



## Interact Helps Leaders Speak Easy

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Members of the Leadership Group of the Charlotte Region Realtor Association admit they were nervous when they learned they would be spending their July session working on speaking and presentation skills. However, Lou Solomon of Interact taught a creative session that not only eased their fears, but by the end of the experience, participants were speaking more confidently and effectively.

Solomon is president and founder of Interact, a company that offers innovative programs for individuals and corporate teams. During the on-camera course she worked with participants on their authentic style of communicating, personal stories, first impressions, and body language.

Solomon asked participants to bring an item from home or the office--one that had a meaningful story behind it. As the participants told their stories to the class, they were videotaped and coached on ways to become more themselves with customers.

Solomon urged participants to tap into their passion for what they do; saying the worse thing out there is a lackluster, canned approach. She offered additional tips:

Keep it simple. Ask great questions and listen. Don't dominate the conversation, but when it's time, give us your insights and your experience. Tell us a story. Just have a conversation with a friend and be yourself. You can find more about Authentic Speaking and Presenting at [www.InteractSkills.com](http://www.InteractSkills.com).