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Monthly Newsletter from the [CCC Mastery Program](#)

## INSIDE:

### Feature Article:

Feature article this month: *'It's All About YOU'*

### Micro Masterclass Video:

*'Is This YOU?'*

### Q&A/Case Study/Tips:

Scripting



**Book-a-Chat  
with Dr Chris**



Dr Christiaan Willems



LinkedIn

## This Month: **It's All About YOU!**

- from the desk of Dr Chris...

**This month we are looking at 'YOU' – Why? Because it's all about You!**

As business professionals we like to think that we come across as professional, capable, and confident.

Why is this important? Well because you are, literally, the 'face' of your business. You are the 'personification of your organisation'.

With 85% of all online communication being via video, how you come across on-camera determines how your business comes across and is perceived, assessed and judged in the professional world.

So you need to get Comfortable, Confident & Credible on-camera – even if you loathe presenting.

**So let's kick off this month with the feature article – 'It's All About You'.**

## CCC Mastery Newsletter

# Feature Article: It's All About YOU!

- by Dr Christiaan Willems

**As one of my clients so eloquently put it, “...if there’s anything worse than listening to yourself, it’s watching yourself”.**

As I often suggest to clients who feel that way, “...welcome to the human race”.

With very few exceptions, I have - over the past 25 years of coaching presenters on stage and on screen - yet to meet the person who truly ‘loves’ presenting. Even those who might have some background in performance, because they are not playing a scripted, directed character as such, they may struggle with the reality of ‘being themselves’ a presenter.

But, as an SME business owner, you have no choice. You **are** your business. And in terms of business communication with your sector, community, colleagues, customers and stakeholders, you are, literally, the ‘face’ of your business. You are the ‘personification of your organisation’, so how **YOU** come across determines how your *business* comes across and is perceived and judged in the professional world.

Yes, it’s all about perception. And that means that ultimately, it’s all about the perception of **YOU!**

The trouble is, when people ‘hate’ talking to-camera, it shows. It creates the wrong impression, it sends the wrong message, and it creates a misperception. In business, this can be deadly.

So, is the perception you are creating one of professional confidence and credibility, or are you (inadvertently) creating a perception of timidity?

## Micro-Masterclass Video:

The featured *One-Minute Micro Masterclass* for this month asks: **‘Is This You?’**:

You are the ‘face’ of your business. You are the personification of your organisation.

Yes, it’s all about **YOU!**



Behind The Scenes/**Q&A**/Case  
Study/**Quick Tips**:

### *Scripting:*

**Q:** “Why would I need a Script for my Video. I know my material so well I reckon I can ‘wing it’.”

**A:** “Your Script is your most fundamental planning document and prevents you from ‘waffling on’ with superfluous stuff, losing the thread and making your video very difficult to edit.

Your Script is your narrative, your guide, your ‘anti-waffling’ safety net.”

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**For more information contact Dr Chris:**

Dr Christiaan (Chris) Willems  
e: [drchris@artsmediaconsultants.com](mailto:drchris@artsmediaconsultants.com)  
w: <https://artsmediaconsultants.com/>  
m: +61 417 470 874

