

What is the SuperStar Communicator methodology? Transcript

SUMMARY KEYWORDS

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SPEAKERS

Susan Heaton-Wright, Ella Proudlock

Susan Heaton-Wright 00:00

Welcome to the superstar communicator podcast. My name is Susan Heaton-Wright, a leading impact speaking and communications expert. My aim is to show you how to make an impact. So you will be heard or listened to and respected for career success. Listen weekly to the podcast, and go to our website, www.superstarcommunicator.com Hello, everybody, this is Susan Heaton-Wright. From the superstar communicator podcast, we are still largely working remotely, some face to face lots of hybrid work. But I want to share with you a great interview that we recorded last year with my old intern, Ella Proudlock, who has recently graduated from Cambridge University. In this interview, she asks me questions about how you can work with SuperStar communicator, and also lots of things about how we work. So enjoy it. And I should say, welcome, Ella.

Ella Proudlock 01:16

Thank you. Thank you. So yeah, I've been lucky enough to get to know Susan over the lockdown period, and been working with her as an intern on social media and marketing, and a couple of other things. So yeah, so Hi. Thank you for letting me have this opportunity of an internship. It's been great working with you. So yeah, so I've crafted a couple of questions. If you're happy to try and answer.

Susan Heaton-Wright 01:51

I will do my very best to answer them Ella

Ella Proudlock 01:54

Yeah. So firstly, what inspired you to come up with and create the superstar communicator? Because this is the brand that you've been working on? for quite a few years now.

Susan Heaton-Wright 02:09

It is, do you know I am passionate about ensuring that everybody has a voice. And that everybody when they speak is heard and respected and not spoken over and not ignored. And, you know, when you dig down, you realise that I certainly realise that that relates to me. Particularly when I was

younger, I was overlooked for things because I was quiet. Perhaps I didn't vocalise and communicate what I needed to in the most effective way. And so that's the core reason why I do what I do. And amazingly, you attract the right people for you. So I've worked with some absolutely incredible people who are very talented, who are brilliant at their jobs. And on occasions they are misunderstood. or more importantly, they are undervalued because they're a little bit quiet. Or perhaps they take a little bit longer to come up with an answer to a question. We all know people like that. We're all different. And it doesn't mean to say that those people are any less effective and valuable for an organisation. And so that's really the core of why I've set up superstar communicator.

Ella Proudlock 03:41

Well, that's really lovely, because you definitely, if you overlook and ignore people you miss out on those people that maybe have those ideas, but they're just not able to vocalise them as well. And so, helping them to really show themselves can just helps the overall business world because you can't have everybody the same everybody outgoing and extrovert. So, now, I think it's a really good idea that you've come up with. So yeah, so you really try to help individuals and teams to become more confident and boost themselves in their career potential. What do you like to give to individuals who want to boost their personal presentation within their career?

Susan Heaton-Wright 04:38

I've created my own communications model, or methodology called superstar communicator. So I identified five key areas that I believe make a massive difference if you understand them for communication, and those five our audience really understood Standing your audience, so that you understand that there is a purpose for you speaking, what they will be a value to them, what's in it for them content. So making sure that when you speak out and written communication works with this to that when you speak and communicate that it's concise and structured in such a way that it will make the maximum impact, then preparation. And you know, as well as I do that preparation is is key, isn't it? So often, we look at other people and think, Well, you know, it must be easy for them, they've just arrived and spoken. And yet, we don't see the preparation that goes into creating a great speech or presentation, or even contributing to a meeting. And this thing also includes managing your fear, which is a big one for many, many people when they're speaking. Then there's the performance side, really thinking about your presence, and your physical impact, including your facial expressions and your gestures. And then the voice. Now, you won't know from this interview, that I'm a former opera singer, I do not mean singing. But the vocal tone that you have the pitch, the way that you speak, can make a massive difference to the impact you have on other people. And I work with people on this, that they can really get some interest and passion into their voices so that he will engage others.

Ella Proudlock 06:53

No, that's really good. And do you think the opera really helped you actually learn to present and really express yourself in a certain way?

Susan Heaton-Wright 07:06

Absolutely. People often think that I'm a vocal coach, which I'm absolutely not just because I was an opera singer. But opera singing involves a full performance, and that you're not just standing on a stage you are performing and expressing emotion, physically, as well as vocally. And you have to be involved

in the preparation, you have to understand your audience because you bounce the energy off them, in order to create even better performances, and the content. You know, I've done enough opera, and song and oratorio to understand how you can structure it so that it makes the most impact. And of course, it's 16 years since I was a professional opera singer. Since then, I have trained and acquired far more skills in those areas, and I relate it to everyday performance. And you will know from studying English for A level that Shakespeare says, All the world's a stage and everyone's a player. So when we are communicating with others, we are performing whether we like it or not.

Ella Proudlock 08:28

Yeah, no, definitely. You talk about audience and how without forcing us to bounce off of the audience. Obviously, lockdown has changed the working environment for many of us, maybe forever. And your blogs and recent podcasts have tried to address more about virtual working. What would be your advice to people looking to optimise their virtual presence when they don't have that live audience or live connection with people?

Susan Heaton-Wright 09:00

That's a really interesting question, because of course, we are seeing people on screen now. I'm doing this interview with you. And I can't see you, but I can hear you. And I'm aware that you are interjecting with little vocal comments to show that you are listening. And I think that what we need to do is to visualise the other person that we're speaking to if we can't see them, or to put in place some things that allows them to be in a two way conversation. So for example, I do lots of virtual workshops. I've had some where there have been 300 people on the call which is amazing, so exciting, but I cannot see all of them. And so what I do is have in place some things like polls, or encouraged chat or a brainstorm session. So that there is some interaction with the audience. It shows me that they're listening, it makes those people feel that as a member of the audience that are actively involved in the conversation. And it's really interesting.

Ella Proudlock 10:16

Yeah, I suppose getting that interactive experience, even when you're not together in the same room is a really good way of boosting performance and just getting that relationship and connection between people, because I don't know how you feel about it. But do you feel that relationships and building that relationship with the people that you're working with really helps when you are performing and boosting your personal confidence and understanding?

Susan Heaton-Wright 10:48

Yes, it does. I mean, the difference between if we go back to opera, and a conversation between business conversation that we're having is that when when I was singing, it was very likely that I there would be very, very few people in the audience that I knew. And so actually, I was projecting a particular persona, via the music. So it was the overall musical performance. Whereas with a business relationship that we might be building up through a virtual conversation. Yes, it might be one person, it might be five people that we're in a meeting with. And it's worthwhile, that preparation and really understanding who you're speaking to, that can make that difference, because we've only got a limited amount of time, less time really for virtual, because our attention span wanders.

Ella Proudlock 11:48

Yeah, you talk about preparation, I'm guessing preparation gets easier as you have more experience. What advice would you give to people that are starting out that maybe don't know how best to prepare? in their career? What kind of tips can you give for how to present yourself how to come across? And how to really just boost and make an impact? When you're quite young? And starting off?

Susan Heaton-Wright 12:15

That's, again, a really good question. I would if we go through the five elements of the superstar communicator methodology, I could talk through five things that I believe that could really, really help you. So first of all, audience, if you take a little bit of time to understand what the purpose is of the conversation. So what's in it for the person that you're you're talking to? Why are you both having the conversation? Who are they? Are they somebody that's very senior in your organisation? Are they somebody who works in an organisation that you would love to work in? Do they happen to be a friend of your mother's, and I don't mean that disrespectfully in any way, don't think of that as being, it's a friend of your mothers, but try to find out about their background. So from a content point of view, we have less time to make an impact, Virtually, because people's attention span is much less we get distracted by noises outside or our phone beeping or an email coming through that we would normally ignore if we were in a face to face meeting. So really try and prepare three or four things that you want to cover. You could always double check within your preparation, what it is that the conversation is going to be about so you can prepare and think about some really interesting things. And, and from the performance point of view, try and be relaxed, try to be yourself, smile, be authentic, you know, I was young once, believe it or not, it's very easy to try and beat yourself up when in fact, the other person knows that you haven't had that much experience and just wants to see your passion and wants to see your desire to work hard. And from the vocal point of view, I always say speak so that it is as easy as possible for other people to understand you. So if you're speaking really, really fast, or mumbling, they're gonna switch off.

Ella Proudlock 14:43

No, that's, that's really good advice. Thank you, Susan. Yes, I think that covered most of the questions that I wanted to ask you so thank you so much. Thank you so much to Susan for the support and Opportunities you've given me over this internship period. And I really hope the SuperStar communicator just continues to grow. Because so far, you've managed to get even more listeners on your podcast, which is amazing. I'm so happy for you. Obviously, for the listeners to the podcast, they probably found your podcast and other other places that they can find and connect with you.

Susan Heaton-Wright 15:26

Yes, I'm on LinkedIn, Susan Heaton-Wright. And if you send me a contact request, putting in the contact, you know, personalise it, then I know exactly where you're from. Also, my website is [superstarcommunicator.com](http://www.superstarcommunicator.com). And I have a Facebook presence, which is superstar communicator, and LinkedIn Susan Heaton-Wright

Ella Proudlock 15:57

Yes, that was great. So hopefully everyone can find what they need from you.

Susan Heaton-Wright 16:05

So before we finish, Ella, I would like to thank you, for all of your hard work in this last few weeks you started at the beginning of July, it has been an absolute pleasure to work with you, and to see you embrace the project that I've given you. I've learned as much from you, as I'm sure you've learnt from me about the business. And I wish you every success for your final year at Cambridge University.

Ella Proudlock 16:35

Thank you so much. It's honestly been so lovely working with you, you. You've made it really lovely for me. And I've just had a great time.

Susan Heaton-Wright 16:49

So listeners, Let's wish Ella well. Until next time, this is Susan Heaton-Wright from superstar communicator. Thanks for listening. Bye. You have been listening to the superstar communicator podcast. Don't forget to subscribe and review the podcast on iTunes and all now. Please contact us if you want to discuss any topic could suggest a topic for us to include or a guest who could come on to the podcast go to www.superstarcommunicator.com