



SuperStar Communicator Podcast

Summer Advantage: Building Confidence and Communication Skills Before September

00:00:02 – 00:01:02: Introduction & Summer Opportunity

Susan opens the episode by discussing how quickly September arrives and how summer is typically a slower period due to holidays and family commitments.

She suggests that this lull is actually an opportunity to focus on professional development before the busy season begins.

00:01:04 – 00:02:14: The September "Reset"

Susan notes that September feels like the real start of the business year, referencing the school year in the Northern Hemisphere.

She shares that those who enter September with confidence have prepared in advance by investing in themselves during summer, rather than waiting until the last minute.

Addresses the myth that confidence work is only done when it's needed and relates it to post-training course experiences where good intentions quickly fade.

00:02:15 – 00:02:58: The Challenge of Lasting Change

Susan describes how quickly professionals revert to old habits after training, using examples such as speaking too quickly or apologizing before speaking.

Emphasizes this isn't a motivation issue but the result of neurological habits (neural pathways).

00:02:58 – 00:03:43: The Science of Neuroplasticity

Susan explains neuroplasticity—the brain's ability to form new pathways through repetition and practice.

Stresses that lasting behavioral change isn't achieved through one-off workshops, but through repeated practice and feedback.

00:03:44 – 00:04:52: Why Summer Is the Best Time for Growth

Susan argues that summer, with its slower pace, provides space to develop communication skills.

Imagines the benefit of entering September with ingrained, practiced habits instead of scrambling to learn new skills under pressure.



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00:04:52 – 00:06:19: Introducing "Be Seen, Be Heard, Make an Impact"

Susan introduces her 5-week program focused on building habits through live sessions, reflection, coaching, and a supportive community, rather than relying on single-event workshops.

Describes how new habits and confidence are built over time, not overnight.

Concludes the section with 3 reflection questions about future opportunities and readiness for promotions or important projects.

00:06:20 – 00:06:59: Final Thoughts and Call to Action

Susan encourages listeners to use the summer to build communication skills, either through her program or self-directed learning.

Ends with thanks and information on where to find more details about her course.

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