



# Business Speaking, Storytelling and Strategic Communication™ Training

## Career Invigorating Speaking™

Voice Coach and Business Consultant Laurece West helps businesses and professionals create systems, strategy and innovation they love, as well as dynamic speaking and communication skills.

She helps people feel comfortable and powerful as they share their unique genius and deeply connect with people, expanding their business and audience. The result for her clients is increased income, impact, and satisfaction.

### [READ TESTIMONIALS](#)

[READ LAURECE'S TRAINING PHILOSOPHY \(WHO CLIENTS ARE AND WHAT THEY RECEIVE\)](#)

[LAURECE WEST STUDIOS.COM](#)

LAURECE@  
LAURECEWESTSTUDIOS.COM

919.383.4876 OFFICE

**MORE BENEFITS:**  
1. TAX DEDUCTIBLE  
2. YOU WILL EARN MORE THAN YOUR ROI  
3. YOU'LL GAIN LIFELONG SKILLS YOU WILL LOVE  
4. YOU'LL HAVE FUN!

Developing the skills to speak well and quickly connect with many people creates new levels of career success and acceptance. Through a clear step by step program with skills, strategy and mindset you will gain cutting edge speaking, storytelling, presentation, body language, voice and communication skills. These are effective for high stakes presentations, keynote speeches, signature talks, client or team presentations, real estate listing presentations, sales, interviews, negotiations, delegating, speaking with superiors, video and media presentations, workshop delivery, voice overs, networking, board presentations, client and colleague communications, team coherence, fun, and innovation, difficult conversations, as well as powerfully representing and increasing the value of your company.

Sharpening and strengthening your speaking skills, communication, body language, voice tone, confidence and ability to authentically command or change the energy in the room will increase your impact and income. Expand your influence.

Skills to choose and results to expect:

- A great sounding, healthy voice with endurance, flexibility, and a variety of vocal tones to use when desired.
- Elimination of sentence restarts, fillers such as uh and um, nervousness, fear, ego, and doubt.
- Clarity with American English grammar, pronunciation and sentence flow. Accent remediation if desired.
- Effective breathing, pace, emotion, pitch, volume, vocal health, powerful body language and gestures.
- Clear knowledge of yourself, your truth and the ability to express it.
- Content creation, review and strategy for each type of communication.
- PowerPoint consultation - understanding current styles.
- Video, media, Podcast, voice over and Zoom recording and delivery excellence.
- Easy word flow to speak intelligently and authentically on the spot.
- Ability to clearly tell stories about your company, client success, and life - heartwarming, inspiring, motivational 30 sec, 3 or 10 min stories that quickly, deeply connect and make you memorable.
- A mindset of success to maximize your confidence.
- Deep listening skills.
- Knowing how to find at least 3 points of enjoyable connection with everyone.
- Selling, negotiating and closing skills, in person and from the stage, without being salesy.
- Brain and improv exercises to consistently and reliably tap your creativity and unique genius to respond brilliantly under pressure and stand out.
- The ability to connect with, engage, educate, inspire and motivate listeners and audiences.
- Perspective about you and your company's gifts and place in the world.
- Ability to deliver your message to progressively larger audiences, widely promote your brand and serve more people.



Training new voice, speaking, presentation and communication skills is similar to developing athletic skills. Second nature habits, many years in the making, need to be replaced with new effective, efficient neuro-muscular skills, strategy and an elevated mindset. Packages are designed to deliver results, so clients accomplish their goals and feel satisfied with their results. Training packages deliver the minimum number of sessions to ensure integrated, permanent skill up-leveling.

## The Academy for Business Speaking, Storytelling, & Strategic Communication™

"I decided to sign up for Reach Your Ideal Clients because I already gave talks but they weren't as effective as I'd like. I wanted to have more impact and build my client base. Laurece asked me to set my R.O.I. for the course, to gain back my investment. She sent me information on how to focus on it and said she would support me. This was all before the course started. After ONE class session, and about a week of affirming what I wanted to bring in, I won a year long contract that more than pays for the course! Laurece, I really feel like you are on my team and rooting for me. I never expected so much assistance from you! This is exactly what I needed and I am very grateful." (Read full testimonial)

[Heidi Hackney, Co-Active Coach,  
Hillsborough, N.C.](#)

WE TRAIN 3 WEEKS A MONTH  
WITH THE 4TH OFF FOR REST,  
REVIEW AND INTEGRATION.

TRAINING PROGRAMS ARE IN  
SIX MONTH INCREMENTS.  
THIS ENSURES AN UPGRADE OF  
LIFELONG SPEAKING AND  
COMMUNICATION HABITS AND  
THAT NEW SKILLS ARE FULLY  
INTEGRATED.

FYI - LAURECE'S BUSINESS  
CONSULTING WEBSITE:  
[EASILYCREATIVE.COM](http://EASILYCREATIVE.COM)

[CLIENT'S FINANCIAL INCREASE  
TESTIMONIALS](#)

REQUEST:

1. LEADERSHIP STRATEGIC  
COMMUNICATION

2. REACH YOUR IDEAL CLIENTS™  
DEVELOP YOUR SIGNATURE TALK

3. TRAINING FOR BUSINESS  
INTERNATIONALS (NON-NATIVE  
SPEAKERS)

### Speaking Impact™

- Provides the training frequency to change ingrained patterns rapidly.
- Effective communication skills quickly integrate to allow focus on advanced skills, strategy and mindset.
- Become an influencer. Change the energy in the room. Inspire, motivate educate, and communicate creatively. Speak from your heart and passion.
- Special focus on reaching large numbers of people.
- Three 30-minute individual training sessions monthly.
- Three 60-minute group sessions per month with individual attention.  
Work on skills or present to the supportive group.
- Rescheduling option for individual sessions if following the cancellation policy.
- Video and audio recording of each session.
- Training modules for clarity of concepts, skills and exercises.
- Increase Your Impact: Present Powerfully & Shine on Video!™ is included.

### Speaking Freedom™

- Three 30-minute individual training sessions monthly.
- Rescheduling option when following the cancellation policy.
- Video and audio recording of each session.
- Training modules for clarity of concepts, skills and exercises.
- Increase Your Impact: Present Powerfully & Shine on Video!™ (\$125 value.)

### Speaking Confidence™

- Three 60-minute group sessions per month with individual attention.  
Work on skills or present to the supportive group.
- The class runs similar to a college course.
- Video and audio recording of each session.
- Training modules for clarity of concepts, skills and exercises.
- Increase Your Impact: Present Powerfully & Shine on Video!™ is included.

™

### Speaking Courage™

- Self-study course.
- Training modules for clarity of concepts, skills and exercises.



# Training Program Benefits

We meet the first three weeks of each month.  
The 4th week is off for rest, review and integration.

Individual sessions are 30 minutes. Group sessions are 60 minutes.  
Plan 10 - 15 minute self-initiated prep time in advance of each session.

At Least 6 months of training ENSURES an UPGRADE of LIFELONG speaking and communication habits and that NEW SKILLS ARE FULLY INTEGRATED.

## TRAINING PROGRAM SCHEDULE

First 3 weeks monthly for 6 months

## WEEKLY ASSETS

Link to course:

## BENEFITS

Private time for resolution of individual challenges

Group bonding & presentation time

## RESULTS

Effective communication & body language

Ability to quickly connect in meaningful ways

Powerful confidence

Freedom due to release of communication blocks

Comfort presenting to groups

Team and interteam connection

Communicating strategically with kindness & clarity

Clarity on unique genius

Skills become second nature

Energized mindset & strategy

Communicating authentically

Connecting quickly with clients and prospects

Storytelling that moves people

Ability to change the energy in the room

### Speaking Impact™



1 individual & 1 group session  
Training Modules



### Speaking Freedom™



1 individual session  
Training Modules



More ease



Progress

Integrated



Improved



Progress

### Speaking Confidence™



1 group session  
Training Modules



Improved communication & body language

Increased confidence

Progress

More ease



Improved

Progress



Progress

Improved

Improved

Understanding

"Before working with Laurece I was very unfamiliar with my confidence to deliver clear and concise content for my business; whether speaking to large groups, honing in on what my elevator speech is or simply attracting my ideal clients. Laurece has helped me in many facets. I can see significant improvements in my abilities to feel secure and confident, I've learned several techniques from warm-ups exercises, visualization, and planning strategies to enhance the flow of my presentations. Learning to speak from the heart is one of the most valuable lessons any of us can learn. Laurece is very energetic, sincere and full of surprises. I highly recommend working with Laurece. She's such a treasure. I have gained much love, wisdom, and knowledge, her process and guaranteed results."

**Adryin Glynn, Design Professional, Adryin Glynn Designs, Raleigh, NC**  
[www.adryinglynnndesigns.com](http://www.adryinglynnndesigns.com)

"When I started working with Laurece I was uncomfortable networking and my talks were generating little response. I had individual training with Laurece to prepare for a speech for 600 people. Then I took Reach Your Ideal Clients, and I am working with her again in individual sessions. Now I am comfortable networking; I know what to say and I am at ease. I am confident and effective when I give talks. I am clear how to best serve the audience and simply offer a business proposition which attracts clients. Laurece encouraged me to think bigger and motivated me to attract more than my R.O.I. As a result of working with her and releasing my "natural genius," as she calls it, one of the attendees at the 600 person talk recently decided to invest a million dollars monthly in design work with our firm! What a R.O.I.! Thank you Laurece."

**Todd Moses, Director of Engineering, Imagination, LLC, Raleigh, N.C.** <https://www.imagination.net/>

"Laurece West is an awesome resource for any business owner. She helps business owners clearly develop and articulate their business proposition, and helps them build the confidence from within so that their message is clearly heard, taken in, and then acted on by potential customers. Laurece brings heart to her work, you can tell she really cares and wants the best for you. Give her a call if you've ever struggled with public speaking or introducing yourself at a networking event. She'll help you clear it up in a series of sessions so your best foot forward - your voice- is also your strongest." **Kate Peters, Business Coach, Leadership Coach, [www.bright.voyage](http://www.bright.voyage)**

"Wyatt and I were both really impressed with your ability to keep things flowing with all the participants..in these sort of situations it's often easy to allow distraction to occur, and we thought you were able to keep the attention focused and clear...I think you're a really balanced teacher--having just the right amount of softness and compassion, yet maintaining a real grounded energy in your leadership style..glad you are doing your thing in the world, and hope to see you again..."

**Ashley Howe, Creative Director, Hillsborough, N.C.** <https://www.dressaspace.com/>

"Working together with Laurece, was a discovery of all my pronunciation mistakes. English is my second language. My mother tongue is Spanish. I was shy to say some words because I did not know how to open my mouth and move my tongue. When I spoke, I did not notice my mistakes because I was fully present with my clients. However, she helped me realize that I was sending the wrong signals when I was speaking with mistakes. Instead of driving my clients in, I was driving them away. Before working with her, I was not super confident; I did not control my conversations with my clients nor engage with them. By the end of the 6 months, my confidence level was super high. I controlled my conversation with my clients. Finally, every time I told them personal stories, I was able to engage with them and as a result closed more deals. My confidence level increased, my pronunciation is better, and my communication is super clear, and engaging by telling personal stories. Thank you so much Laurece for your teachings! I appreciate your work. I recommend Laurece for your communication areas that need some work."

**Salvador Espinoza, Insurance Agent, Brown's Insurance Agency, Manassas VA.** [www.BrownsInsurance.com](http://www.BrownsInsurance.com)

"Prior to working with Laurece, I had many challenges related to speaking with clients and prospective clients. My biggest concern was that I wasn't able to present the best version of myself to the world. This concern was rooted deep inside of me and hindered me in business, social, and personal situations. Sometimes in situations where I needed to speak, I decided not to - for fear that my words would be misunderstood or not come out right. While working with Laurece, I have been able to learn to present myself better. I have learned to tell my stories. They flow a lot easier now and I am able to present a better version of myself. These are useful tools in presenting the best version of myself to my clients, colleagues, family and friends. What good is a story if it remains untold? The tools Laurece has given me have helped me a lot when it comes to my speaking. I can better interact with people now in all types of situations whether business or social. My friends and people I am close to have mentioned that they have noticed a difference. My business partner specifically mentioned: "I have noticed that you are more at ease in groups of people. That you frequently speak more and that your delivery appears more genuine."

**Matt Thacker, Entrepreneur/Coach, Wake Forest, N.C.** <https://crossfitwakeforest.com/>