



**ENTREPRENEURSHIP
ADVANTAGE**

SPEAKING UP FOR CHANGE: ENGAGE, INSPIRE, TRANSFORM

December 9, 2020



Welcome

Heidi Pickman

CAMEO

VP, Programs and Policy

General Info

- ▶ Everyone's audio is muted
 - ▶ Zoom menu --- drag cursor down screen.
 - ▶ Mic icon on left.
 - ▶ Chat box.
- ▶ We are recording and you are free to share. We will send all registrants a link as soon as we can
- ▶ You will receive a copy of today's slides.

CAMEO Updates

- ▶ CA Rebuilding Fund (CARFund) Listening Session (TBD Dec 17/18)
- ▶ State Grant Program (upcoming)
- ▶ Coronavirus Resources for Small-Business
 - ▶ Including, CARFund Train the Trainer Recordings
- ▶ Join Microlending Essentials

The background is a solid blue color. On the right side, there are several overlapping, semi-transparent geometric shapes in various shades of blue, creating a modern, abstract design. These shapes include triangles and polygons of different sizes and orientations.

Lindsay Chung

Opportunity Fund

EA Steering Committee



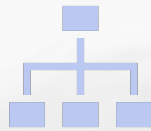
**ENTREPRENEURSHIP
ADVANTAGE**

Agenda

- ▶ Introductions
- ▶ Speaking up for Change
- ▶ Q&A and discussion



Name



Organization



Role

Purpose

Entrepreneurship Advantage

- Create economic opportunity for entrepreneurs and small businesses in LA County by connecting human, technical and capital resources through regional collaboration.

Virtual Meetups

- ▶ Bring EA members to discuss best practices, strategies, and challenges in light of COVID-19's effects on the small-business sector

SPEAKING UP FOR CHANGE

- ▶ Some of our last meetups featured topics that reflected current issues such as “Discrimination in Small-Business Lending” and “Supporting Women Entrepreneurs in a Female Recession”.
- ▶ With so much having happened in 2020, we wanted to bring a practical training to our network with tips on generating change in your groups, organizations, and communities.



Lisa Braithwaite

Speaking Coach, Trainer and Author



**As you enter the room and settle in,
please use the chat to introduce yourself
and answer this question:**

**Why is speaking up a critical tool
for business and nonprofit leaders?**





SPEAKING UP FOR CHANGE

*Engage, inspire and
transform*

Welcome

**Why
do we need to
speak up?**



**Other people may not know this
issue exists!**



Whaaaaaat??

?

**And even if they do know, they
may not know how to help.**



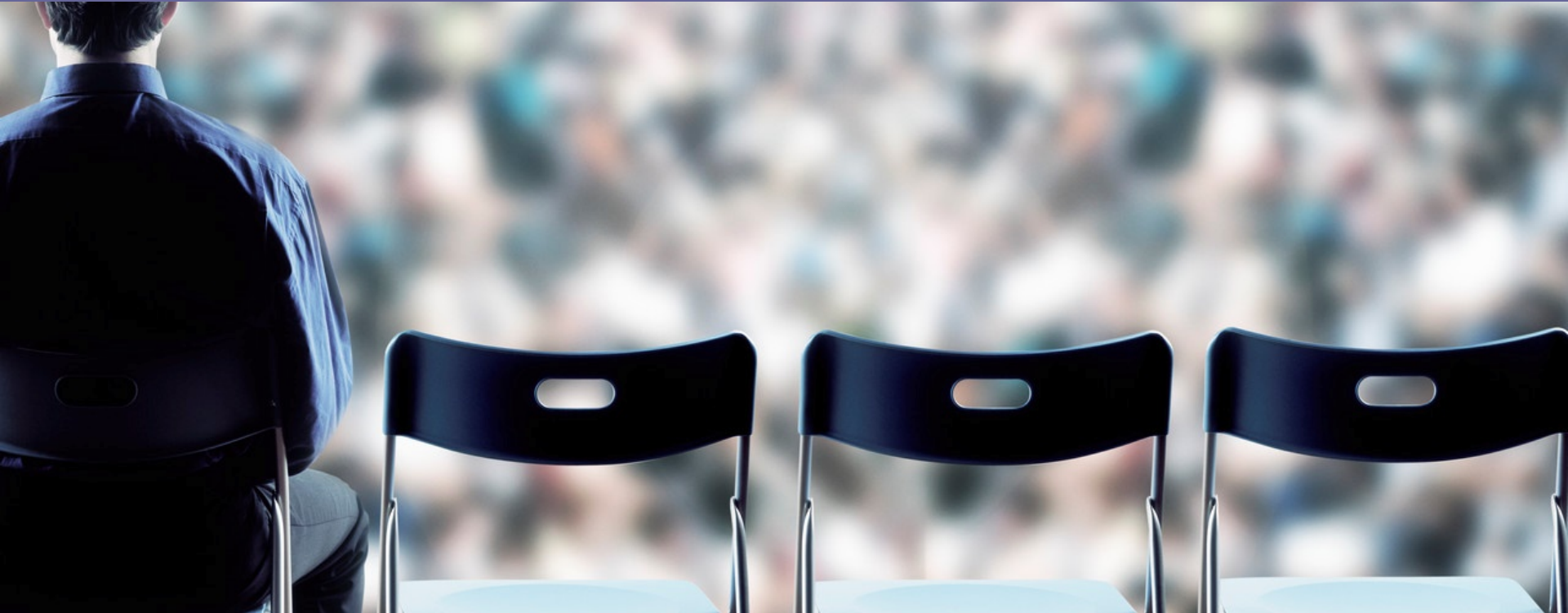
**You may find a community where
you didn't know there was one.**



**Speaking up and speaking out
makes you a role model**



**You'll gain confidence, and
speaking up will become easier**



A photograph of two hands, one from the left and one from the right, reaching towards each other to form a heart shape. The hands are silhouetted against a bright blue sky with scattered white clouds. The lighting is strong, creating a high-contrast effect. A semi-transparent dark blue rectangular box is overlaid on the left side of the image, containing white text.

**Why
am I passionate
about speaking
up for change?**

I started a nonprofit...



**Why
are you the right
person to speak
up?**



**What
do you want to
speak up
about?**



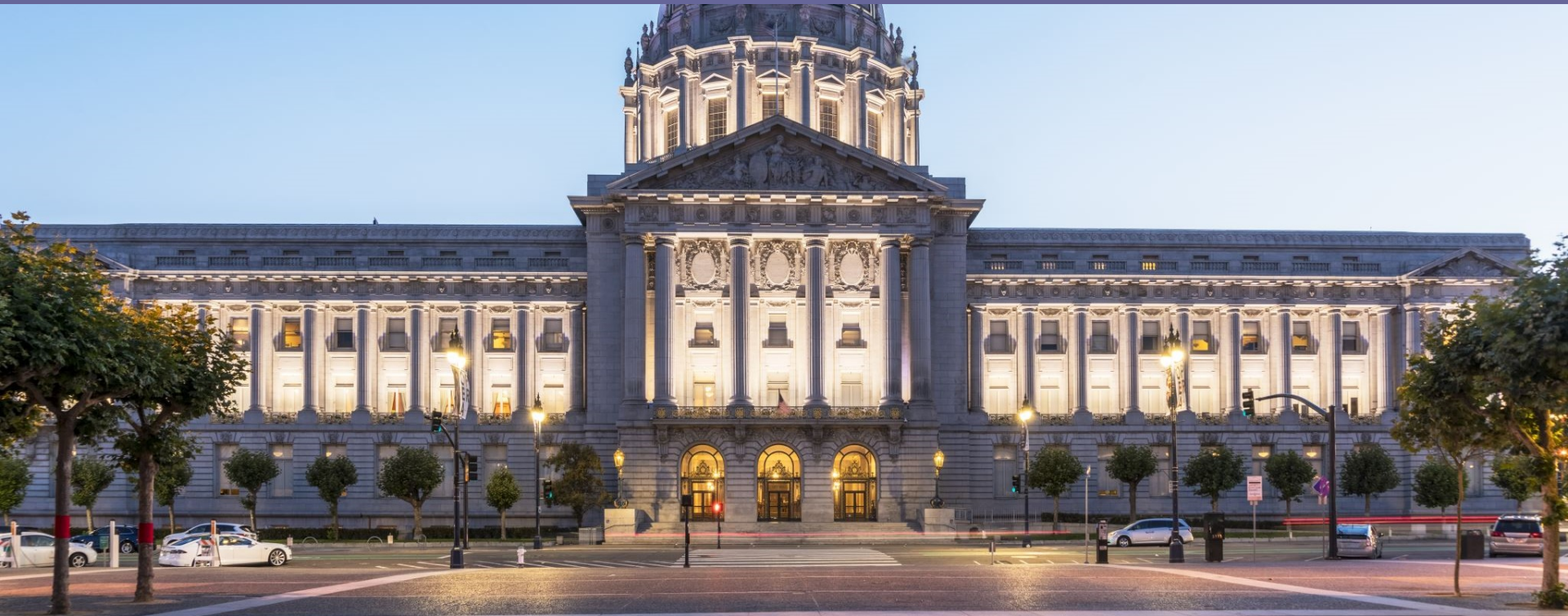
What's happening in your institutions?



**What's happening in your
neighborhood or community?**



What's happening at the state, country or global level?



Things to consider...

Where can you find credible sources for data and research about your topic?



Search Google or type a URL

What resources are easy to pass along?

What's relevant to your target audience?

What actions will you take regarding this issue?

What behavior will you model?



What is your call to action to others?

A photograph of an art gallery event. In the foreground, a woman with short brown hair, wearing a grey scarf and a brown cardigan, is smiling and holding a glass of red wine. She is talking to an older woman with short white hair who is wearing a dark jacket. In the background, a man with grey hair and a dark sweater is also holding a glass of wine. To the right, another woman with white hair is wearing a grey puffer vest over a patterned dress. Further back, a man with a beard is standing near an easel. The room is filled with various artworks, including a large blue and white landscape painting on the left, a framed painting of a forest scene on the right, and several smaller framed pictures on the floor in the bottom left. The text "Who's your audience?" is overlaid in white on a semi-transparent blue background on the left side of the image.

Who's your audience?

What are their demographics?



What is their industry?



What is their role?



**Where
is your
audience?
(virtual
edition...)**





**How
will you share
your message?**

Platform vs. medium



THE PERCENTAGES



12% of winners
read from
prepared notes



8% of winners
cried



23% of winners
hugged the
presenters when they
arrived onstage



35% of winners
thanked their
parents



52% of winners
thanked their
spouses or
significant others



68% of winning
actors and
actresses thanked
their writers



47% of winning
actors and
actresses thanked



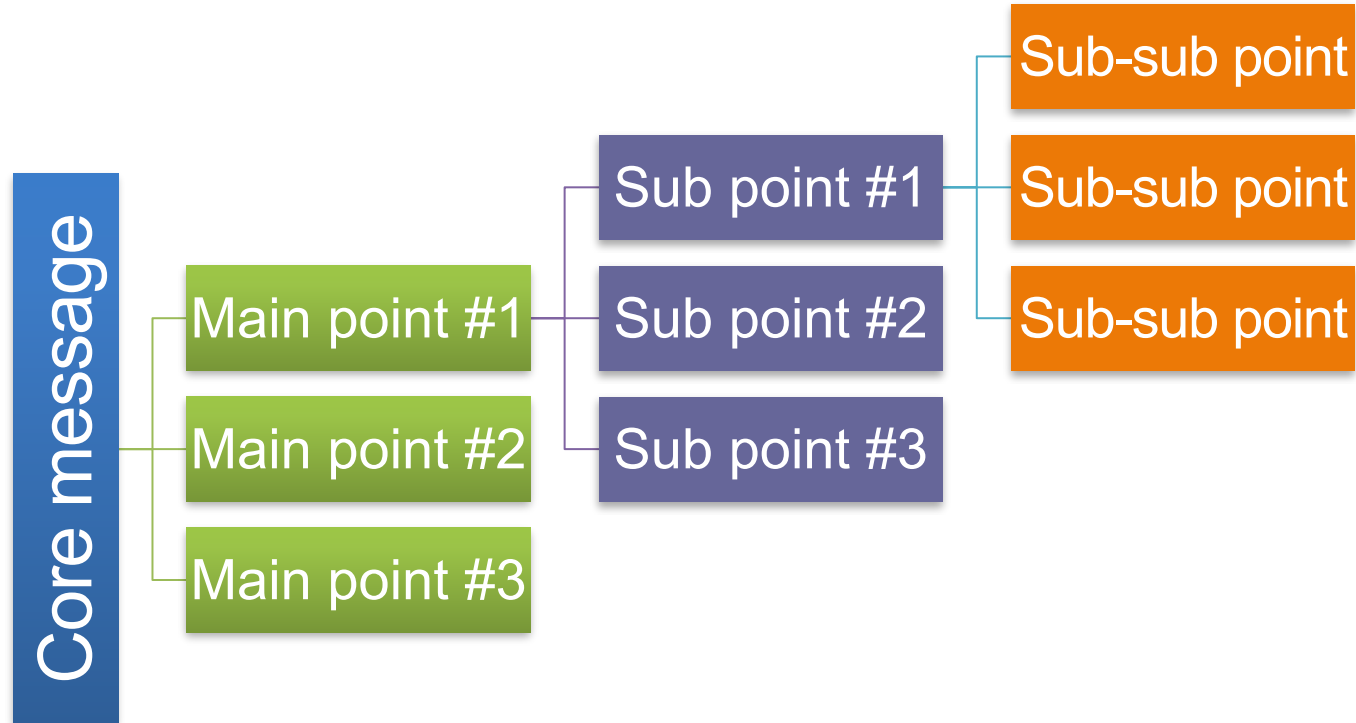
27% of all winners
acknowledged
the other nominees



44% of winning
actors and
actresses acknowledged



Your initial piece of content will give birth to many pieces of content



Your initial piece of content will give birth to many pieces of content



Speak Schmeak

Things I'm thinking about speakers and sp

[Want to pick my brain? Have at it.](#) [About me and Speak Schmeak](#)

ril 30, 2020

race imperfect action

sa Braithwaite



Imperfect action beats perfect inaction every time.

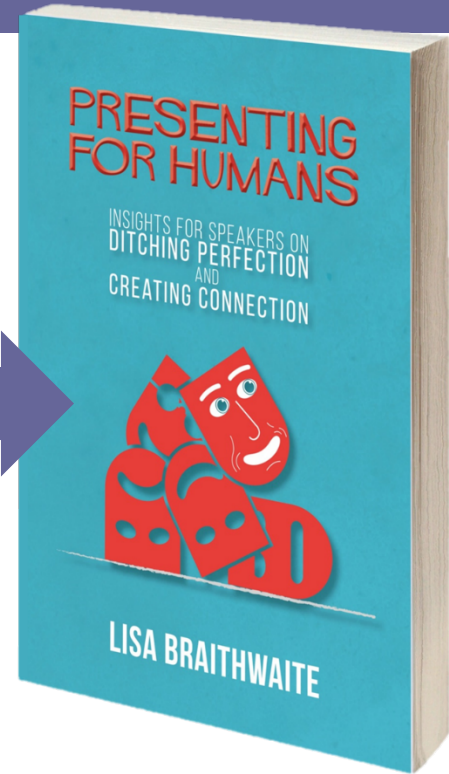
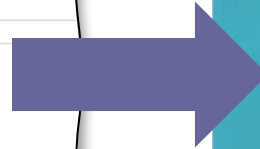
Unknown

"It's always easier to just say no. It's always easier to say 'We can't do it.'"

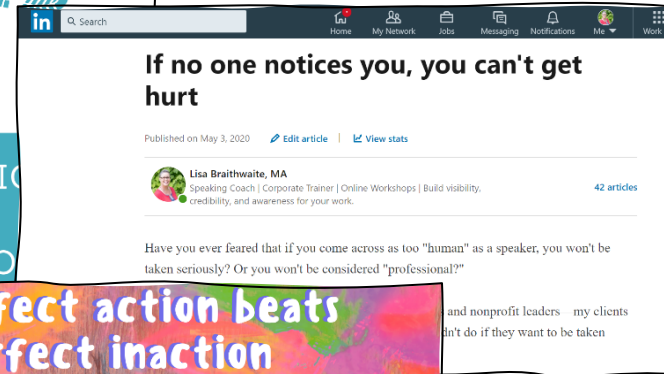
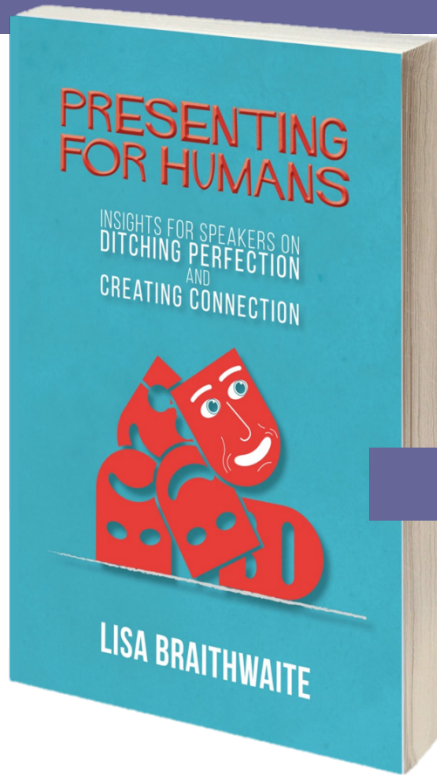
Because when you say 'We will try to do it,' now you're changing things, and whenever you change, there's opposition. Every time.

So it's always easier just to stay status quo. It's always easier not to risk, not to try to raise the bar. Because maybe you can't do it. maybe there

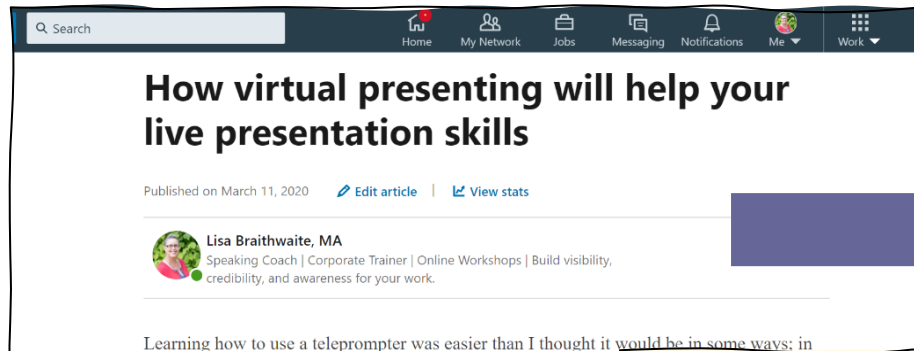
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Your initial piece of content will give birth to many pieces of content

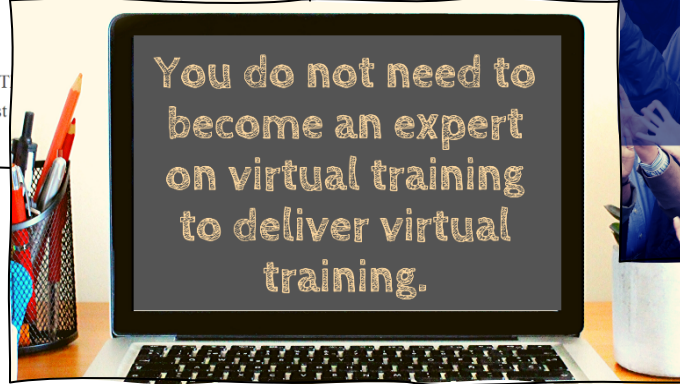


Your initial piece of content will give birth to many pieces of content



Learning how to use a teleprompter was easier than I thought it would be in some ways; in other ways, it was harder.

The easy part was following the words and not getting behind. I was masterful at following my speaking rate, so that I could just keep up.



And now for the BONUS question...



**When
will you share
your message?**



What questions can I answer for you?



**Share your ahas and takeaways
in the comments!**



**Now
is the time**



Quick note:

Micro-
presentations
workshop
tomorrow!

Get your message
across in 5
minutes or less!

coachlisab.com/micro-pres.html



Micro-presentations

Tighten Your Talk
for
Maximum Impact

Your mission:
1. Friend me
2. Tag me:
@coachlisab
@lisabraithwaite
3. Use the
hashtag:
#speakingupforchan
ge



**Get your message
off of your heart,
out of your head,
and into the
world!**

#speakingupforchange coachlisab.com



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Trainer | Author
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lisa@coachlisab.com

Thank you!

Get Involved with EA



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