

## **Life example |**

When I visit our local cinema. The manager comes into the screen before the performance to welcome everyone. He points out the plush sofas, carpet and the real wood. He signals to where the blankets are kept incase there's a chill. He also says, "any concerns come and see me". It's a cinema welcome like no other. We applaud him as he bows. The staff serving food and drink also share the same sense of pride. The thread seems ingrained.

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A friend of mine was scheduled to speak at an event I was hosting. My friend was confident when speaking with her team at work but this speaking engagement unnerved her. It was highly important to align with her, to understand her concerns and share strategies to alleviate her anxiety. The whole purpose of the session she was speaking at was based around creative and relaxed learning. We spoke of the possible outcomes and I assured her that she owned her story, along with the delivery and the timing. She had total control.