

# SAY IT LIKE IT MATTERS



## A FREE 2-Week Challenge in Speaking with Authority

Most of us describe what we do the way we learned to - we downplay, minimise or shrink.

Say It Like It Matters is a two-week practice in noticing that gap—and closing it.

This isn't about self-promotion or building your personal brand, it's about choosing language that accurately reflects your role and your contribution.

- 14-day private Whatsapp community.
- For brilliant client/ agencyside research leaders

Runs Monday 2nd March to Monday 16<sup>th</sup> March  
Message me with “IN” on 07446 554222 to join.

# HOW WILL IT WORK?



Commit on your terms. Sharing is encouraged, but not mandatory.

Day 1: Everyone joins the group and is invited to introduce themselves.

Days 2 to 4: Notice any diminishing language you are using to yourself and others.

Days 5 to 7: Choose alternative statements - e.g. "I run my own business" vs. "My main job is being a mum."

Days 8 to 11: Practice saying them to yourself and out loud in the real world. Lapse. Laugh. Try again.

Days 12 to 14: Reflect - how's it feeling?