



SUSAN YOUNG PRESENTS:

**AMPLIFY:**  
**POWERFUL COMMUNICATION TO**  
**BUILD YOUR CONFIDENCE,**  
**VISIBILITY, AND PEOPLE SKILLS**

Digital Built Environment Institute (DBEI)

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**Susan Young**

Award-Winning Communicator + A/E/C Trainer  
AECAmplify.com

**“Your communication is an inside job.” – Susan Young**

You can be an engaging communicator and marketer in meetings and shortlisted interviews so that you have more trust, repeat clients, and profits.

**The 2 Cornerstones of Success:**

1. \_\_\_\_\_
2. \_\_\_\_\_

**The 2 Basic Laws of Marketing:**

**The Believability Factor**

**Get out of your own head and out of your own way. Inside out storytelling.**

**Delete the relentless negative self-talk and old stories so that you take CONTROL of your confidence, career, and connections!**

## The Most Important 4-Letter Word:

**Your Attention: Focus on the habits and behaviors you want so that you step into your true potential. In a SNAP!**

### **Self-Awareness**

**COMMUNICATE HUMAN-TO-HUMAN (H2H)  
THE HUMAN FACTOR**

## The 5 Words to Live By:

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### 5 Ways to Clear Foundational Blocks + Build Confidence

- 1.
- 2.
- 3.
- 4.
- 5.

**YOU are the Message!**

**A subtle, humble confidence and deep trust in yourself.**

**The Evolution of YOU. Being Perfectly Imperfect.**

### **Your Action Plan:**

**Write down 1 thing you just learned that you'll START doing.**

**Write down 1 thing you just learned that you'll STOP doing.**

**Write down 1 thing you just learned that you'll CONTINUE doing.**

### **NOTES**

**Scan the QR code and continue learning with Susan. Online group coaching, private trainings, and 1:1 programs so you win trust and more contracts.**



# Susan Young

Award-Winning Communicator + A/E/C Trainer

I've spent my 40+ year career in communication. I'm a radio news reporter, publicist, speaker, and entrepreneur.

So, what do I know about most people in A/E/C?

They can *build* a room. They can't *read* a room.

Many folks lack soft skills because schools and other programs aren't teaching them at a higher level.

What if A/E/C pros were more concise and confident in breaking down complex details?

I did this for 10 years. I was a radio news reporter and anchor. I have interviewed everyone from homeless people to presidents.

Early on, I learned what to include, what to leave out, and how to distill complicated information.

I'm an award-winning storyteller.

*Few people have this kind of experience.*

I teach how to share concise, crystal-clear messages in a friendly and authoritative way that builds trust.

Insatiable curiosity led me to study Neurolinguistic Programming. NLP is about human behavior, leadership, negotiation, and self-confidence.

NLP strategies go beyond Emotional Intelligence, active listening, and Toastmasters.

*So, what truly separates me from others?*

My charming personality.

I have a no-nonsense, bada\*\*, and heartfelt style. (A native of New Jersey, we moved to San Antonio in 2006.)

Blend this with deep experience in news, storytelling, and NLP, and YOU get exceptional growth, collaborations, opportunities, and meaningful relationships.



[www.AECAmplify.com](http://www.AECAmplify.com)



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