

SPEAK UP  
★ LIKE A **DIVA**

**THE**  
**SPEAK WITH**  
**GRAVITAS**  
**CHALLENGE**





**Hi! I'm Shola Kaye. I help ambitious women build their careers and grow their businesses with public speaking. I'm so excited that you're out there sharing your message!**

My purpose now is to help you become an all-rounder at speaking. I want to help you promote your business or build your career with interactive, informative and exciting talks to groups.

I've been performing internationally, to audiences as large as 15,000, for the last 15 years.

I'm also an award-winning speaker and teacher - who used to be nervous of appearing in front of an audience. One time I was even

fired for being too scared to speak up during meetings!

Even if you're an anxious speaker or hate getting in front of a group, you CAN be a good presenter, I promise you.

We're going to have a fun few days with this challenge. Let's take a look at the concept of gravitas and then let's jump in and get going!

## What is gravitas?

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*Dictionary Definition: dignity, seriousness, or solemnity of manner*

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Many of us feel we don't speak with enough gravitas. We may feel that people don't take us seriously because our voices or mannerisms imply that we're lightweight or don't have much authority.

### **Good news!**

It's relatively straightforward to change your delivery. It just takes awareness and perseverance. Often, tiny tweaks are all that are needed to come off as sounding, and looking, more confident, authoritative and in control.

### **The problem is...**

When we're giving a speech or speaking during a meeting, we're often so concerned with WHAT we want to say, that HOW we say it takes a back seat, or isn't even considered.

**In this 4 day challenge we'll focus on small changes that can make a BIG difference.**

On each of days 1 - 3 we'll be working on an aspect of our delivery that can impact our gravitas.

On the final day, day 4, we'll be putting it all together.

I've intentionally chosen nursery rhymes for days 1-3. YOUR delivery will give the words extra meaning!

## THE IMPORTANCE OF PRACTICE:

You can't expect this to sink in automatically without practising. So each day, I'll be setting you some homework. It might be as simple as recording a video, an audio, a Facebook live, or, if you don't like recording yourself on video, adopting certain behaviour during your day to try out what you've learned.

This workbook contains the material you'll be using to complete the challenge. Tune in to each day's video for the instructions and use this book for the content.

We'll be using other people's words to practise. That way you won't need to worry about the WHAT to say, that will be taken care of.

Each daily video from me will be short, with a longer recording on day 4 to help you cement all the material. Your daily homework can be completed in 5 minutes, or you can take all day long to work on it...it's up to you. (The longer the better, so you can get it into your bones!!!)

Make sure you listen to the whole of day 4 as I'll be giving away a special gift to all those who keep watching until the end.

Thanks, and enjoy the challenge!

*Shola*

**PS - be sure to join the Facebook group: <https://sholakaye.com/community>  
That's where all the action will happen.**

Training videos will go live at **10am UK time each day** but of course you can watch the replay at any time during challenge week.

## Day 1: Pausing

Pausing during your delivery will help increase your gravitas.

3 key places to pause are:

1. Immediately you get on stage, before you say a word
2. After your initial audience 'grabber'
3. Any time you make an important point that you want to audience to absorb

Today, we're going to practise the 100 - 200 - 300 exercise. I'll explain more in the video.

### Here's the text we'll use:

The wheels on the bus go round and round,  
Round and round, round and round.  
The wheels on the bus go round and round,  
All day long.

The wipers on the bus go swish, swish, swish,  
Swish, swish, swish. Swish, swish, swish.  
The wipers on the bus go swish, swish, swish.  
All day long.

### Your task:

1. Complete today's tasks as outlined in the video.
2. Please hashtag your video and posts with **#DAY1GRAVITAS**.
3. Once you've completed your task, if you're doing a live video, please like at least 2 other videos in the feed.

## Day 2: Inflection

Today we'll talk about cats and dogs. The training will explain more.

Some people tend to 'upspeak' or when they speak their voice sends out a question. Others have a downward inflection in their voices which sounds more authoritative and sends out information.

No need to overdo it - you'll end up sounding like Margaret Thatcher! But a nice steady speaking pace, combined with downward inflection during key points will work wonders for your air of command and power.

Today we're going to practise this. Watch the video.

### Here's today's text:

Oh the grand old duke of York  
He had ten thousand men  
He marched them up to the top of the hill  
And he marched them down again.

And when they were up they were up  
And when they were down they were down  
And when they were only halfway up  
They were neither up nor down.

### Your task:

1. Complete today's tasks as outlined in the video.
2. Please hashtag your video and posts with **#DAY2GRAVITAS**.
3. Once you've completed your task, if you're doing a live video, please like at least 2 other videos in the feed.

## Day 3: Stillness

People with gravitas tend to keep quite still when they speak. The more you bob your head and waggle your neck the less gravitas you'll have!

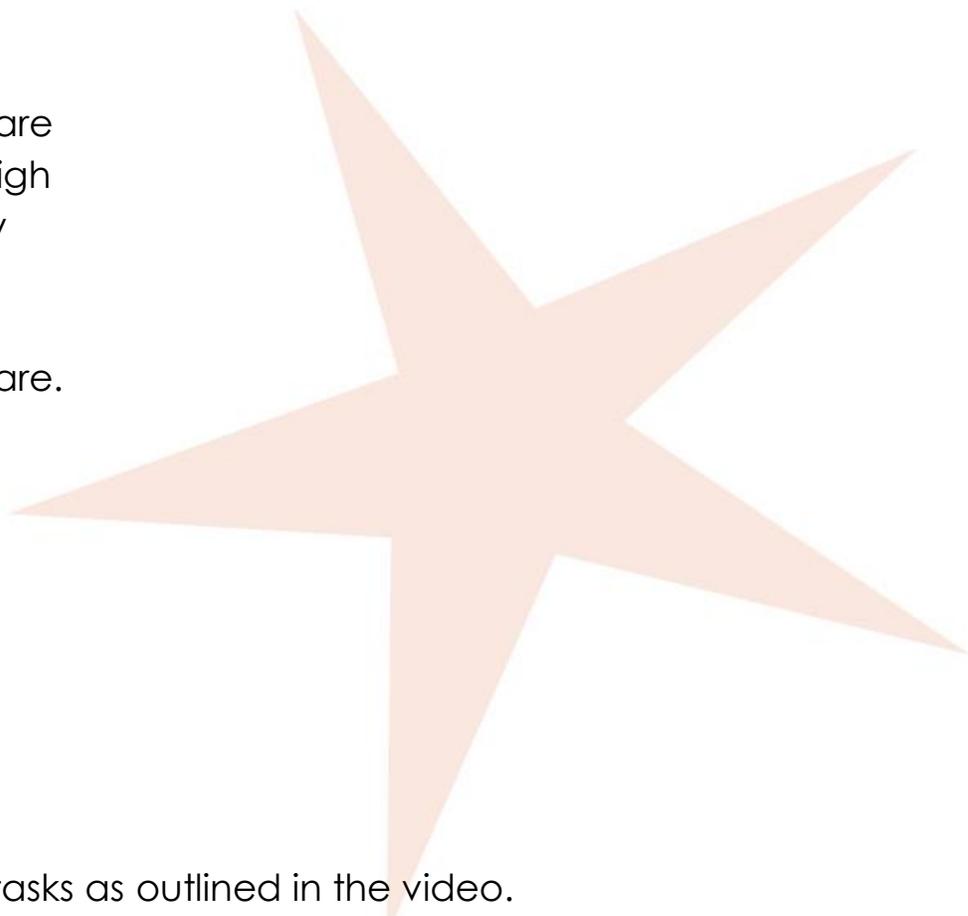
Today's exercise works on this.

Watch the video.

### **Here's today's text:**

Twinkle twinkle little star  
How I wonder what you are  
Up above the world so high  
Like a diamond in the sky

Twinkle twinkle little star  
How I wonder what you are.



### **Your task:**

1. Complete today's tasks as outlined in the video.
2. Please hashtag your video and posts with **#DAY3GRAVITAS**.
3. Once you've completed your task, if you're doing a live video, please like at least 2 other videos in the feed.

### **Day 4: Putting it all together**

Today we're going to use all the strategies you've learned so far. Together they'll pack a powerful punch.

The key here is to vary who you are...if you use all these techniques together, all of the time, you may come across as cold, wooden or even authoritarian.

Mix a bit of gravitas in when you're making your key points or when you need to be serious. Punctuate these more solemn moments with being yourself, or being more relatable, for example, when telling stories or running through exercises.

Make sure you watch today's video as I'll be giving you a special gift that's a reward for completing the challenge.

### **Today's text:**

I have a dream that one day even the state of Mississippi, a state sweltering with the heat of injustice, sweltering with the heat of oppression, will be transformed into an oasis of freedom and justice.

I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character.

### **Your task:**

1. Complete today's tasks as outlined in the video.
2. Please hashtag your video and posts with **#DAY4GRAVITAS**.
3. Once you've completed your task, if you're doing a live video, please like at least 2 other videos in the feed.

***I hope you enjoyed this challenge.***

**Remember to keep practising!**

There are more fun challenges and training to come so stay with us in the Facebook community!

And if you're looking for more speaker training, then check out these options that I have available:

<b>6 Week Speaking Success</b>	<b>Get Clients with Speaking</b>	<b>6 Month Mentoring Program</b>	<b>Private coaching</b>
<p>In this <a href="#">online course</a> you'll learn my D.I.V.A. system and will become a confident all-rounder at public speaking. You'll become an engaging speaker who tells great stories. You'll also deliver audience value as your authentic self on stage.</p> <p>If you enjoyed this challenge then benefit from an entire module on presence, gravitas, diction and so much more, to make your delivery super powerful.</p>	<p>In this <a href="#">90 day online program</a>, you'll get everything that's included in 6 Week Speaking Success (above). Also, you'll learn how to speak to get clients or to promote your business.</p> <p>Modules on how to write your signature speech, how to find speaking opportunities and how to apply for those speaking gigs, will build your business confidence. The course comes with bi-weekly Q&amp;A sessions as well as personalised speech critiques so you can really sharpen your speaking skills!</p>	<p>You get all the online material as described in Get Clients with Speaking but also you'll have regular 121 coaching with me.</p> <p>Learn how to supercharge your speaking applications using time saving software, attend online workshops to practise your talks and much more. <a href="#">Contact me</a> to apply.</p>	<p><a href="#">Contact me</a> if you'd like to work with me 121. Whether it's about on stage confidence, enhancing your career or building your business, public speaking is an amazing way to make an impact and develop yourself!</p> <p>Attend a half-day or full-day VIP session or book shorter online or Skype sessions.</p>