



# WOMANSPEAK CIRCLE LEADERS TRAINING MANUAL

# WELCOME CIRCLE LEADERS!

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I am deeply grateful and excited to have you join our movement to have women and girls everywhere feel free and confident to speak up and share their ideas.

**I truly believe that together we will change the world.**

**Alright! Let's get started!**

*To you and your voice -  
and the voices of women everywhere,*



*KC Baker*

Founder, WomanSpeak & GirlSpeak

The Women's Thought Leadership Speaker Agency

KC Baker International, Inc.

San Francisco, California

# YOUR PRIMARY ROLE AS LEADER

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You don't have to be a public speaking teacher to lead a WomanSpeak Circle.

The main requirement is that you create an environment that uses the philosophy and practices that I (KC Baker) and our class communities have used for years now to create safe and fun spaces where women's voices *naturally blossom*.

**The key ingredient to this culture is the practice of Fertile Listening.**

Fertile Listening is listening for a woman in such a way that she cannot help but blossom in your presence.

Most of the educational and corporate cultures in our society teach growth through focusing on what is wrong and what needs to be fixed. This includes practices of critique, criticism and "feedback". When these are given under the eye of looking at what is wrong or not enough, it misses seeing the inherent wholeness and perfection of someone's spirit and soul.

And when we don't see or recognize the wholeness that always exists in someone, it creates environments where people feel unsafe and unseen. This promotes a level of inauthenticity and performance in people's communication and way of being.

**And that is the exact opposite of what WomanSpeak is about.**

In WomanSpeak, we recognize the inherent wholeness, perfection and diamond of brilliance that is always here living at the centre of every

woman.

Our job as WomanSpeak Circle Leaders is to create an environment where that light of brilliance is recognized, celebrated and drawn out. In that kind of environment, a woman cannot help but blossom. And it makes the community and the classes safe and so much fun!

Yes, we will work on improving and enhancing speaking and delivery techniques. But that is secondary to supporting women in feeling free to fully be themselves and to speak honestly, authentically and directly from the heart.

# THE WOMANSPEAK RITUALS

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The way we create this environment of safety, authenticity and raucous, fun support is with the following practices:

1. At the beginning of every single class, you, the Leader, talk about the culture and share about the following practices and rituals.
2. We give a *big, hearty round of applause and cheers* every time a woman gets up to speak. We always, always cheer for each woman wildly before she steps up to speak. You as the Leader set the energy and tone, so really bring it.
3. When a woman is finished, she gets a *wild standing ovation*. No matter what. Every single woman gets one after every time she speaks. It doesn't matter if she nails it or forgets what she is saying half way through. For the sheer gumption and awesomeness to be standing there courageous enough to speak at all - she gets a standing ovation.
4. Each woman receives two celebrations from individuals in the group after her share. She stands in front of the group and two people give her *true celebrations*. You will want to be one of the celebrators the first few times in every class so people really understand how this is done.

These are honest celebrations that acknowledge anything great about what this woman did or said. Sometimes we have to really look

closely to find these. It is a powerful practice to really find what is already perfect and working, even when our minds say that things were wrong. As the Leader, it is your responsibility to demo this for the group.

5. Each women receives two refinements from individuals in the group after the two celebrations. We will go more into depth on this in your first training call, but this is important. These are not critiques or criticisms. Refinements recognize the inherent perfection of what is already here and then offer ways to make it even stronger, more clear, more powerful... Just... "More". They do not come from a place of seeing something wrong that needs to be fixed or changed.

This is important because it completely affects the tone and energy in which these reflections are delivered. That tone and energy can result in either emboldening and supporting a woman, or, if given in a negative tone or a way in which she isn't fully seen, *it can shut her down*. It is important you do several of the first refinements in every class so you set the tone amongst the women in the group.

Another important note about Refinements: they are only ever about the practice we are working on that week that's taught in the videos.

# CURRICULUM

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We provide the structure for each class and the curriculum for that week. Members automatically get a Members' Curriculum when they sign up. Inside that curriculum they have access to all of the monthly themes and videos. You as a Circle Leader also get a Leaders' Curriculum that goes over the monthly themes with a structure on how to teach each class.

All you have to do is follow the curriculum.

We provide the first three months of beta test curriculum to you and will supply more when that time is near to complete.

It is very important you do not add your own curriculum on top of our curriculum, as we have a methodology that works and that is proprietary. *In agreeing to become a WomanSpeak Circle Leader, you are agreeing to this.*

You also agree not to offer or teach this material outside of the context of a WomanSpeak Circle or share any of this material with others. This is in our contract as well. We are serious about protecting the integrity of this work, and in becoming a WomanSpeak Circle Leader and signing a contract with us, you agree to protect the integrity of this work as well.

# TIMING

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Part of your job as a Circle Leader is to properly manage the time of each class. Based on how many women attend, you will want to divide the time amongst the number of women for each exercise in the class that day to ensure each woman has equal time for her practice.

It is up to you to be time keeper and be firm on timing. If you lapse and let one woman go longer, it is not fair to the others.

Be upfront with them that you will be firm on time before the exercises begin, so they don't take it personally if you cut them off.

When you do need to cut them off because their time is up, do it firmly and with kindness.

# LOCATION

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We don't want you to spend a bunch of money on space. Do it in your living room or a friend's house. Get the local library, church or temple, school or community center to give you a space. Get creative. There are plenty of spaces you can do this for free or a super low cost.

It is important the space is guaranteed free from interruptions and is private. This allows women to feel safe and free to open up.

Once you have your location, time and date, let us know so we can set up your sales page.

# PRICING

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Every new member to a WomanSpeak Circle pays a one time initiation fee (that includes setting them up in the system, their members manual and a contribution to fund GirlSpeak) and then a recurring monthly membership fee.

Circle leaders get paid commission on the recurring monthly membership fee (not the one time initiation fee).

Women are leading WomanSpeak Circles all over the world. That means different markets will have different levels at which people will pay to be members. The current range is \$69-\$129. You decide what's best for your market. The more you charge, the more you get to keep. But, in some places the market won't pay \$129 per month. You then let us know and we will create your sales page for you.

**We take credit card only at this time. No cash. No check.**

One note: members can freeze their membership for a maximum of 90 days in one year without having to pay their set up fee again. If you have a member who needs to freeze because of travel, etc, just have her call or email our Headquarters and we will assist her.

## ***Commission and Getting Paid***

You get 60% commission of women's monthly membership fees. Please refer to your contract to understand when payment occurs and the terms and conditions.

# MARKETING

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We provide a unique sales page for you that your members will use to sign up.

At the beginning of 2017 we are rolling out a marketing training program for WomanSpeak Circle Leaders that includes learning a strategy for using [MeetUp.com](https://www.meetup.com) to bring in new members. We will discuss this more in our initial training call.

We will market you on our website so anyone who hears about WomanSpeak can come do a search for one in her area and find you.

### *Important Note:*

It is illegal for you to take money for the class and not go through our system. And you won't want to do that for three reasons:

1. It is illegal and unethical and we take breach of contract seriously.
2. Later this year, we are rolling out a program where when a woman in your circle goes on to start her own circle, you will get a commission on all the members in her circle. And then when one of her members goes on to start a circle, you will get commission on that as well. It goes on from there. So- as part of the founding group, you will have the opportunity to develop a wonderful source of recurring revenue that will grow over time. We will share more information about this in our training call.
3. Members need to be registered through us so that they can receive celebrations, prizes and international recognition when they reach milestones or have achievements, like giving their first 10 minute talk and other goals we will put in place for members to deepen in their skill and artistry of public speaking.

# SUPPLIES

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Here are the items you will want to have with you at your circles:

- Your manual and curriculum
- Timer (you can use your phone)
- A space to use that is free from interruption and has privacy (so women feel safe)

# WHAT'S COMING

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1. Later this year, we are rolling out a program where when a woman in your circle goes on to start her own circle, you will get a commission on all the members in her circle. And then when one of her members goes on to start a circle, you will get commission on that as well. It goes on from there. So - as part of the founding group, you will have the opportunity to develop a wonderful source of recurring revenue that will grow over time. We will share more information about this in our training call.
2. We are setting up a system and path to mastery for members so that they receive celebrations, prizes and international recognition from WomanSpeak Headquarters when they reach milestones or have achievements, like giving their first 10 minute talk and other goals.

This will support women in staying committed to deepening their skill and artistry of public speaking. It also fosters depth of self confidence and community connection and fun. This will also support women in remaining committed and involved in the WomanSpeak culture and program over a long period of time.

3. In the near future we are rolling out a marketing training program for WomanSpeak Circle Leaders that includes learning a strategy for using [MeetUp.com](https://www.meetup.com) to bring in new members. We will discuss this more in our initial training call.

We are so excited that you are considering to lead a WomanSpeak Circle, and we are here to help you out along they way.

If you have any questions please feel free to email our incredible support team at [support@kcbaker.com](mailto:support@kcbaker.com).

Love,  
KC