional maturity
and makes you look like
someone who is serious
about improving.

“

REMEMBER

People stop giving feedback
to the ones who can't receive it.
And when the feedback stops,
so does the progression.



BEST FOR

- ✓ Performance reviews
- ✓ 1–1 conversations
- ✓ Team feedback
- ✓ Coaching sessions



COMMON MISTAKE

Getting defensive, making
excuses, or turning the
conversation around.
It shuts the feedback down
and damages your credibility.

EXAMPLE: A REAL CONVERSATION



LISTEN.
Hear them out.

You:
“Thanks for letting me know.
I want to understand.”



CLARIFY.
Ask for specifics.

You:
“Can you give me a specific example?
What do you think I could do differently?”



THANK.
Show appreciation.

You:
“Thank you, that's really helpful.
I appreciate you being honest with me.”

TIPS THAT HELP



Stay calm and keep
your body language
open and neutral.



Focus on the message,
not the delivery.



Use the feedback
to create a specific
action plan.



TRY THIS TODAY

In your next feedback
conversation, focus on
listening fully and asking
one clarifying question
before you respond.

DIFFICULTY



TIME

2–5 MINUTES

A short moment of humility
now leads to long-term
growth and stronger trust.

CHAPTER 4

EXECUTIVE PRESENCE



Show up with confidence.
Earn trust. Lead with impact.
Make your presence count.

16 HOW TO COMMAND A ROOM.

THE 5 C'S OF EXECUTIVE PRESENCE

*People don't remember everything you say.
They remember how you made them feel.*



1

CONNECTION

Build an instant human connection.
Make them feel seen, not sold to.



2

CLARITY

Make your message easy to understand and easy to act on.



3

COLOUR

Bring your message to life.
Use stories, examples and language that sticks.



4

CALMNESS

Stay composed, speak at a controlled pace, and lead the energy in the room.



5

CREDIBILITY

Earn trust through substance, experience and conviction.
Walk the talk.



REMEMBER

People don't follow perfect speakers.
They follow people who connect, clarify, and communicate with conviction.



BEST FOR

- ✓ Keynotes & presentations
- ✓ Team meetings
- ✓ Client pitches
- ✓ Internal comms
- ✓ Conferences & panels



COMMON MISTAKE

Focusing only on the content.
The delivery of your message is what determines your impact.



HOW IT WORKS

Master all five C's and you'll:

- ✓ Capture attention quickly
- ✓ Keep people engaged
- ✓ Make your message memorable
- ✓ Move people to action
- ✓ Build trust and authority

EXAMPLE: BRINGING THE 5 C'S TO LIFE

	CONNECTION	"I know many of you have faced this challenge too..." Start by relating to your audience.
	CLARITY	"Here's the problem, the solution, and what we'll do next." Make it simple and easy to follow.
	COLOUR	"Let me share a quick story from a client we worked with..." Use vivid examples and descriptive language.
	CALMNESS	Pause. Breathe. Lower your pace. Confidence comes from control, not speed.
	CREDIBILITY	"We tried this ourselves, measured the results, and here's what happened." Back it up. Be real. Be reliable.

TIPS THAT HELP



Open with presence.
Your first 10 seconds set the tone for everything.



Vary your voice and energy to hold attention.



Prepare the content, but practice the delivery.
Delivery creates impact.



TRY THIS TODAY

Before your next talk or meeting, review the 5 C's. Pick one to focus on and intentionally strengthen it.

DIFFICULTY



TIME

2-5 MINUTES

Use the 5 C's as a quick checklist before you speak. Small shifts lead to a big presence.

17 HOW GREAT LEADERS CARRY THEMSELVES.

THE FOUR PILLARS OF EXECUTIVE BODY LANGUAGE

Before you speak, your body has already made an impression. Make it the right one.



1

POSTURE

Stand tall and balanced.
Plant your feet.
Relax your shoulders.



2

HANDS

Keep your hands visible.
Gesture with purpose.
Avoid self-soothing movements.



3

MOVEMENT

Move deliberately.
Walk because you've chosen to,
not because you're nervous.
Every step should have a purpose.



4

STILLNESS

Pause.
Don't rush to fill silence.
Let the room come to you.

EXAMPLE: LEADING A MEETING



POSTURE

Sit or stand tall. Shoulders relaxed.
Feet grounded. You're present.



HANDS

Hands visible and open. Gesture to
emphasise key points. No fidgeting.



MOVEMENT

Move with intention. Use the space,
don't pace it. Change position to
shift energy or topic.



STILLNESS

After making a key point, pause.
Let the room absorb it.
Silence adds authority.



REMEMBER

Great leaders rarely look hurried.
Calm, deliberate body language creates
the impression of confidence, authority
and control. Frantic movement does
the opposite.



BEST FOR

- ✓ Presentations
- ✓ Board meetings
- ✓ Client pitches
- ✓ Interviews
- ✓ Keynotes
- ✓ Leading meetings



COMMON MISTAKE

Mistaking movement for energy.
Many speakers think they need to keep
moving to hold attention. In reality,
constant movement distracts your
audience and makes you appear
nervous rather than confident.



HOW IT WORKS

- ✓ Your audience judges your confidence
before you speak.
- ✓ Strong posture projects confidence.
- ✓ Purposeful gestures reinforce your message.
- ✓ Deliberate movement communicates
composure.
- ✓ Strategic stillness gives your words
more weight.
- ✓ Together, these behaviours create the
impression of someone people naturally
trust to lead.

TRY THIS TODAY



Record yourself speaking
with the sound turned off.



Would you look like someone
you'd trust to lead the meeting?



TRY THIS TODAY

Record yourself speaking
with the sound turned off.

Would you look like someone
you'd trust to lead the meeting?

DIFFICULTY



TIME

2-5 MINUTES

Review a short clip and choose
one area to improve. Practice it
in your next meeting or presentation.

18

HOW TO EARN TRUST QUICKLY

THE WARMTH & COMPETENCE FRAMEWORK

People decide two things about you within moments of meeting you: Can I trust you? And can you help me?



WARMTH

Connect

Listen

Understand

Support



COMPETENCE

Lead

Guide

Decide

Deliver

Great leaders do both.



REMEMBER

People don't follow someone they only like.
People don't follow someone they only respect.
The strongest leaders make people feel understood and confident at the same time.



BEST FOR

- ✓ First meetings
- ✓ Client relationships
- ✓ Interviews
- ✓ Leading teams
- ✓ Difficult conversations



COMMON MISTAKE

Many professionals try to prove they're the smartest person in the room. The strongest leaders spend less time proving themselves and more time understanding the people they're speaking to.



HOW IT WORKS

Every conversation answers two silent questions.
Warmth asks: "Do I feel comfortable with this person?"
People judge warmth through curiosity, empathy, listening and genuine interest.
Competence asks: "Can this person help me?"
People judge competence through clarity, preparation, good judgement and decisive communication.

When people experience both, trust grows quickly.



BUILDS WARMTH

- ✓ Ask thoughtful questions.
- ✓ Listen without interrupting.
- ✓ Use people's names.
- ✓ Acknowledge concerns.
- ✓ Show genuine curiosity.
- ✓ Smile naturally.
- ✓ Maintain open body language.



BUILDS COMPETENCE

- ✓ Speak with structure.
- ✓ Make clear recommendations.
- ✓ Explain your reasoning.
- ✓ Be concise.
- ✓ Follow through.
- ✓ Stay calm under pressure.
- ✓ Arrive prepared.



TRY THIS TODAY

Before your next meeting, choose:

- 1 One behaviour from the warmth column.
- 2 One behaviour from the competence column.

Intentional actions create stronger connections and greater influence.



LEADERSHIP SIGNAL

People don't trust the smartest person in the room.

They trust the person who makes them feel understood and confident.



TRY THIS TODAY

Before your next meeting, choose:

- 1 One behaviour from the warmth column.
- 2 One behaviour from the competence column.

Intentional actions create stronger connections and greater influence.

DIFFICULTY



FOCUS

Build connection first.
Demonstrate capability always.
Trust follows both.

19

HOW TO GET PEOPLE TO LISTEN TO YOU

FIVE WAYS TO GET HEARD AND STAY HEARD

*People don't tune you out because of what you say.
They tune you out because of how you say it.*

1



SLOW DOWN

Don't speak so frantically so that it sounds like you are in a rush to be heard.
Take your time and get interrupted less.

2



DROP THE FILLER WORDS

Get rid of ums and errs, and filler words like kind of, literally, basically, so, uh.
They weaken your message and credibility.

3



START STRONG. END STRONG.

Do not trail off at the end of your sentences.
Make concise statements that finish as strongly as they started.

4



FIX YOUR PHYSICAL PRESENCE

Make sure you are taking up some space, whether you're sitting or standing.
Your body speaks before your mouth does.

5



SPEAK LESS TO BE HEARD MORE

Be all about quality over quantity.
People who are constantly heard speaking get tuned out by their audience.

“

REMEMBER

People are busy, distracted and bombarded with noise.
Make it easy and worth their while to listen to you.

★

BEST FOR

- ✓ Presentations
- ✓ Meetings
- ✓ Pitching ideas
- ✓ Client conversations
- ✓ Leadership updates
- ✓ Public speaking

×

COMMON MISTAKE

Talking too much, too fast, with too many filler words and weak endings.
It kills your impact.



HOW IT WORKS

When you slow down and speak clearly, people have space to process your message.

When you remove filler words, you sound more confident and credible.

When you start and end strongly, your message lands and sticks.

When your body language supports your words, people feel your authority.

When you speak less, you say more.
Your words will carry more weight.



TRY THIS TODAY

- 1 Record yourself speaking for two minutes.
- 2 Count how many filler words you use.
- 3 Watch your pace, your endings and your body language.
- 4 Do it again – better.
- 5 Keep practising.



LEADERSHIP SIGNAL

People listen to leaders who respect their time, speak with clarity and mean what they say.

DIFFICULTY



WHEN TO USE

Every time you speak.
Especially when it matters most.



RESULT

More attention.
More influence.
More impact.

20

HOW TO MANAGE PUBLIC SPEAKING NERVES

FIVE HABITS TO FEEL CALM, CONFIDENT AND IN CONTROL

*Nerves are normal. They show you care.
These habits help you channel that energy.*

1



BREATHE

Calm your body before
you try to calm your mind.
Use Box Breathing.

4 seconds in
4 seconds hold
4 seconds out
4 seconds hold

Repeat.

2



EDUCATE, DON'T PERFORM

Don't try to impress.
Try to educate.

Ask yourself,
"What can I teach
these people today?"

Shift your focus from
yourself to your audience.

Nerves reduce.

3



PREPARE UNTIL YOU DON'T NEED A SCRIPT

Confidence comes from
familiarity, not
memorisation.

Know your opening.

Know your close.

Know your key points.

Don't memorise
every sentence.

4



EXPECT NERVES

Nerves aren't a sign
you're unprepared.

They are a sign
you care.

Stop trying to eliminate
them. Learn to perform
with them.

5



MAKE THE FIRST 30 SECONDS EASY

Most nerves disappear
after 20–30 seconds.

Memorise your first
paragraph.

Smile. Pause.

Start slowly.

Once you're moving,
everything gets easier.

“

REMEMBER

Confidence isn't the absence
of nerves.
It's trusting yourself
despite them.



HOW IT WORKS

Adrenaline increases your breathing,
heart rate and muscle tension.

Slow breathing tells your nervous system
that you're safe.

Preparation reduces uncertainty and gives
you a strong foundation to rely on.

Shifting your attention to helping your
audience reduces self-consciousness.

Together, these habits make nervous
energy far easier to manage.



TRY THIS TODAY

- 1 Before your next presentation,
do one minute of Box Breathing.
- 2 Deliver your opening aloud
three times.
- 3 Replace "I hope they like me."
with "I hope this helps them."



BEST FOR

- ✓ Presentations
- ✓ Keynotes
- ✓ Team meetings
- ✓ Interviews
- ✓ Panels
- ✓ Pitching



COMMON MISTAKE

Trying to stop feeling nervous.
The goal isn't to eliminate
nerves. It's to stop them
controlling your behaviour.



LEADERSHIP SIGNAL

The audience isn't looking
for perfection.

They're looking for someone
worth listening to.

DIFFICULTY



WHEN TO USE

Any time you have to speak
in front of others.
Every time.



RESULT

More calm.
More clarity.
More impact.



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