

S2: E130: Become an Influential Voice with Tricia Brouk

Welcome back everyone. I'm so excited to introduce our incredible guest today, Tricia Brouk. Today we're going to dive into what it means to be an influential voice and how to use your voice at home, in business and in the community for lasting legacy. You all know that I'm all about the legacy, so I'm super excited for this discussion today. So Tricia is a strategic advisor who helps high performing professionals transform into industry thought leaders through the power of authentic storytelling. With her experience as a seasoned and award-winning director, producer, and mentor to countless speakers, Tricia has put thousands of speakers onto big stages around the globe. Tricia founded the Big Talk Academy where she certifies speakers in the art of public speaking. She was the executive producer of Speakers who Dare and TEDx Lincoln Square and is the producer and host of The Big Talk, an award-winning podcast and YouTube channel. Tricia's book, the Influential Voice saying What you mean for Lasting legacy was number one, new release on Amazon in December, 2020. Tricia, thank you so much for joining me today. Super excited to dive in.

So excited to be here, Tiffany, and I just love the work that you're doing and we're so aligned when it comes to helping people use their voice and leave a lasting legacy. So thank you for the work you're doing.

Yeah, absolutely. And right back at you. I'm so excited. You know, we met in an event in New York City last year, um, which is where you live and realized how many kind of, of the same colleagues and friends we already had. Um, and, and we immediately connected sitting next to each other talking about the idea of legacy and how similar but different our work is. Um, so the first question I had, you know, when I develop brands for my clients or guide them through the process, we spend a lot of time crafting the brand voice. And I think a lot of people think they just innately have a voice, so they don't really have to think about a brand voice. And we both know that you do really need to spend some time thinking about that. So from your perspective as a speaker, you know, I help them craft the brand voice. What would you say is the first step to truly having what you call an influential voice?

The first step is really knowing that your point of view and what you have to say matters. So many speakers come to me and they say, I don't have a traumatic story. I've, I've got a story that other people have already shared, um, who wants to hear from me? It's not interesting. It's not, uh, exciting. And I always say, there is one person out there who is meant to hear from you. And by not sharing your voice, you are robbing them of hearing your message and potentially having you change and even save their life. Now, that's the first step, knowing that your voice matters and getting rid of those stories and those lies that we tell ourselves that, oh, somebody else can say it better, or somebody else has already said it. That's the first step. And I'm not suggesting that you just start sharing your story vulnerably on social media and call yourself a seeker <laugh>. There's a second part of that, which is the, the skillset that we're probably going to get into.

Oh, I love that. It's, it's so true. I have the same thing, like we just touch on the, the brand story. You know, we really dive deep into brand story. We'll touch on the personal stories high level without really getting deep into it. But I hear the same things, you know, who am I to tell it? I don't have the regs to riches stories. I don't have this, I don't have that. And I, I think you're so right. We all have a story that

can impact other people. Um, that's huge. I love that you started with that. And so I feel like that other piece too, I'd love to touch on as far as social media. I talk about being so social media optional. I personally don't love social media, and part of it is people sometimes sabotage their brands without realizing it. You know, we're told to be so vulnerable, and like you just said, it's, there's this balance right, of the right way of doing it. And, you know, some people will go on and just start bawling and telling their story. And I hate to say it, but like, I don't typically wanna work with somebody who's like just being emotional all the time for, you know what I'm saying? Like, I, it's, it's a balance. So I would love to hear your perspective a little bit deeper on that.

It is a balance, and I do listen to your show. So I was listening to the most recent podcast about using podcasting as your organic, uh, traffic generator rather than social media. So I think that's a very wise decision as well as to, um, to have a wide portfolio of how you're bringing people into your ecosystem when it comes to sharing. If you make the decision to share a story in service of an audience, and it's a vulnerable story, you need to make sure that you have healed from that story and that you're not using the platform as public therapy. Yes. And I always say that you need to share from the scar not the wound. So have, make, make very sure that you are healed and also be clear on why it is you're sharing that story. If you are sharing a story vulnerably in order to manipulate an audience, that is the absolute opposite of being an influential voice.

And we will see through it immediately. And that is something that I, I call, uh, your bag of tricks. Speakers come to me and they have a bag of tricks. So do actors, uh, Christopher Walkin's bag of tricks. When he reaches inside, he becomes Christopher Walken when he's doing a different movie, he doesn't do anything except play Christopher Walken. That's his bag of tricks. When you are an actor or a speaker and you reach into your bag of tricks and you share some vulnerable story while you're crying and becoming emotional, two things are happening. You are relying on, uh, a performance quality that is not authentic because you've reached into your bag of tricks and you've pulled out, I'm gonna cry and become emotional. And the other part of this is you are, you are stealing the emotional experience from your audience because you are the one having the emotional experience. And that's just selfish. You want to share emotionally without becoming emotional. And there's a difference when you're on stage and you're sharing emotionally without becoming emotional. It is your job as the speaker to take care of us. And if we feel for one second that we have to take care of you, then you're no longer the credible expert in our eyes.

Oh, wow. I love how eloquently you said that. 'cause I think we all feel that, like you said, and it's like, ugh, this is just like a play. And I mean, there are times I'm sure when somebody shares something and they, they may tear up a little bit or some, you know, like that may happen, but it's, it's so obvious when it's the bag of tricks, like you're saying. So thank you for explaining it that way, because I feel like I've always seen through that, but I'm like, oh, that's, that's actually what's behind it. Right. And I love that you said it's stealing the emotional impact from the audience. Right. Because that's what we're there for as speakers, whether we're on a podcast, whether we're on stage, is to weave in the emotion for the audience. We're we're taking them on a journey, right. <laugh>.

That's right. We, we want them to experience the emotional rollercoaster. Mm-hmm <affirmative>.

So I loved also that you said when you're sharing from service or in service, I think that's like the, the opposite of what we're saying here is pulling out the bag of tricks and being, you know, tricky about it. Um, or sharing from a place of service. And I think that's where we connected as well with the whole legacy piece. Like when you do it in service, like you're saying, without the emotion to actually help other people, it just changes everything.

It does. And let's be clear, to get on stage in front of other people requires a certain amount of ego. And I don't say that in a negative way. We get out of bed because of our ego every morning. Mm-hmm <affirmative>. If we didn't have an ego, we wouldn't be able to do the hard things and to, to accomplish the amazing goals. However, there's a certain amount of humility that comes and responsibility that comes with taking a stage as well. And when you are getting on a stage in front of people and you are speaking in service of them, it is no longer about you. And that's why it's not about an ego when you get on stage, if you understand that you are speaking in service of an audience and you are giving them the gift of your expertise, you are giving them the stories so that they can relate to you and see themselves in you and potentially take action because of it.

Beautiful. So I actually was going to ask about that because I know that you talk about, you know, the responsibility, you mentioned it at that we have as thought leaders and speakers. And I know, like we heard in your bio, you're very multi-talented, multi-passionate, and doing multiple things. So can you talk a little bit more about why you think it is a responsibility and also what people if, if, kind of going back to the beginning too, where people may think, well, my story's not good enough. Or maybe they're scared to speak on stage, but they know that would help. You know, when I'm talking about branding, I say, let's make your message a movement. It's one of my taglines. So if we're going to focus on that, why would you say it's a responsibility for people?

Being an influential voice means understanding. Every single thing you say to someone has the ability to make them feel good or bad. It gives you the opportunity to align with love or hate, good or evil. And you as an influential voice can be across the table from your kids at dinner, and everything you say to them is going to have an impact. You might be an influential voice in the front of a classroom, and everything you say is going to have an impact and leave a lasting legacy on those students. You might be at a boardroom and everything that you say is an influential voice is going to impact your team. Or you might be on stage speaking to 50,000 people. And every single thing you say, as an influential voice is going to impact the lives of those people. The ripple effect of what you say and how you show up is exponential.

Therefore, you must take on the responsibility of the things that you say. And I, I share this, uh, vulnerably, if you will, when I wrote my book, the influential Voice saying What you mean for lasting legacy, I was absolutely thrilled and absolutely fine up until the point that you could buy my book and it could arrive into your, into your mailbox. Because I thought to myself, oh no, I can never have a fight with my husband again. And the reality is, we are human beings and we are always going to make mistakes. And as an influential voice, it is our role and our responsibility to know that and to ask for do-overs and to practice forgiveness of self and others. And so the responsibility is the ongoing awareness and knowing that when we make a mistake, how to correct it.

Yeah, I love that because that can feel everything you said is so powerful and, and make so much sense. I think most people, you know, especially influencers on social media again, and there's nothing wrong

with that. A lot of people do really well and they're amazing at it. It's, it's just not my GM specifically. And even there, right. It's such a big responsibility and what we're coming off of. And I think a lot of people don't necessarily take that response. They don't realize, you know, especially the more followers that you do have, how that impact makes. So I love that you said, of course people are gonna make mistakes, but it's up to us to take ownership no matter what the platform. And I love also that you brought it back to like even our dining room table. You know, I have a 10-year-old daughter, and like what I say matters and we have to course correct if we say it wrong, and that teaches them. So I love how you look at everything from the big picture rather than, yes, we're talking about mainly the stage here, but it really impacts everywhere. And we could also take it a step further. If, if you wanna get, like, you know, out there a little bit and say, you know, our thoughts and words create our reality in a sense. So that's even more important. <laugh>

Our thoughts and our, our words create our reality. Absolutely. What we think is true and what we say matters.

Mm-hmm <affirmative>. Yeah. I love this conversation. I hope you're loving it if you're listening today, because I think we just don't go deep into it. You know, even when we talk about brand voice, when we talk about social media, when we're talking about podcasting, all of these things, how important it actually is to be really clear in what we're saying, how we're saying it, all of those pieces. So I,

I'd love to just say one thing quickly, Tiffany is, I, I, if you're watching this, you can see that behind me it says, your voice matters. And I truly believe that all voices matter. And I wanna highlight this because of our situation right now in the United States. Mm-hmm <affirmative>. And without getting political, even though if you've read my book, you know how I feel about things, what I want to say is I truly do believe all voices matter. We do not have to have the same opinions. However, being a responsible influential voice means you are going to speak with dignity, curiosity, humility, respect, and love. And that is truly what it means in my mind to be an influential voice.

Beautiful. Thank you for, for dialing that even in more. And I love the love piece. 'cause again, then you can mess up. You don't have to be perfect, but humility and love, you're gonna come back and course correct. So yes. By the way, um, I have Trisha's book, so everybody definitely get yourself a copy. It's so good. So, um,

Thank you.

Absolutely. So we all know how noisy the online world is, and like you just, and thank you too for bringing it to that place of what's happening in the world now, because I've seen some business owners and I've actually had some of my clients asking, should I be showing up? How do I show up? The thing is, the climate's been tricky for a while now. It goes on and off, right? Especially since like 2020. And the truth is, the world always has some chaos. So I'm curious what your thoughts are on that. I say keep showing up. Like you said earlier, it's our responsibility, but also, you know, it's just noisy out there. We have more people saying more things than ever before. The technology is amazing, but it's also can be overwhelming. So how do you help your clients communicate for impact and then really kind of get seen? Thank you for asking. It is very noisy right now. And I think it goes back to how are you going to contribute to the greater good. If what you're saying or what you're sharing is not contributing to goodness and to, uh, thinking, and it is just unnecessary, um, vitriol or, um, ego, then I would say it's not

going to be a positive experience. And when my clients and the speakers that I work with make the decision to use their voice and to start speaking and to start showing up, um, and have more visibility, we always ask the question, am I contributing or am I adding to the noise? How am I truly contributing? Will somebody see, hear, experience what I'm saying and how I'm sharing it in a way that can make their lives better? Or am I just speaking from ego because of ultimately because I'm afraid that I won't have anything important to say, so I'm just gonna say everything? And that's something that I think is a really big differentiator. Being silent is equally as powerful as saying something. And I don't mean being silent and not speaking out. I mean being mindful until it's time for you to say something. Mm-hmm

<affirmative>. Oh, such a good point. I think a lot of times too, it's, you know, there's advice out there, be everywhere and talk all the time. You have to post 50 times a day and, and when it's just that noise, it's not gonna cut through the rest of the noise with something different, you know? So I, I love that. And less is sometimes more, probably always more. Right? <laugh>

Always more. I was just doing a, a training on creating a slide deck that doesn't assault your audience. Oh Gosh, yes.

And, and I said, it's just like leaving your house. You wanna always take off one piece of jewelry. Mm. So good. Not have like, the clashing, the big earrings and the big necklace and all of that.

Yeah. Don't assault us with your slides, <laugh>.

Perfect. So, um, as we start to wrap up here a little bit, you know, you have multiple books, you help your clients get on big stages, but you also saw a gap in the publishing world recently. So I just wanted to shine a light on that for the audience here. Uh, because like I said, you're very multi-passionate. I love how you've brought all of these pieces together for people to really step up into thought leadership. So can you share a little bit about that piece and how it ties in kind of with your ecosystem?

Thank you, Tiffany. Yes. Uh, I have my first book traditionally published and I decided, um, to write my second book about menopause. And that publisher did not wanna publish it. And so I thought, okay, that's interesting. And when I started to research other publishing companies, what I realized is they all require a huge social media following. And part of our values here at the Big Talk is inclusion. Mm-hmm <affirmative>. And that is not inclusive. Absolutely. So I decided to create the big talk press, female founded boutique publishing company because I want to include people who are thought leaders and amazing authors who may not care about social media and who have something really important to say. And so I founded the Big Talk Press and we publish, uh, authors who write books about personal development and memoirs, and if you're aligned with our values, then we are happy to publish your books. And it's also an amazing opportunity for our speakers because they either wanna write a book and then become a speaker, or they're a speaker and then they wanna write a book. So I can support all of them in helping them use their voice for impact.

Hmm. So good. Yeah, I wanted to make sure to highlight that for the audience, because again, I talk about being social media optional. I know a lot of my listeners and clients all feel the same way about social media and it's, it's a great tool and it can be overwhelming. And if we really wanna make an impact, I don't know, I preserve prefer serving my clients over creating content all day. So I think that's so beautiful that you did that, um, specifically to support women, especially because sometimes there's

that piece in publishing, you know, there's, there's all different kinds of angles that we can look at. So, so amazing. So everybody definitely go check out Tricia's website, which is TriciaBrouk.com, B-R-O-U-K. Uh, we'll have that obviously in the show notes, uh, as well as her social media links. And you have a gift for the audience as well. So if you wanna let them know what they can find there,

I would love that. Thank you for this amazing conversation, Tiffany. I so appreciate you and I would love for your listeners to head on over to trisha.brook.com/command and download the free on demand masterclass on how to command any room.

Ooh, love that. Definitely commanding a room is something that we need to learn as thought leaders, so thank you for that beautiful gift, Tricia. And then I cannot help I end every episode this way. Uh, what does legacy mean to you and why is it important?

Legacy is important to me personally because I am childless child free by choice, and I always wanted to make sure that I could leave a legacy of good. And it really truly means being able to leave behind what I learned while I was here in service of those who come after me.

Hmm. So beautiful. Thank you again, Trisha so much. I feel like we could probably talk for a couple more hours, but just to be mindful of the audience, definitely everyone go check out her website, um, buy her book. Thank you again for being here, Tricia.

My pleasure.

All right. And remember, if you're not consciously building a legacy, you're simply building a brand unconsciously. I hope this discussion with Tricia inspired you to take action, even if it's simply moving the needle 1% towards the direction of your legacy. Because if we all focus on making an impact, the ripple effect we have together can truly make a difference. We'll see you next time.