



AFROS & AUDIO VIRTUAL PODCAST FESTIVAL

You Said...But They Heard

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DESCRIPTION:

"You Said...But They Heard" is a facilitated Breakout Session. Communication is one of the oldest, most practiced dances that we have. Nothing feels better than an intellectually stimulating conversation with a person that speaks your language. We can all agree that the worst dance experience is having a partner that is not in sync with your rhythm. You know, that partner that is an aggressive leader or the one that is just completely tone-deaf and keeps stepping on your foot.

Most podcasts find failure in a number of different areas, however, three are prominent; message, content, and the ability to translate. This session was created to remedy the glitches that create interference in your delivery and audience interaction.

"You Said...But They Heard", is a collaborative session that focuses on the motives behind your message, the energy that pushes your story, and the strategy that brings it together and makes it deliverable. This session assists attendees with pinpointing their message, structuring their content, and delivering it in a universal language that all can understand.

FACILITATOR:

Xaviera 'Zay' Bell is a certified entrepreneurship and business coach with a specific focus in REBT Coaching, Cognitive Behavior Coaching and Goal Setting Coaching for women entrepreneurs. Zay is also the author of several books and workbooks, and an instructional and curriculum designer holding a Master of Science degree. She is an energetic and comical certified facilitator and trainer with a matter of fact approach that prides herself on being an aspiration architect and a manifestation coach. Her influence and reach through public speaking, coaching and mentoring women is the force behind her drive.

Zay is the executive director of Zeal of Xander, a nonprofit organization birthed after the loss of her son, Xander. She is the creator and organizer of The STARTher Kit, a project dedicated to advancing women entrepreneurs and women-led businesses. A few of her other creative works include, "The *Charging Station*," a summit specifically designed for female empowerment and "The *Chopping Block*," an intensive entrepreneurial coaching session to assist new and aspiring entrepreneurs get focused and trim the unnecessary distractions.

"Don't let your fear cause you not to take flight!" Zay

LOGISTICS:

Time: 50 minutes facilitated workshop
10 minutes Q & A (optional)

Format: Workshop