

The Engagement Code™

The Hollywood formula
for impactful business
communication that drives
action at ANY level.



LAQUITA CLEARE.

Founder & CEO, Clear Communications Academy • Keynotes Delivered in 50+ Countries

Connection, emotion, engagement...

THESE are the principles that get results in the world of
Hollywood entertainment.

But they apply just as powerfully to the business realm—and leaders,
executives, and sales teams from ALL industries.

**A former Hollywood actor, writer, and producer
with a background in Social Psychology, LaQuita
realized something:**

When you choose to look beyond meeting agendas, sales numbers,
and KPIs, the **ONLY** thing that really matters – whether you're a CEO or
a blockbuster movie producer – is how you keep people **ENGAGED**.

ENGAGEMENT is the key piece to make a company – or a movie – a success.

And it all starts with how you **COMMUNICATE** and tell better **STORIES**.

That's how you secure:

- ✓ Buy-in to your ideas
- ✓ More inspired teams
- ✓ More connected customers



Enter... The Engagement Code™

Connection + Content + Delivery = Engagement

The same storytelling formula that Hollywood uses to evoke powerful emotions on the big screen applies when you're ready to create and sustain engagement in your brand, your ideas, and your customers to achieve remarkable business results.

**It's the formula that will help you create
the ultimate level of engagement
in your communication.**

If you can wrap the RIGHT stories around a compelling message and present with confidence, you open the door for **UNPRECEDENTED GROWTH**—for you, for your team, AND for your organization.



**Create happier, more engaged
customers and employees, and a more
CONNECTED organization**

LaQuita will show you how...

I learned so much from LaQuita and the wisdom she shared.

I heard LaQuita speak at the Make Big Happen Summit in Miami, and it was by far the most productive and valuable keynote speech I've ever listened to. LaQuita has the best energy and she is extremely inspiring. Her presentation was interactive, hands-on, and we were all BLOWN away by the value she delivered. Her message is applicable to anyone in any situation.



Shannon Wilson

Assistant Vice President/Executive Recruiter, NewDay USA

As a sought-after expert in the art of storytelling, LaQuita turns her vast experience from the captivating world of Hollywood entertainment into a fail-proof method for unlocking engagement at any level.

She has helped thousands of people elevate how they **connect, build support, and strengthen trust**—with their customers, with their employees, and with each other.

Using The Engagement Code™, LaQuita translates the storytelling craft she mastered supporting Oscar-winning stars on set as a Hollywood actor, writer, and producer into actionable lessons for corporate audiences, so they can **experience REAL business results**.

Audiences walk away feeling inspired, motivated, and driven to connect on a more human level.



Keynotes



KEYNOTE 1 - Presentation Skills

The Engagement Code™ : An Odyssey

This compelling keynote experience takes audiences on an unforgettable journey into the heart of effective communication. LaQuita draws from her years of experience in social psychology and Hollywood storytelling to unveil a secret code with the potential to transform attendees into clear, concise, and compelling communicators. Perfect for organizations who want to improve how their people engage and inspire others!

This keynote is perfect for audiences:

- ✓ Developing their presentation skills
- ✓ Wanting to get other people on board with their ideas
- ✓ Seeking to elevate their public speaking skills

Attendees will leave with:

- ✓ Actionable ways to instantly level-up the way they communicate
- ✓ Tools to motivate, inspire, and engage teams, prospects, and customers
- ✓ A proven formula for creating real engagement



KEYNOTE 2 - Employee Engagement

The Employee Retention Ultimatum

Designed for leaders responsible for building exceptional teams, this instantly applicable keynote unlocks the code to help attendees harness the power of storytelling to fuel employee engagement, make their company values and messaging shine, and position their organization as an employer of choice.

This program is perfect for audiences:

- ✓ Responsible for employee recruitment, engagement, and retention
- ✓ Wanting to align those they lead around a shared sense of purpose
- ✓ Grappling to keep employees engaged, motivated, and inspired

Attendees will leave with:

- ✓ An understanding of what potential recruits and employees need to hear
- ✓ The tools they need to better engage those they lead
- ✓ The formula for motivating people to reach their full potential



KEYNOTE 3 - Executive Presence

Leadership Presence: Hollywood Secrets Revealed

This captivating keynote equips audiences with the storytelling skills they need to break out of their comfort zones, unlock their leadership presence, and become more influential leaders. LaQuita shares how attendees can harness Hollywood insider secrets to enhance how they show up, build confidence in others, and earn trust.

This program is perfect for audiences:

- ✓ Influencing or leading others
- ✓ Needing to mobilize people into action
- ✓ Developing how they show up, speak up, and deliver results

Attendees will leave with:

- ✓ The code that will help them immediately hook someone's attention
- ✓ Insights into how they can strengthen the relationships around them
- ✓ An understanding of how to create impactful moments and experiences



KEYNOTE 4 - Sales

Selling: Cracking the Hollywood Story Code

This keynote uncovers storytelling tactics employed by Hollywood that can help salespeople and businesses stand out in a crowded business landscape. Audiences will learn how to transform any sales conversation into an extraordinary interaction, and discover strategies for creating dynamic and compelling pitches that captivate prospects and buyers from start to finish.

This program is perfect for audiences:

- ✓ Wanting to leave a lasting positive impression after every interaction at work
- ✓ Striving to build unbreakable loyalty in prospects and buyers
- ✓ Seeking to improve their presentation skills to reach key sales goals

Attendees will leave with:

- ✓ An understanding of how to leverage storytelling as a differentiator
- ✓ Techniques for fostering trust and rapport with clients and customers
- ✓ Storytelling skills that will dramatically improve how they engage others

“

I would highly recommend LaQuita.

Her whole training was energetic and extremely educational. The feedback from all participants was very positive. I would highly recommend LaQuita to any individual or group looking to improve the effectiveness of their communications.



Manuel Ebner
Country Executive, Bank of America

Workshops

WORKSHOP 1

The Pursuit of Communication Excellence

From internal meetings to client interactions, your people are constantly communicating with others. In this transformative workshop, LaQuita combines the art of story delivery with the science of psychology to empower them to communicate with greater purpose, clarity, and influence. The result? Effective cross-functional communication, cohesive teams, and client relationships that stand the test of time.

Participants will experience an instantly applicable shift in their ability to:

- ✓ Align people behind a common goal
- ✓ Get others on board with new ideas or initiatives
- ✓ Capture and hold someone's attention whenever they communicate

WORKSHOP 2

Public Speaking for Impact

This immersive workshop unlocks the full potential of participants to become engaging presenters and influential speakers by drawing upon time-tested storytelling methods employed by Hollywood's most successful filmmakers. Your people will discover how to craft a powerful narrative arc that keeps people on the edge of their seats, and how to leave a lasting impression by connecting on an emotional level.

Participants will experience an instantly applicable shift in their ability to:

- ✓ Hook an audience in 30 seconds or less
- ✓ Deliver impactful presentations that connect, engage, and inspire
- ✓ Use vocal delivery, body language and gestures to capture an audience's attention



WORKSHOP 3

Pitch Perfect

Coming up with a brilliant idea is one thing; getting others to understand the value in that idea can be a whole other challenge. This half- or multi-day pitch training program teaches leaders and teams the art of clear, concise, and engaging communications, so they can pitch key decision makers effectively in less time.

Participants will experience an instantly applicable shift in their ability to:

- ✓ Structure an engaging, standout pitch of any length
- ✓ Establish instant rapport with their audience
- ✓ Distill key messages down to only what is valuable and impactful

“

*Your
presentation
was one of
the best I've
ever seen!*

LaQuita, it was great to spend time with you this week, and especially to learn from your presentation today. You are exceptional at communication, teaching and consulting. What you did, in real-time, to teach the entire room of 600 CEOs to improve their business pitch was extraordinary!



Andy Harris
Managing Director, STS

How might The Engagement Code™ help transform YOUR organization?



Keynotes

Discover the fail-proof method for unlocking engagement at any level from the world of Hollywood entertainment.



Workshops

Crack The Engagement Code and unlock the untapped communication potential within your organization.



Consulting

Communication is at the heart of everything you do. Start making it work for your organization. LaQuita will show you how.