

Andrea Wojnicki



Executive Communication Coach | Talk About Talk podcast host | personal brand expert | Inc. columnist | keynote speaker | 2x Favikon thought leader award | Coaching ambitious professionals to communicate with confidence

14k followers • [View Profile](#)

5

POSTS / WEEK

1 PM, UTC

MAIN POSTING TIME

260

AVG REACTIONS
50 comments

60%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

She turns everyday workplace moments into high-stakes career signals, then gives a simple script or checklist people can use immediately. That "here's what this really communicates + here's what to say/do instead" loop builds trust fast, keeps comments flowing, and makes the jump from content to a consult feel natural.

FORMAT BREAKDOWN

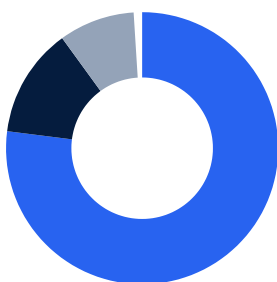


Image	77%	260 avg reactions
Video	13%	270 avg reactions
Text Only	9%	220 avg reactions

7 Tactics You Can Steal

01 [Start with a normal work moment, then say what it means](#)

02 [Teach in threes, and give labels people can repeat later](#)

03 Use one strong picture or video so people "get it" fast

04 End with a question that takes five seconds to answer

05 Use holidays and big calendar moments as your topic calendar

06 Tell one short story, then teach the lesson from it

07 If you add a link, teach first and keep it simple

7 Tactics You Can Steal

1 Start with a normal work moment, then say what it means

She opens with something common people actually do at work, then spells out what that behavior “says” about you (even if you didn’t mean it). That raises the stakes fast, so people feel compelled to react, agree, or disagree. This style matches her strongest repeat pattern: “mistake → consequence → fix,” which averages about 1.65x relative engagement across five posts. To copy it: pick one everyday behavior, write one blunt line about the signal it sends, then give one better line or action people can use tomorrow.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

2 Teach in threes, and give labels people can repeat later

Many of her best lessons come as three clear points, each with a name (like levels, roles, or steps) and a quick example. It works because people can remember “3 things” and share it with a teammate without re-reading the post. Her leadership playbook content is the highest-performing pillar overall (about 1.11x relative engagement across 36 posts), and these tight frameworks are a big part of why. To copy it: choose one problem, write “Here are 3…” then make each item short, named, and shown with a quick example.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

3 Use one strong picture or video so people “get it” fast

Her most reliable packaging is not long blocks of text—it’s a single image or a short video that carries the main idea. In this set, text-only posts lag (about 0.89x) compared with posts that include an image (~1.02x) or video (median likes are also higher on video: 271 vs 256 on images). The visual makes the advice easier to skim, save, and share. To copy it: turn your tips into a simple one-page graphic (or 30–60 second video) and keep the written caption focused on the key takeaway.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

4 End with a question that takes five seconds to answer

She often finishes with one simple question that anyone can answer quickly (a word, a choice, a short opinion). That’s a big part of why comments are strong: she uses engagement-question CTAs 39 times, and overall CTAs appear in 58 of 97 posts (59.8%). It works because people don’t have to “write an essay” to join the conversation. To copy it: after your advice, ask for one example, one vote, or one word—nothing more.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

5

Use holidays and big calendar moments as your topic calendar

Seasonal workplace moments give her a reliable engagement lift because everyone is living the same situation at the same time. In this set, clearly seasonal posts average about 1.18x relative engagement (vs ~1.01x overall). It works because the post feels immediately useful, not “general advice.” To copy it: plan posts around predictable moments (holidays, back-to-work weeks, annual events), and give one specific script or rule for that exact moment.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**6**

Tell one short story, then teach the lesson from it

She mixes coaching with real-life moments (things she’s seen, done, or heard), then pulls out one clear lesson. That keeps the tone human, not preachy, and it makes the advice easier to remember. This also supports her conversion system because it quietly proves she works with real situations (not just theory). To copy it: share one quick scene (2–4 lines), say what it taught you, and end with one action a reader can try.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**7**

If you add a link, teach first and keep it simple

When her posts include an explicit URL, they average lower engagement (about 0.93x) than posts without a URL (about 1.02x). So the winning move is: deliver the full value in the post, then offer the link as an optional “next step” at the end. She also keeps “hard selling” rare (direct paid promotion appears once in 97 posts), which protects trust. To copy it: write the post so it stands alone, then add one clean link and one clear reason to click (not three different asks).

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

Profile Breakdown

HEADLINE FORMULA

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[Clear job title/offer] | [1-2 visible platforms] | [1-2 credibility badges] | Helping [specific audience] get [specific communication outcome]. It works because the first phrase tells people exactly what you sell, the middle removes doubt with recognisable proof (media/speaking/awards), and the last line makes the payoff concrete (a clear before/after).

BANNER STRATEGY



Professional portrait + role stack + one simple promise + one easy next step (a single website URL). It works because it repeats the same "what I do + who it's for" message as the headline, and it gives visitors one obvious click without making them hunt through the profile.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Leadership & workplace communication playbooks (clarity, feedback, boundaries, meetings)	37%	<p>This is her strongest pillar: these posts average about 1.11x relative engagement (36 posts). The biggest win pattern is “mistake → real cost → exact playbook/script,” which shows up repeatedly and averages about 1.65x relative engagement (5 posts). What tends to underperform here are link-out promos inside the lesson (3 posts average ~0.83), suggesting her audience wants the full playbook in the post, not a tease.</p>	Post 1 Post 2 Post 3
Executive presence, personal brand & speaking skills (how you sound and how you’re seen)	30%	<p>This category underperforms leadership content on average (personal brand/executive presence posts average ~0.92x across 22 posts), but it wins when it becomes “say this, not that” with a line readers can steal right away (4 posts average ~1.06). What consistently flops are longer, abstract ‘personal brand essays’ (3 posts average ~0.40), especially when they don’t include a tight framework or example line.</p>	Post 1 Post 2 Post 3
Relationships, etiquette & inclusive communication (how to talk with people)	15%	<p>These posts do best when they give a tiny, polite “micro-script” for an awkward moment (3 posts average ~1.19). The main thing to avoid is going long and conceptual without a script or example; that style drops sharply (2 posts average ~0.30).</p>	Post 1 Post 2 Post 3
Promotions & distribution (podcast/articles, trainings, downloads, offers)	18%	<p>Promotion works when it’s tied to a clear reason to care (timing, a specific promise, or outside validation) instead of a logistics-heavy announcement. In this set, promo posts make up about 18.6% (18 of 97), but direct paid selling is rare (1 of 97). When promotional posts get too detailed and “schedule-y,” they tend to underperform (3 posts average ~0.75).</p>	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

1:1 executive communication coaching (sold via a free 20-minute consult)

Executive Presence & Personal Branding masterclass (live cohort program)

Talk About Talk on-demand courses

Free live trainings/webinars

Downloadable frameworks/quizzes (lead magnets)

Talk About Talk podcast / YouTube content

Inc. Magazine articles

How They Promote in Posts

She uses CTAs often, but most are conversation CTAs that don't feel like selling: 58 of 97 posts (59.8%) include a CTA, and 39 of those are simple engagement questions. These CTAs don't change average interactions because they're embedded inside value posts (CTA posts and non-CTA posts both average 307.4 interactions in this set). External link CTAs are much rarer (15 of 97 posts, 15.5%) and correlate with lower engagement (0.93x vs 1.02x without a URL), so links work best as a short "PS" after the lesson, not as the main event.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile is built like a straight line to a call: headline and banner make the offer instantly clear and trustworthy (role + authority + outcome), the About section proves credibility and ends with a direct booking link, and the Featured section spotlights a single low-friction "book a consult" action so high-intent visitors can convert in one click.

[View Profile →](#)

Top 10 Posts

1



Ghosting your company holiday party?

She argues that skipping a company holiday party can send a strong message about loyalty, even if you don't mean it that way. She then gives clear guidance for how to decline in a way that fits your level of seniority, including a simple way to "make it right" if you miss it.

♡ 337 💬 393 ↻ 8

2



When leaders default to "thank you" instead of providing real feedback, or when every idea gets met with "great job!" people stop learning.

She warns that constant praise can quietly kill real feedback and learning on teams. She explains psychological safety in plain language and offers practical ways leaders can invite disagreement without turning meetings into "positive vibes only."

♡ 575 💬 58 ↻ 26

3



Vague direction is a common leadership mistake.

She explains how unclear instructions create extra work and reduce trust in leaders. Then she gives a simple three-part checklist for clarity: set urgency, define scope, and name the exact output you want.

♡ 379 💬 46 ↻ 1

4



I'm so honored to be recognized by Favikon as the #7 Most Influential Female Thought Leader in Canada and the #10 Most Influential Communication Skills Expert worldwide (and the only Canadian on the list)!

She shares a specific recognition milestone with clear rankings and categories. She thanks her audience for being part of the journey and links to the full announcement for anyone who wants to see more.

♡ 309 💬 115 ↻ 1

5



Do you ever catch yourself saying "like" 30 times in a single sentence?

She tackles filler words and makes the problem feel normal instead of embarrassing. She points to a method she uses with clients to reduce filler words and ends by asking readers which word they want to drop.

♡ 362 💬 47 ↻ 1

6



Personal branding isn't about becoming someone you're not. It's about being yourself on purpose.

She reframes personal branding as intentional authenticity, not pretending to be someone else. She clarifies that authenticity doesn't mean oversharing, then points readers to a longer podcast/video where she teaches more.

♡ 342 💬 57 ↻ 1

7



"Fake it till you make it" sometimes gets dismissed as fluffy self-help advice. But Amy Cuddy had it right: fake it till you become it.

She addresses skepticism about "fake it till you make it," then reframes it in a more grounded way. She teaches a three-step routine for high-pressure moments, including breathing, posture, and turning anxiety into excitement.

♡ 333 💬 64 ↻ 1

8



It's 2025...how are we supposed to say "Happy Holidays?"

She explores how holiday greetings have changed and why default phrases can feel empty. She shares a personal story, then offers a simple alternative: ask people what they're celebrating and follow their lead.

♡ 352 💬 40 ↻ 3

9



When you come back from the holidays, the instinct is to schedule fifteen catch ups, eight alignment calls, and a status update for every project since October.

She calls out the common "back from holidays" mistake: booking too many meetings to catch up. She replaces it with a simple three-step plan that keeps teams aligned without exhausting everyone.

♡ 339 💬 46 ↻ 4

10



Which corporate buzzwords make you roll your eyes?

She invites people to share corporate buzzwords they hate and tells a funny story about hearing a particularly annoying one. She expands the point into a broader lesson about dropping jargon and watching verbal habits.

♡ 308 💬 74 ↻ 1