



SWEEP

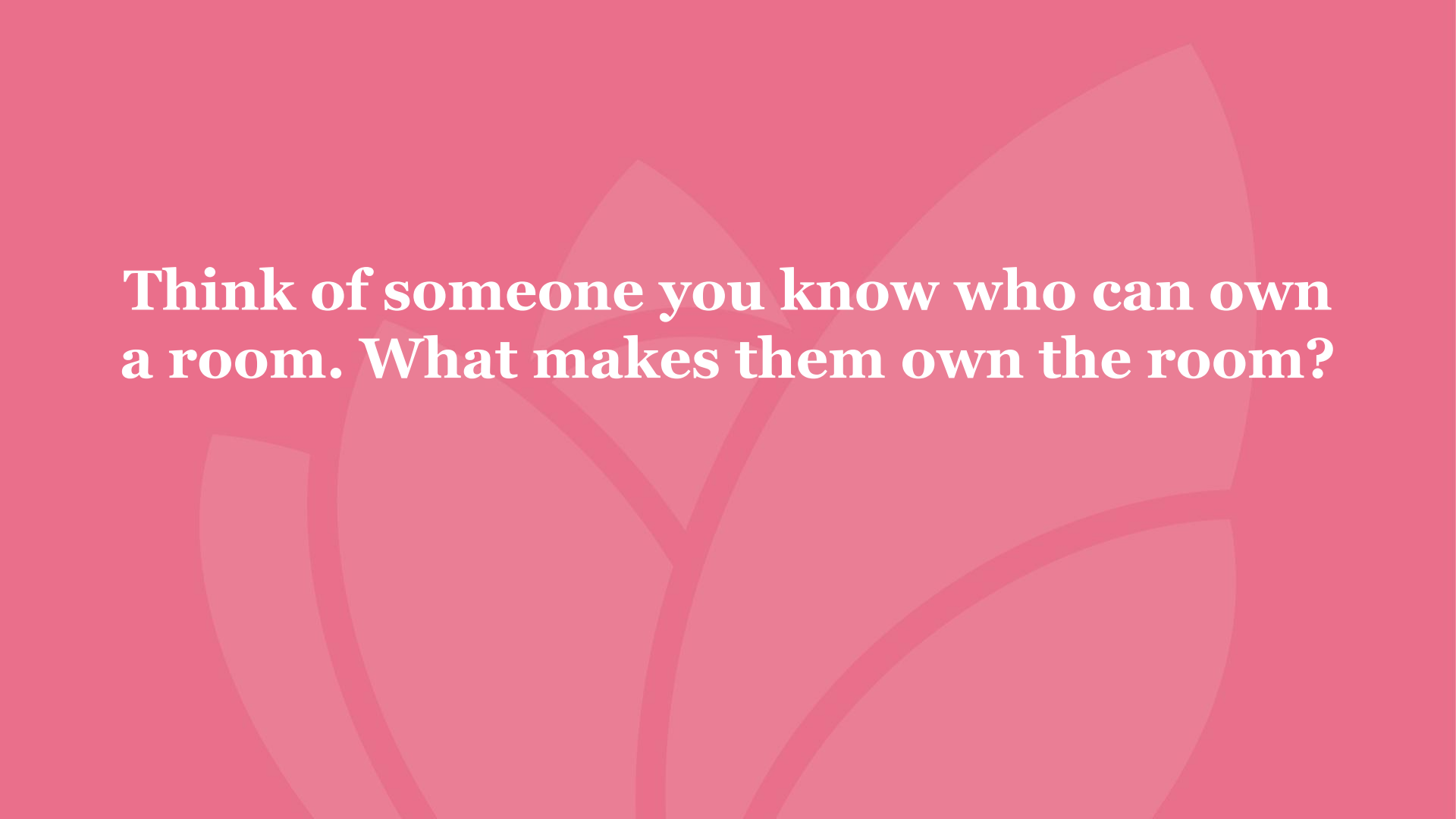
STUDENT WOMEN ECONOMIC
EMPOWERMENT PROGRAMME



TRANSFORM**HER**

Own the Room: Communicate with Purpose and Power

Prof Louise Bezuidenhout
North-West University

The background is a solid pink color with a faint, stylized floral pattern. The pattern consists of several large, overlapping petals or leaves in a lighter shade of pink, creating a subtle, decorative backdrop for the text.

Think of someone you know who can own a room. What makes them own the room?

Communication and personal brand

- What communicates even before you introduce yourself?
 - Body language & eye contact
 - Confidence & energy
 - Personal appearance
 - Tone, tempo, and listening
 - How you make them feel
- Every interaction either strengthens or weakens your personal brand



TRANSFORM**HER**

Authenticity

- **What makes people authentic?**
- **How can you communicate your authenticity?**
 - Align your words, actions and values
 - Engage with genuine presence
 - Listen as much as you speak
 - Speak in your own voice
 - Have a conversation, don't put up a show
 - Use stories instead of scripts
 - Be comfortable with vulnerability



TRANSFORM**HER**

Purpose

- People may remember information. People follow purpose.
- Communicating your purpose creates connections
- **How can you communicate your purpose?**
 - Communicate why you exist
 - Identify the values that align with your purpose and communicate then consistently
 - Sharing stories that demonstrate your purpose



TRANSFORM**HER**

Confidence

- **How do confident people communicate?**
 - Prepare and be present
 - Speak with intention and use pauses with purpose
 - They maintain eye contact to connect with people
 - Believe your own message
- Confidence is about knowing your voice is worth hearing
- Do not wait until you feel confident – do it until you feel confident



TRANSFORM**HER**

Your story - your superpower!



- People may forget your sales pitch, but they rarely forget your story
- Stories are memorable because they are personal
- **What elements will make a good story?**
- Tell the story only you can tell:
 - Share experiences, not achievements
 - Connect your story to your audience
 - Sharing about the successes but also the failures



TRANSFORM**HER**

Own your story Own the room



TRANSFORMHER

