



**DE LORENZO**

## CONSCIOUS COMMUNICATION. CONFIDENT CONVERSATIONS .

Transform the way you speak,  
listen and connect -  
one conversation at a time.

*“Every word you speak sets  
the tone for the experience.”*



In salons, communication is everything. This energising 2-hour keynote is designed to help salon owners, stylists and managers strengthen their communication skills - so they can connect better with clients, reduce tension within teams and handle difficult conversations with clarity and care. Whether it's what you say, how you say it, or the energy behind it - communication shapes every moment.

### ABOUT RITA MARCON

Rita Marcon is the founder of I AM CONSCIOUS LIVING, whose love for the salon industry was sparked at just 12 years old and has shaped every step of her journey since.

From the edge of high heels on the salon floor, she followed her passion - mastering human connection, leadership and empathy - not through textbooks, but through real conversations, courageous choices and a deep belief in the power of people.

Today, she brings that lived wisdom into every room she enters, inspiring others to lead with heart, purpose and presence.

### THE SESSION

In the salon world, great communication is the key to everything - from trust with clients to harmony within the team.

**This session gives leaders and team members practical, down-to-earth strategies to:**

- Express themselves clearly, confidently and respectfully
- Decode what clients and colleagues really mean
- Avoid assumptions, tension and unnecessary reactivity
- Feel more grounded, calm, and connected - even on the busiest days

**Whether they're answering phones, consulting with clients, or resolving team issues this session will help your team feel:**

- More equipped to say what they mean, without being reactive
- More confident in handling conflict or miscommunication
- More intentional in how they connect and collaborate

**Each Attendee will walk away with:**

- Practical tools to improve how they speak and listen under pressure
- Strategies to reduce miscommunication and prevent unnecessary drama
- Techniques for setting clear boundaries and expectations

Townsville	29 Sept	Mercure Townsville	6.30 - 9.30pm
Brisbane	13 Oct	The Colmslie	6.30 - 9.30pm
Melbourne	20 Oct	The Royce	12.00 - 3pm
Perth	27 Oct	Metro Hotel	10.30 - 1.30pm
Adelaide	3 Nov	The Playford	6.30 - 9.30pm
Sydney	17 Nov	The Pullman	6.30 - 9.30pm

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