DR. STEPHEN J. CRAWFORD

COMMUNICATION & PRESENTATION

Your whole self is speaking.



Keynotes, workshops, and retreats built on **The Five Stages of Resonance.**

WHY THIS WORK

The room reads you before it hears you.

Every audience, every boardroom, every hard conversation does the same thing in the first few seconds. It reads your breath, your body, and your belief, and decides whether to lean in or brace.

Much of communication training has focused on the surface, from the slides to the talking points to the filler words. That work has its place. Yet speakers still walk up with a pounding heart and a guarded voice, and the room feels every bit of it.

The Five Stages of Resonance works from the inside out. It forms the credibility people trust, the calm presence that makes a room feel safe, the lived stories that create connection, the disciplined message that brings clarity, and the flow that moves people to act.

On the stage or at the table, your whole self is speaking. We teach it to say what you mean.

> *"Your voice carries everything you have lived. Let it.*
>
> DR. STEPHEN J. CRAWFORD

BUILT FOR COMMUNICATORS WHO

- know their material but tighten under pressure
- avoid the conversations that matter most
- are ready to speak with the whole self, in any room

20+
YEARS IN THE FIELD

33
COUNTRIES

3M+
PEOPLE REACHED

52+
PROFESSIONAL CERTIFICATIONS

THE METHOD

The Five Stages of Resonance

One method in five stages, each one carrying the weight of the next. Drawn from Dr. Crawford's book, the stages form the communicator first, then everyone who listens.

01

THE FORGE

Character Integrity

Do I live what I am about to say?

The most credible message is the one you live. Speakers turn their own story into raw material the room can trust.

BUILDS IN THE ROOM

Credibility

02

THE TRANSMISSION

Emotional Frequency

What is my body broadcasting?

The nervous system speaks first. Communicators learn to steady their state so the room feels safe, not tense.

BUILDS IN THE ROOM

Safety

03

THE CROSSING

The Experience Threshold

Am I speaking from what I lived?

Stories from the crossing carry authority borrowed stories never will. Speakers connect through what they have lived.

BUILDS IN THE ROOM

Connection

04

THE CREATION

Disciplined Thought

Is my message built or improvised?

Clarity is a discipline. Communicators build a message, and a hard conversation, with structure and intent.

BUILDS IN THE ROOM

Clarity

05

THE OVERFLOW

Speaking from Flow

Can I stop performing and be present?

When the speaker stops performing, the room stops watching and starts moving. Presence becomes action.

BUILDS IN THE ROOM

Action

Every engagement in this booklet is built on these five stages. Shorter formats introduce them. Longer formats take a group all the way through.

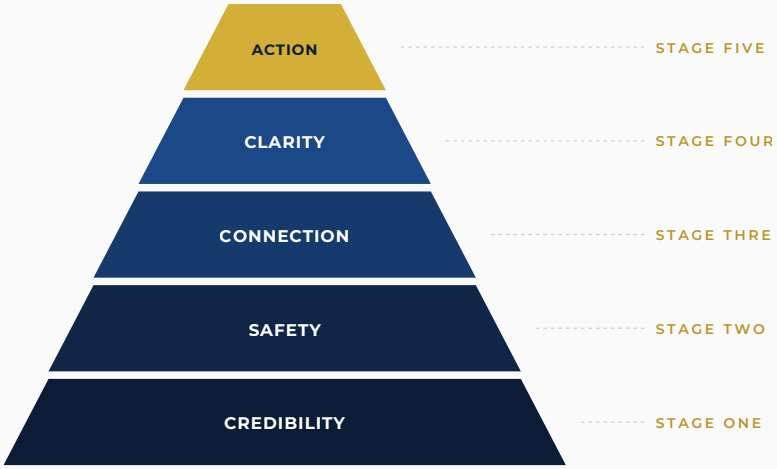
FROM SPEAKER TO ROOM

What forms in the speaker shows up in the room.

When an audience drifts away, the drift usually began in the first minute.

Credibility earns attention. Safety invites openness. Connection creates belief. Clarity makes the next step obvious. Flow turns listening into action.

The same five stages govern the stage and the table: the presentation to a thousand and the conversation with one.



THE ARC OF EVERY ENGAGEMENT

The journey back to your full voice.

MOVEMENT ONE

Unmask.

Drop the performer, so the room meets the person.

MOVEMENT TWO

Unscript.

Let go of the memorized script and the old story about your voice.

MOVEMENT THREE

Unleash.

Speak with the full voice that was always yours.

The three movements come from the final chapter of The Five Stages of Resonance and give every keynote, workshop, and retreat the same unmistakable arc.

SIGNATURE KEYNOTE

Change Every Room You Enter

WHY THE ROOM READS YOU BEFORE IT HEARS YOU



It opens with a heartbeat, and a question: what is your body saying right now?

Most of us were taught that communication is about words. The room knows better. It reads the breath, the posture, the certainty, and the fear, and it decides in seconds whether to lean in or pull away.

In this keynote, Dr. Crawford takes audiences through the three movements of The Five Stages of Resonance. People discover why their voice tightens under pressure, how to steady the nervous system before a single word, and how to speak from the whole self in every room they enter.

YOUR AUDIENCE LEAVES WITH

- Why the room reads the body before it hears the words
- A simple reset that steadies the nervous system under pressure
- The stories we tell in hard moments, and how to tell a truer one
- A live voice experience the audience will not forget

> *"Every word is a command."*

Length	20 to 60 minutes
Experience	Live room exercise available
Best for	Conferences, all hands meetings, leadership summits
Pairs with	Any workshop or retreat as the opening session

PROGRAMS DELIVERED FOR MEDTRONIC · BOSTON SCIENTIFIC · U.S. AIR FORCE · DEPARTMENT OF HOMELAND SECURITY

WORKSHOPS

Practical formation for people whose voice carries weight.

Four formats that share one language, so every session opens a door to the next.

60 min LUNCH & LEARN · **2 hour** WORKSHOP · **4 hour** HALF DAY · **8 hour** FULL DAY

LUNCH & LEARN — 60 MINUTES

Before You Say a Word

A practical reset for the moment before every meeting, pitch, or stage.

WHAT WE COVER

- The Five Stages at a glance, for communicators
- What the nervous system broadcasts under pressure
- One reset you can use in under two minutes
- Partner practice: speaking from a steady state

LEADERS LEAVE WITH

A reset they will use before their very next meeting.

BEST FOR

Lunch programs, team meetings, and conference breakouts.

TOOLS IN PLAY The Five Stages method · Nervous system science

WORKSHOP — 2 HOURS

The Room Reads You

Presence under pressure, on the stage and at the table.

WHAT WE COVER

- Stages One and Two in depth
- Credibility: owning the message you carry
- Steadying your state when the stakes rise
- Naming what you feel before it speaks for you
- Stress style self check: silent, forceful, or steady

LEADERS LEAVE WITH

A clear read on how they show up under pressure, and two practices to steady it.

BEST FOR

Managers, client facing professionals, and emerging speakers.

TOOLS IN PLAY The Five Stages method · Nervous system science · Everyone Communicates, Few Connect · Crucial Conversations

WORKSHOPS

Deeper formats for building the message and holding the moment.

The half day and full day formats take communicators through every stage and into live practice.

60 min	2 hour	4 hour	8 hour
LUNCH & LEARN	WORKSHOP	HALF DAY	FULL DAY

HALF DAY — 4 HOURS

The Stage and the Table

A message built, a conversation planned, and both practiced out loud.

WHAT WE COVER

- All five stages with practical application
- Turning lived experience into stories that connect
- Message architecture: one idea, clearly built
- Planning a high stakes conversation from opening to follow up
- Practice rounds with live coaching

LEADERS LEAVE WITH

One message built and one hard conversation ready to have.

BEST FOR

Leaders, presenters, and teams facing difficult conversations.

TOOLS IN PLAY The Five Stages method · StoryBrand · Crucial Conversations · 16 Laws of Communication

Optional: DISC profile add on.

FULL DAY INTENSIVE — 8 HOURS

Whole Self Communication

The complete communicator, on any stage and at any table.

WHAT WE COVER

- DISC: how you speak, and how others best hear it
- Nervous system mastery for high pressure moments
- Your signature story, built from the crossing
- Message architecture and one clear sentence
- High stakes conversation lab
- Delivery lab with video feedback and flow

LEADERS LEAVE WITH

A signature message and a plan for the conversation they have been avoiding.

BEST FOR

Executives, spokespeople, speakers, and high potential leaders.

TOOLS IN PLAY Five Stages · DISC · Nervous system science · StoryBrand · Crucial Conversations · 16 Laws · Flow research **Includes: DISC assessment and individual report.**

COMMUNICATION RETREATS

Some voices only open up away from the podium.

Off site and away from the everyday calendar, a group moves through the Five Stages together. They find the story only they can tell, practice the conversations that matter, and leave speaking with a voice they recognize as their own.

Built for cohorts and teams
Leaders, spokespeople, and the people who speak for your organization.

Experience led
Voice work, story, and live practice instead of lectures.

Real reps
Every participant speaks, and every participant is coached.

DISC for everyone
Every participant receives a profile and debrief.

ONE DAY RETREAT

The Voice

One day to find the voice pressure has been hiding.

THE JOURNEY

01 Opening experience that sets the tone for the day

02 Stage One and Stage Two immersion

03 Steadying the nervous system under real pressure

04 The voice ladder: from held back to fully heard

05 Finding the story only you can tell

06 Closing declaration

TEAM LEAVES WITH A steadier state, a truer story, and a voice they trust.

COMMUNICATION RETREATS

Longer journeys for voices ready to be fully heard.

The Message TWO DAY RETREAT

Two days to build a message worth hearing, and the courage to deliver it.

DAY ONE **Unmask**	**STAGES ONE AND TWO** Credibility, state, and story. Evening story circle.
DAY TWO **Unscript & Unleash**	**STAGES THREE THROUGH FIVE** Message architecture, high stakes conversations, and a delivery lab.

TEAM LEAVES WITH A signature message and a plan for the conversation that matters most.

Every Room THREE DAY RETREAT

The full journey: a voice formed from the inside out and ready for any room.

DAY ONE **Unmask**	**STAGES ONE AND TWO · THE DECLARATION, THE VOLTAGE** Credibility, nervous system regulation, and the voice ladder.
DAY TWO **Unscript**	**STAGES THREE AND FOUR · THE VESSEL, THE ARCHITECTURE** Signature stories, message architecture, and the high stakes conversation lab.
DAY THREE **Unleash**	**STAGE FIVE · THE RELEASE, THE RECOGNITION, THE BECOMING** Delivery in flow and The Declaration Talk, with every voice witnessed.

TEAM LEAVES WITH A signature talk, a conversation plan, and a voice they own.

Every Room is the only format that includes all Seven Activations from The Five Stages of Resonance, and it closes with The Declaration Talk: every participant speaks, and every voice is heard.

THE TOOLBOX

One method. A deep toolbox.



The Five Stages of Resonance is the method. Everything else is equipment.

Across more than two decades, Dr. Crawford has earned 52+ professional certifications in leadership, communication, influence, and human performance. They serve the work rather than crowd it. A master craftsman knows every tool in the truck and reaches for the one the moment calls for.

A speaker whose voice tightens on stage may need to understand the nervous system. A team that avoids hard conversations may need a path through them, and a brilliant idea may need a clearer sentence. When that moment arrives, the right tool comes out, does its work, and returns to the box while the method keeps leading the way.

TOOLS WE REACH FOR MOST IN COMMUNICATION WORK

Connecting with People

Everyone Communicates, Few Connect
John C. Maxwell

Connection that turns an audience into a relationship.

Mastering the Message

The 16 Undeniable Laws of Communication
John C. Maxwell

Principles for preparing and delivering any message.

High Stakes Dialogue

Crucial Conversations
Patterson, Grenny, McMillan, Switzler

Honest dialogue when stakes are high and emotions run strong.

Clear Story

StoryBrand
Donald Miller

Messages so clear the listener can repeat them.

State and Presence

Nervous System and Flow Science
Flow Research Collective

Steadying the body so the voice can do its work.

Reading the Room

DISC Personality Profile

How each listener prefers to receive a message.

ALSO IN THE TOOLBOX Principles of Persuasion, SPIN Selling, Motivational Interviewing, the 21 Irrefutable Laws of Leadership, the 6 Types of Working Genius, and more.

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CHOOSE YOUR PATH

Every engagement at a glance.

ENGAGEMENT	LENGTH	BEST FOR	ASSESSMENT	PARTICIPANTS LEAVE WITH
Keynote	20 to 60 min	Conferences, all hands meetings		Why the room reads you first
WORKSHOPS				
Before You Say a Word	60 min	Lunch programs, team meetings		A reset for any high pressure moment
The Room Reads You	2 hours	Managers, client facing teams	Self check	Presence under pressure
The Stage and the Table	4 hours	Leaders, presenters, teams	DISC option	One message and one conversation plan
Whole Self Communication	8 hours	Executives, spokespeople	DISC	Signature message and conversation plan
RETREATS				
The Voice	1 day retreat	Cohorts and teams	DISC	A steadier state and a truer story
The Message	2 day retreat	Cohorts and teams	DISC	A signature message and conversation plan
Every Room	3 day retreat	Groups ready for the full journey	DISC	Signature talk, plan, and a voice they own

EVERY ENGAGEMENT INCLUDES

- **A discovery conversation first**
  Nothing is designed until we understand your people, your goals, and what is really in the way.
- **Built to stack**
  The language your team learns at lunch is the same language it carries into the retreat.
- **Built on your real moments**
  We work the presentations and conversations your people face every day.
- **Speaker coaching to go further**
  Any engagement can add one to one coaching for keynotes and key presentations.

IN THE MEDIA

Heard well beyond the room.

The book, the work on stage, and the Resonant Sounds soundtrack are reaching people far beyond the rooms where this work began. Here is where the message has been carried, and where you can find it.

THE BOOK

189 news pickups across 138 outlets in the United States and Canada carried the release of The Five Stages of Resonance.

CARRIED IN PUBLICATIONS INCLUDING

- The Des Moines Register ↗
- The Indianapolis Star ↗
- The Tennessean ↗
- The Cincinnati Enquirer ↗
- Milwaukee Journal Sentinel ↗

"Five Stages of Resonance Framework Redefines Executive Presence"

Release headline

Available in hardcover, paperback, Kindle, and audiobook, and published in English and Spanish. **Get the book**

ON STAGE

3M+
people reached from the stage

33
countries

20+
years of keynotes, trainings, and coaching

PROGRAMS DELIVERED FOR

- **Medtronic**
- **Boston Scientific**
- **United States Air Force**
- **Department of Homeland Security**

Keynotes, trainings, and ceremonies delivered in boardrooms, conference halls, and sanctuaries around the world.

WHAT CLIENTS SAY

Rated 5.0 on Google across 20 reviews
Read them: Dr. Stephen Crawford · Experience Leadership

★★★★★

"He does not just teach speaking, he challenges you to fully step into your role as a presenter."

Dr. Michelle Odette Green
Speaker and presenter

★★★★★

"His coaching on phraseology, story telling, and using my personal story to connect with the audience was priceless."

Bobby Horne
Seminar presenter

★★★★★

"What sets Stephen apart is his authenticity, he's lived what he teaches, and you can feel that in how he speaks and engages."

Gene K. J. Kopczyk
Speaker, coach, and Toastmasters host

READ THE COVERAGE Every article, feature, and outlet is listed at **fivestagesofresonance.com/press**

IN THE MEDIA

Resonant Sounds in the press.

The soundtrack written alongside the book has been featured by music publications and praised by curators across genres, from hip hop and R&B to indie pop and neo soul.

FEATURES AND INTERVIEWS

HipHopEargasm	Resonant Sounds reframes survival as strength on “STRIKE ME I RING” ↗ September 8, 2026
Songxplode	Dr. Stephen J. Crawford Turns Leadership Philosophy into Music with Resonant Sounds ↗ August 25, 2026
HypeHub Magazine	Resonant Sounds Explores Vibration and Voice ↗ August 1, 2026
Afrobeats Head	Stephen Crawford Introduces Resonant Sounds Alongside His Book on Resonance ↗
Jamsphere Magazine & Radio Network	Resonant Sounds featured coverage ↗

WHAT CURATORS ARE SAYING

“A really dynamic sound, with a successful fusion between electro and pop … proof of your artistic versatility.”

LMCB, LES MERVEILLES DU CONGO

“An uplifting, honest, R&B flavoured hip hop jam … There's loads of character here.”

MELLOW GUITAR MOMENTS

“It blends hip hop flow in the vocals with Latin, pop and electronic influences.”

CHORUSES TO SING ALONG TO

“A track that combines strength and reflection.”

FEEL-GOOD POP

FIND IT Features and curator reviews at **fivestagesofresonance.com/press**

ABOUT

Dr. Stephen J. Crawford

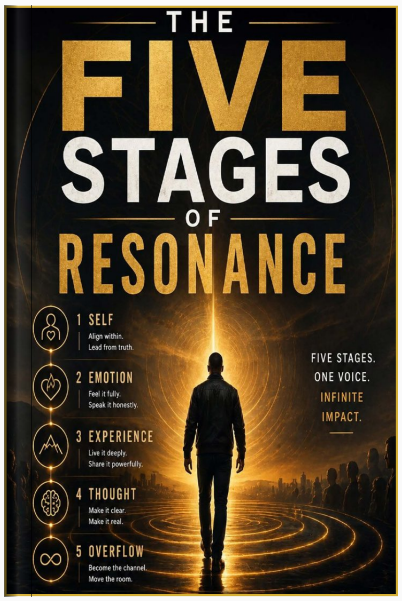
FOUNDER · EXPERIENCE ARCHITECT · AUTHOR · SPEAKER

From the South Side of Chicago to 33 countries.

Stephen grew up on the South Side of Chicago, where words were currency and silence was strategy. By twelve he knew that the wrong sentence in the wrong tone could end an evening, or a life. Reading a room was how you made it home.

Three decades later, that same instinct has carried him into boardrooms, conference halls, and sanctuaries across thirty-three countries. The framework in his book did not begin as theory. It grew from a question audiences kept asking him after he spoke: why did that move me?

The Five Stages of Resonance is his answer, built from two decades on stages and years of study, and from his refusal to accept that only some people are born to be heard.



Speak from the whole self and change every room you enter.

> *"I learned to read a room before I learned to read a book. That was survival. The rest was just translation."*
>
> DR. STEPHEN J. CRAWFORD

He is the founder of Experience Leadership Training & Coaching in Minneapolis and the author of The Five Stages of Resonance, published in English and Spanish. He has delivered programs for Medtronic, Boston Scientific, the United States Air Force, and the Department of Homeland Security.

He served as Executive Director for the International Maxwell Team, serves as Lead Faculty at the NeuroEncoding Institute, holds a doctorate from Bethel University, and carries 52+ professional certifications across leadership, communication, influence, and human performance.

Read the full story at **fivestagesofresonance.com/story**

Resonant Sounds

The Five Stages of Resonance soundtrack

Stephen wrote an album alongside the book: thirteen tracks, one for each movement of the journey, moving from performance to overflow. It carries the same message in a different language, for the listener who hears it best through music.

The album is dedicated to Breeanna Smith.

LISTEN EVERYWHERE MUSIC LIVES

Spotify · Apple Music · Amazon Music · YouTube Music · Tidal · Pandora · Deezer · iHeartRadio

Search **Resonant Sounds**, or visit fivestagesofresonance.com/resonant-sounds

THIRTEEN TRACKS, ONE JOURNEY

01	I Speak For Two	Dedication
02	One Voice	Introduction
03	One Instrument	Fractured Power
04	STRIKE ME I RING	The Break
05	Say it Like You Mean It	Every Word Is a Command
06	When I Look In My Eyes	The Emotional Frequency
07	Show Me the Dust	The Experience Threshold
08	Know the Price	Thought Is a Discipline
09	Lock in The Flow	Speaking from Flow
10	7400 S. Maryland	The Five-Dimensional Instrument
11	Ese Mar Sigue ahí	The Original Wholeness
12	I Am The Voice (reprise)	Unmask. Unscript. Unleash.
13	The Voice Was Always Yours	Acknowledgments

ALONGSIDE THE VOICES THAT SHAPED THE FIELD



John C. Maxwell
Leadership expert and bestselling author



Les Brown
World renowned motivational speaker



Paul Martinelli
Entrepreneur and success coach



Bruce H. Lipton, PhD
Cellular biologist and bestselling author



Joseph McClendon III
Peak performance expert

Bring this work to your people.

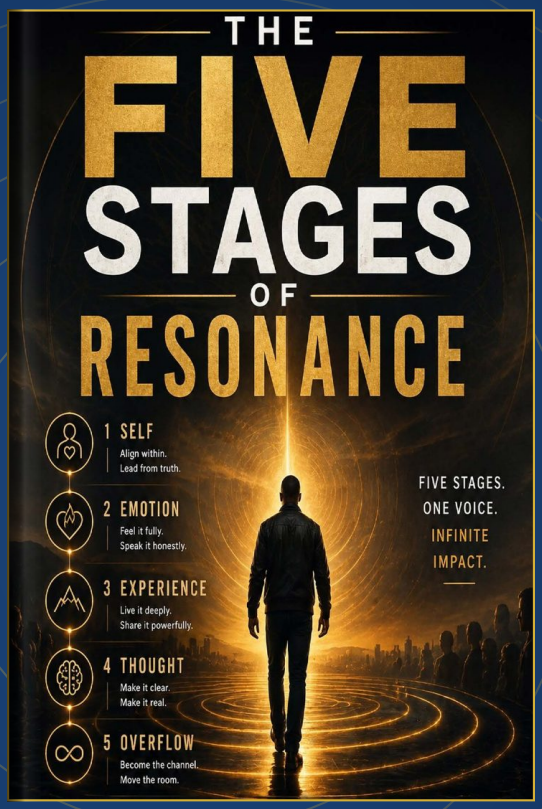
Tell us about your people and the rooms they speak in, and we will design the right starting point around them.

Schedule a Discovery Call

experienceleadership.com

The book, the story, and the music
fivestagesofresonance.com

Speaking and keynotes
drstephencrawford.com



Speak from the whole self and change every room you enter.