



**“If you make yourself understood, you’re always speaking well”** MOLIÈRE

career difficult with children and can often feel ‘on mute’. I want to encourage women to assume that it is possible to take a position of power. It makes my job worthwhile when I can inspire other women.

**What can people expect to gain from your mentoring programme and your book?**

It is all about how to get yourself heard – the ways to be assertive without being aggressive and to make your point without being too pushy.

There is a difference between showing up and showing off and what I want to do is allow women to show up and be the best they can be. In my book I have taken various inspirational quotes which underline the points I make. I work with people one to one and in groups as well as virtually – showing them the steps, the ways and the words to use and avoid, and how to express themselves comfortably.

**If you could share one tip for success to the readers of Vanilla what would it be?**

Give yourself permission to show up, sparkle and be heard. Many women ask ‘is it ok if I?’. Yes, you have permission to speak up!

## Stand up and be heard

**A**uthor of the international bestseller, *The A to Z of Being Understood*, Kay White, from Newbourn, has carved a unique career and built a successful business around the art of communication. She possesses an uncanny mastery of the English language – the ability to know just what to say, and how, in order to deliver impactful messages that are not only heard, but also acted upon.

Kay works all over the world helping ambitious, experienced, and often frustrated, professional women (and a few very smart men), enabling them to express themselves and be both seen and heard, not only in the workplace, but in their private lives too. Using a blend of subtle, savvy words and self-confidence boosting mindsets, she demonstrates how to use language in the same way as one would use accessories – to add interest, highlight and sparkle.

**Where did you get the inspiration from to become a communications expert and to inspire other women to be successful as yourself?**

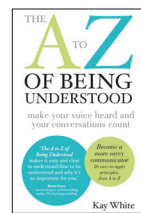
I previously worked for a large international insurance firm for over 20 years and while I was amongst the hustle and bustle I learnt how to and how not to communicate. I began to recognise that I started to lose some of my personality in the corporate environment. My job was to turn complicated and boring information into something interesting, accurate and compelling. Using my energy and language in this way inspired me and became the first step in establishing my own business – *Way Forward Solutions*.

**What does communication mean to you?**

Interaction and, very simply, how you get your message across.

**Why is it so important to you to inspire and empower women in business?**

Some women find maintaining a



**The A-Z of being Understood £11.99 on Amazon or Kay’s website [www.wayforward-solutions.com/powerup](http://www.wayforward-solutions.com/powerup)**