

Diffusion of Innovation Process of the ESQ Public Speaking Model in the Communication Training Development

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Abstract - Public speaking is an important communication ability that influences numerous areas of life, including business, school, and daily life. As the generation's decision-making and education evolve, public speaking modules should be innovated to keep knowledge current and enlighten students' challenges in public speaking, such as psychological conditions, language competence, and topical knowledge both internal and external. External challenges, such as learning environments and performance conditions, can have an impact on students' confidence and ability to speak. The research uses The diffusion of innovation theory by Rogers to find out the process of the ESQ Public Speaking Model in the Communication Training Development. This study adopts a qualitative descriptive methodology, collecting data from a variety of sources to analyze the creation and diffusion of the ESQ public speaking model, which includes an analysis of interview findings from ESQ Training Institute students and graduates. As a result, the ESQ Public Speaking method has demonstrated diffusion of innovation towards its module by enhancing the audience's visual, auditory, and kinesthetic delivery modalities and awareness, as well as by developing his own capital, which includes his spiritual, mental, and emotional intelligence. raising individuals' sense of self-worth, communicating ideas clearly, and being conscious of creating a mental and spiritual balance to boost confidence by enabling participants to activate their minds and souls through the law of mindfulness, the ESQ public speaking method creates an internal component in addition to an exterior one, which is its most unique innovation.

Keywords: Public Speaking; Communication Training; Diffusion Theory; Innovation; ESQ

Introduction

Public speaking is one of the most important soft skills in communication. It has a tremendous impact on every element of life, whether it is at work, in school, or in everyday life. There are still long debates whether public speaking ability is naturally born or made. For the first opinion, it is derived from the fact that we are all built to communicate in our daily life. Some people may have been born with natural public speaking talent but to become a great public speaker. Aristoteles highlighted three important factors that one must master, they are people (pathos), argumentation (logos) and presentation (ethos); all of them together considered as an art of persuasion. If orchestrated in harmony, they will make a great influencer-speaker, by presenting people a persuasive argumentation.

Along with the recognition of the importance of studying public speaking, there are numerous public speaking training programmes available around the globe. ESQ offers one of Indonesia's major

public speaking training programmes. Not only does ESQ teach public speaking, but it also provides leadership and motivational training to help people reach their full potential in their careers and lives.

Although there are numerous public speaking training programmes that provide theory and practical learning, as the generation's decision-making and education evolve, there should be an innovation incorporated into the public speaking module to maintain the knowledge up to date.

Aminin (2022) in a journal of Public Speaking: Several Essential Challenges, explained the challenges faced by students include two things, namely internal and external challenges. Internal challenges include psychological conditions, language competence, and topical knowledge. Psychological conditions might include feelings of anxiety or shame, low self-esteem, lack of ambition, and fear of making errors. Proficiency in speaking is the second area of language competency where students struggle. When speaking, they felt less confident and frequently struggled to find the correct words. The learning environment and performance conditions are examples of external difficulties. The students felt that the conditions might affect their performance because of the environments in which they accomplished their speaking assignments.

Ibrahim, et al, (2022) exploring fear of public speaking through Social Cognitive Theory highlighted the anxiety, fear and concerns related to public speaking to a larger audience, while the fear of public speaking will lead to communication breakdown.

Throughout these decades, numerous studies have confirmed that speaking is composed of linguistics knowledge, listening ability, topical knowledge, motivation (Abrar & Mukminin, 2016). Self efficacy can be said to have great potential in developing their speaking skills. By having a great source of trust as well as confidence in speaking skills, the students may perform better than those who do not have the same trust and confidence. Yet, this has to be proven empirically that students' self efficacy is really a great source to enhance speaking or communication performance (Pramerta, 2021).

ESQ offers a unique technique to improve the public's public speaking skills through training. It is the addition of soul and mind to its module to enable the public not only understand the theory and practice, but also learn it spiritually. The ESQ Public Speaking Model, developed by Dr. Ary Ginanjar Agustian emphasizes three dimensions of public speaking: Messenger, Message and Method.

ESQ Public Speaking model is a framework that helps people to speak in front of an audience in a small or large group. This model explains that in doing public speaking, the speaker needs to be aware of developing and practicing the three dimensions or capital, namely the dimension of the message, the dimension of how to deliver the message (method), and the dimension of the speaker itself (messenger).

In the message dimension, as a speaker, you need to prepare a strong and sharp message, a stunning opening and an impressive closing. Meanwhile, in conveying a message, a speaker needs to adapt the approach, materials and presentation aids to the audience's learning style or modality in processing information until the information is recorded in long-term memory. Therefore, delivery methods need to accommodate the visual, auditory and kinesthetic modalities of the audience. However, a speaker needs to start from having awareness and developing the capital that he has, both physical capital, mental emotional capital, including spiritual capital. "Content is so important, but method is more important, in fact the soul of the messenger is much more important" (Agustian, 2003).

Dr. Ary Ginanjar has been involved in the business world for more than 25 years. Through real experience in the business world, books he studied, and his reflections, he wrote a phenomenal book "ESQ: The Secret to Success in Building Emotional & Spiritual Intelligence". In the book he conveys the idea that intellectual intelligence (IQ) alone is not enough. To become a successful person, emotional intelligence (EQ) is also needed, which will provide skills in socializing and relating to other people, as well as spiritual intelligence (SQ) which will provide answers to one's existence. To combine these three intelligences, a concept was designed which he called The ESQ Way165, which is a comprehensive and integrative character development concept based on 1 universal value, 6 principles of mental development, and 5 steps of action.

ESQ uses a method known as "The ESQ Way 165". This method was first introduced in 2001 by Ary Ginanjar Agustian. A method that combines IQ, EQ, and SQ, and is proven to have a positive impact on individual and corporate change. This method was introduced in Oxford, England in 2007. In a meeting organized by The Oxford Academy of Total Intelligence, Ary Ginanjar Agustian succeeded in attracting the attention of a number of Spiritual Quotient (SQ) experts from various countries, such as the United States, Australia, Denmark, the Netherlands, Nepal and India. It is then continued to be developed to be able to meet market needs and reach various existing segments. Assisted by the ESQ

Business School as a Center of Excellence, the "The ESQ Way 165" method is introduced through a number of superior training programs, which continue to develop according to the times.

ESQ Public Speaking training helps people improve the speaking skills appropriately, providing presentation tricks that amaze, entertain and master the audience. During the training we will also directly practice public speaking techniques. The goal is of course that people have courage, self-confidence, and know how to speak appropriately. Finally, people will be trained to become a reliable speaker.

Just like training organizers in general, ESQ Public speaking started implementing the training which focuses more on how a speaker prepares material or a speech script.

Apart from that, the next focus is how to convey the material using the physical capital we have, namely words, voice and body language.

In many public speaking training events, the organizers only facilitate participants with a structure in composing a message framework, techniques for creating word material, techniques for maximizing vocals and the art of body language. The exercises carried out focus more on developing physical capital, such as breathing techniques, vocal optimization, the art of body language, eye contact and facial expressions. but less focus on how to manage self, breaking the mental block, building the right mindset, including touching the mental emotional spirit of the participant. In this condition, Self efficacy contributes toward speaking performance of students (Pramerta, 2021).

Based on that situation, ESQ created the innovation of public speaking training framework which added the new aspect of public speaking and communication development, which touches the human emotional and spiritual dimension namely the mind soul of messenger of public speaking.

This innovation is outlined in the ESQ public speaking model designed by Dr. Ary Ginanjar Agutian, where in this model, the implementation of public speaking training is not just development in the area of creating structured and sharp material, nor is it limited to methods of delivering material that maximize verbal, vocal and visual, but is equipped with building and developing awareness of what which is a noble reason when doing public speaking (spirit), as well as the right perspective (mind). It's become the new model, innovation from ESQ that makes ESQ public speaking training different from others.

The diffusion of innovation process refers to both the planned and unplanned transmission of new ideas, however carefully designed diffusion operations can greatly accelerate the acceptance of health breakthroughs (Rogers, 2003). The outreach of innovations relies on the delivery of messages about new ideas, why they are relevant, and how they might be used to better people's lives. This diffusion process entails actively creating and sharing relevant information about key innovations with others in order to foster mutual understanding, demand for the innovations, and strategies for adopting and executing the innovations.

Diffusion is thus a unique form of communication process in which messages concerning new ideas, products, services, legislation, and activities are exchanged. Furthermore, diffusion is a sort of social change activity that is described as the process of changing the structure and function of a social system (Rogers, 2003). Social change can occur as a result of specific repercussions owing to the development, diffusion, and adoption or rejection of new ideas (innovations).

Previous study focused primarily on the effects and outcomes of public speaking on behavior and external factors, with little attention given to how to support and maximize these aspects through innovation and from an internal and spiritual perspective.

As a result, researchers would like to look into the innovation and dissemination of discoveries in the ESQ public speaking model, which has a distinct communication process and has the potential to bring about social change in society, to support the previous research from an execution standpoint, as well as how ESQ contributes for better public speaking training through this model in society. Researchers use the Diffusion of Innovation theory by Rogers.

Theoretical Framework

Technically, public speaking as the art of speaking in front of others is more known. These speaking skills are common in communication practices such as speech. Historically, public speaking, even scientifically, was studied long before Aristotle (3rd year B.C.) and Cicero, the ruler of Rome in Greek and ancient Rome.

“Public speaking, as its name implies, is a way of making your ideas public, of sharing them with other people and of influencing other people.”

“Public speaking is a vital means of civic engagement. It is a way to express your ideas and to have an impact on issues that matter in society. As a form of empowerment, it can and often does make a difference. Public speaking offers you an opportunity to make a difference (Lucas, 2015).

Rogers (2003) explains that the diffusion of the Innovation process involves four main interacting factors: Innovation, communication, social system and time. Innovation can refer to a new idea, a new technology or product, or even a set of new behaviors that a health communicator wants specific groups of people to learn about, accept, and implement. Channels of communication refer to the various ways in which communicators can reach their intended audience members with information about the innovation they want them to adopt. Interpersonal communication channels allow individuals to engage directly with one another. These are the communication networks of various audience members families, workplace, organizations, institutions where the innovation is implemented. Time relates to the amount of time it will take for intended audience members to learn about, accept, try, and embrace the innovation.

The diffusion of innovation related to this research is to find out the process of ESQ public speaking model through to see how the process is carried out (Rogers, 2003), divides it into five levels: (1) Knowledge related to how a person faces changes in public speaking models; (2) Persuasion, related to how the attitude or form of acceptance of existing innovations; (3) Decision, related to the decision to accept the changes or innovations made; (4) Implementation; and (5) Confirmation, related to strengthening the implemented innovations. In the context of this study, The use of ESQ public speaking model for their public speaking training method.

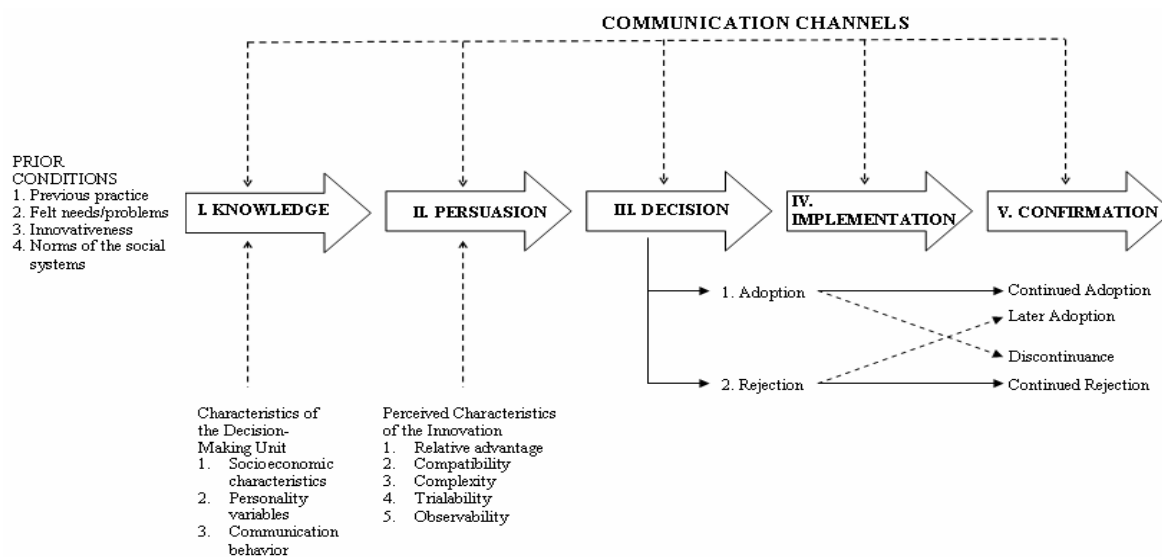


Figure 1. Model of the Innovation Decision Process. Source: Rogers, 2003

Material and Methodology

The methodology that is used is qualitative descriptive method. The data is collected into two categories, primary data is taken from Interview with the ESQ public speaking trainer and management along with testimonials from 5 samples of ESQ public speaking participants. Secondary data is taken from journals, books, study literature and other documents needed in order to find out the process of Innovation and Diffusion of the ESQ public speaking model.

According to Bogdan and Taylor in Moleong (2017), qualitative research involves gathering descriptive data through written and spoken language from observed individuals and objects. In qualitative research, the researcher is the primary instrument. Researchers need theory and broad insight to ask questions, examine data, and establish distinct objects of study.

The research analysis technique is referred to Milles and Hubberman. In qualitative data analysis, material is categorized rather than assigned numerical values. Data is acquired using a variety of

approaches (for example, observations, questionnaires, and fieldwork), but qualitative analysis is limited to certain keywords in the text. Data analysis consists of three steps: data collection, data processing, and data interpretation (Miles and Huberman, 2014).

Table 1. Research of Focus

Research of Focus	Element	Evidence
ESQ Public Speaking Model	Innovation	1. ESQ Public Speaking Model Framework 2. Unique Innovation Public Speaking method 3. Rogers Innovation Decision Model
	Communication	1. The process of ESQ Public Speaking Model to Public 2. How the ESQ Public Speaking model is delivered during training.
	Duration	1. The process of the Public accepting the method. 2. The duration of how the ESQ public speaking model is implemented
	Social System	1. The function of ESQ public Speaking model to the society 2. Interview and testimonials from students and ESQ trainers.

Source: Researchers data collection, 2024

Result and Discussion

ESQ corporation is a training and consulting institution that focuses on human development through formal and informal education. ESQ was founded in 2000, with the vision of a leading corporation in propelling society towards a golden civilization. ESQ's mission are as follow: A corporation that provides holistic human capability development solutions; promote solutions that focus on balancing IQ, EQ, and SQ, integrating compassion and passion into modern learning, science, and technology; contribute to the progress of humanity through a culture of excellence towards sustainable prosperity; strive to inspire people to realize a golden civilization.

ESQ has company values as follows: Integrity, Loyalty, Customer Oriented, Collaboration, Innovation. ESQ has been carried out in all provinces in Indonesia and the training alumni are spread across more than 41 countries in the world. ESQ has been attended by more than 4.000 companies or organizations and more than 2.000.000 alumni (esqtraining.com, 2024). ESQ has human resource development programs in the areas of character building, corporate culture development, coaching, NLP and hypnotherapy, talent management, leadership development, communication and public speaking. In implementing the communication and public speaking training program, ESQ training uses new innovations through the ESQ public speaking model.

In order to find out the innovation of the ESQ Public Speaking model, researchers use the Rogers decision model, to find out the process of how the innovation is confirmed. ESQ Public Speaking model uses knowledge of body, mind and soul as their core competence. In the public speaking training process that is generally carried out, you only study message dimensions and methods, focus on the structure in designing material, how to arrange presentation material (script) and methods for conveying the message. Apart from that, word processing techniques, maximizing voice and the art of playing with body language are also widely discussed, studied and trained. However, researchers see that studying how to think (mindset) and soul (spirit) as a speaker has not been a focus and has not been studied (developed) in many communication and public speaking training sessions.

Referring to research that has been conducted, several essential challenges in public speaking explained the challenges faced by students including two things, namely internal and external challenges (Zainul, 2022). Internal challenges include psychological conditions, language competence, and topical knowledge.

In many public speaking training, the focus is on external challenges, but not too much focus on internal challenges, especially psychological conditions, including feelings of anxiety or shame, low

self-esteem, lack of ambition, and fear of making mistakes (esqtraining.com, 2024). In the public speaking training delivered by ESQ, they use an innovative approach through the ESQ public speaking model, which apart from focusing on building awareness, increasing knowledge and skills in facing challenges from outside when public speaking, but also focuses on responding to challenges from within, especially the psychological condition of the participants, including feelings of anxiety or shame, low self-esteem, lack of ambition, and fear of making mistakes.

“In this public speaking training, we use the ESQ public speaking model, where our focus at the beginning is to raise awareness of the reasons why they should become great individuals or professionals in public speaking, as well as awareness of the noble goals and contributions they want to make for society. We touch on its spiritual side. Then we instill the right mindset where participants are invited to see and focus on their own strengths. After that, we will be equipped with other general public speaking techniques” (MS, ESQ public speaking trainer, 2024).

In this model, it is added that a person who does public speaking needs to develop an awareness of the capital they possess, both physically, mentally, emotionally and spiritually, so that in the messenger dimension, they add two elements that need to be focused on, namely mind and soul. This is a new form of development and innovation carried out by ESQ in designing the ESQ public speaking model.

“In every training program, we always create models that facilitate the learning process and participant’s understanding, including public speaking training. The ESQ public speaking model is a complete frame of reference in this process” (DA, Vice President ESQ group).

If we refer to the theory of diffusion of innovation, Roger explains that diffusion is a process when an innovation is communicated through several channels over a certain period of time in a social system. Rogers also defined the diffusion of innovation as a process that communicates information about new ideas that are viewed subjectively (Rogers, 2003). Meanwhile, diffusion was introduced earlier by a French sociologist, Gabriel Tarde in 1903. In his book "The Laws of Imitation" he introduced the S-shaped Diffusion Curve to the public (Tirmidi, 2023).

This curve explains that an innovation is developed by someone who is observed through the time dimension. In this curve there are also two axes, one explains the level of adoption and the other axis explains the time dimension. Tarde then saw the opportunity that there were some people in certain groups who were interested in new ideas and things, so they were considered to have more extensive knowledge compared to others. People with this interest are then thought to be able to influence their community to adopt a new innovation that will be available.

In general, it can be concluded that the diffusion of innovation is a social process of communicating information about new ideas which were initially viewed subjectively, but slowly began to be developed through a process of social construction so that they could be viewed objectively. In the theory of diffusion of innovation, there are 4 main elements consisting of innovation, communication channels, time period and social system.

In applying the diffusion of innovation theory, it is important to understand influencing factors and potential adopters and their decision-making process. Some of the critical factors in decision making include who makes the decision and how the decisions are made, whether willingly, freely or voluntarily. However, “one of the most distinctive problems in the Diffusion of Innovation is that the participants are usually quite heterophilous” (Rogers, 2003).

The ESQ public speaking model is an innovative method to idea delivery that includes comprehensive processes that address not just our physical but also our emotional and spiritual aspects as human beings. To ensure a seamless and well-received implementation of this innovation, ESQ determines the influencing factors, possible adopters, and decision-making process of those who will be the subject of this model.

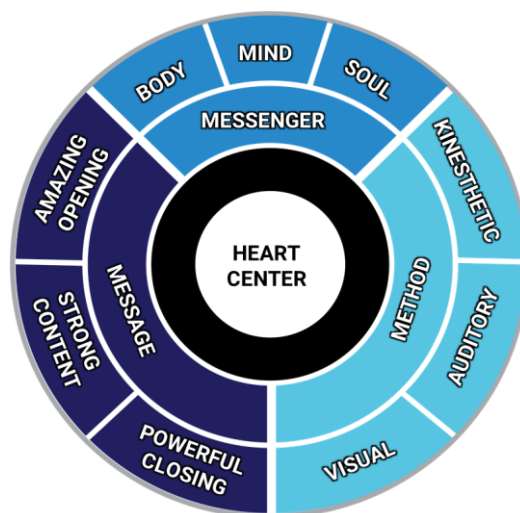


Figure 1. The ESQ Public Speaking model, developed by Dr. Ary Ginanjar Agustian.
Source: ESQ public speaking workbook

According to Rogers theory, this model was developed through 5 stages of innovation decision making, namely: knowledge, persuasion, decision, implementation, confirmation.

Knowledge

Focusing on building awareness of the right mindset (mindset) and sharpening the soul as well as cultivating a spirit of motivation as the reason and goal in carrying out public speaking is a novelty offered in the ESQ public speaking model. In these models, we are not only talking about physical substance but also mental substance. Physical substance means something that is material which represents our body. The mental or immaterial substance, in human beings, is called self or soul (Crivellato & Ribatti, 2007).

Before doing public speaking, a speaker needs to start by finding out first what the deep reasons, motivation from within, the drive for why they should become a great person in their work and life roles through public speaking and what are the big goals they want to achieve through the practice of public speaking. Apart from that, a speaker needs to know his own strengths and weaknesses, focus on the strengths he has that can empower himself, and focus on what he wants to happen when practicing public speaking, visualizing what will happen.

The two aspects of this messenger dimension, namely the mind and soul aspects, become new things, innovations that are felt and can be put into practice until they are accepted and have an impact on participants in the public speaking training conducted by ESQ.

Persuasion

The positive impact after participating in training from the ESQ Leadership Center can be felt by the participants directly, until the training is over. Based on a survey conducted by the internal research team, it shows that 90% of the total participants who take part in comprehensive training will have a positive impact both emotionally and spiritually.

According to a testimony from a university student, RFS, electrical engineering student from Universitas Indonesia, participant of ESQ public speaking training, in January, 2020.

He feels confident from a mental and mindset standpoint, and he aspires to be an organization leader on his campus, and with the ESQ Public Speaking Model approach, he is mentally prepared to run as a leader on his campus.

“I am more confident mentally and in mindset. The new thing I got was several techniques in public speaking, which are in this ESQ training, and I also got a positive mindset for me to become a good public speaker” (RFS, university student).

What he said was connected to decision step's of innovation, where he got the relative advantage and compatibility. Another impact that was experienced by another participant said, through ESQ

public speaking model, understanding knowledge and skill more complete, it can be learnt by observation during training, and also practical.

“When discussing public speaking, we often focus on confidence and subject comprehension, but there is a lack of awareness and appreciation of one's own spirit and potential contributions to society as a good public speaker which is trained by ESQ” (ND university student, participant in ESQ Public Speaking training, March 2020).

Decision

An auditing employee decided to adopt ESQ public speaking because she enjoys learning the theory and wants to become an entrepreneur to sell her products and gain more consumers. She recommends the training since it has fresh things to teach while keeping the students happy.

“I was very happy, excited, I gained new experience, new knowledge, where I am used to speaking in public, but I don't know the techniques. But in this ESQ, I gained a lot of new knowledge, correct public speaking techniques when we speak in public. My plans for the future, I want to do business, I follow multi-level marketing where I will market my products, I hope that with this public speaking knowledge I can get more consumers, so that the goods I sell can sell” (YYS, Public accounting auditor, participant of ESQ public speaking training, November 2019).

At this decision stage, someone can make a decision regarding an innovation. A person will be involved in activities that lead to a choice whether to adopt the innovation or even reject it. There are several factors in the process at this decision stage that will later influence a person, namely previous practices, feelings or needs, innovativeness, or norms in the social system (Rogers, 2003).

The participant got some great feelings, finding a new way to deliver public speaking and also increasing her belief for future success.

Implementation

At this implementation stage, individuals will choose to adopt the new innovation. If the individual chooses to adopt the new innovation, then he will apply it in his life. Individuals who have implemented new innovations in aspects of their lives are then said to be adopters of an innovation. If in the previous stage the process that occurred was more related to mental exercise, namely thinking and deciding, then in this implementation stage an individual will be more inclined towards changing behavior.

A university student admits to having stage fright and stumbling during public speaking. However, after implementing the ESQ public speaking model, improving her spiritual method, and using Alpha Wave instead of Beta Wave to control her emotion, she is able to accept more information and learn not to have stage fright.

“Personally, I have stage fright, I can't speak clearly, my articulation is not good, and I still feel nervous when I speak in public. For example, today, I was taught to train using alpha waves, not beta waves, so that we can focus more on maintaining our emotions” (AS, university student, ESQ public speaking training participant, March 2021).

We can conclude that the student can control her emotion by using the right brainwave during speaking. Its mean, ESQ public speaking model can be implemented in practice.

Confirmation

An Instagram expert trainer from Malaysia agrees that the ESQ public speaking model aids in communication by generating a powerful beginning, and he plans to apply the approach to his pupils in Malaysia. He confirms that this theory facilitates interaction with the audience.

“I learned how to talk to the audience, how do we make a very powerful opening and a very powerful closing, because this ESQ is very impactful and gives me more spirituality, gives me how to interact with people, and how I speak in front of the camera and more” (MD, Malaysian Instagram expert, ESQ public speaking training participant, December 2019).

The other story of the impact of ESQ public speaking training based on the ESQ public speaking model was what was said by a doctor who has a big trauma from speaking in front of people.

“I have a trauma about appearing in public, so I am very afraid to speak, let alone do public speaking, even though I am a doctor. I felt inferior, inadequate and unworthy. In this training, my mindset was really opened, my perspective changed, I was as determined as I was to achieve success, to share with society through my profession, understanding and role, to grow bigger and even overcome my fears and trauma, so that I dared to move forward and be able to speak fluently in public. I even dared to take part in the RRI radio announcer selection, and finally I was accepted as a broadcaster. This really changed my spirit and perspective, it turns out I have potential and strength, which until now was only closed because of my perspective, my mindset was not right, mental block” (LT, Doctor, ESQ public speaking training participant, 2022).

At the confirmation stage, someone will evaluate and decide whether to continue using the innovation or end it. Apart from that, someone will also look for various reinforcements for decisions they have taken previously. If someone stops using the innovation, it could be because the individual is dissatisfied with the innovation or maybe because he found a better innovation.

Communication: Second Element of Diffusion and Innovation

Trainers use the ESQ public speaking model, the training curriculum to teach participants the communication process in a workshop setting. The offline workshop or seminar activation with trainer and audience setting serves as the communication channel for this innovation and diffusion element.

The program's theoretical and practical components are based on the ESQ model approach developed by Dr. Ary Ginanjar Agsutian, founder ESQ.

The ESQ model is a mental and spiritual engineering tool for character and personality development which was initiated based on the values of the pillars of faith, the pillars of Islam and Ihsan so that in the end it will produce superior humans in the emotional and spiritual sectors who are able to synergize the richness of the heart, mind and physical being. one integral unit. The ESQ model is a new level of thinking to answer complex problems in terms of combining intellectual, emotional and spiritual intelligence (Agsutian, 2003).

This ESQ public speaking is applied directly in the public speaking training class conducted by ESQ, where in communicating this model, teachers convey a sharp and strong message, starting with a stunning opening and ending with an impressive closing. The message is communicated using a method that adapts to the audience's characteristics in absorbing information, such as the audience's visual, auditory and aesthetic characteristics. In the delivery process, trainers use a lot of visual aids such as slides, multimedia and posters. Apart from that, in the communication process in learning situations, trainers also use tools such as audio media as background sound in the learning process, audio podcasts, including using direct practice methods in large classes and in small groups.

The learning process in the training class, which is the communication process of the ESQ public speaking model, is applied with various methods and tools.

Duration: Third Element of Diffusion and Innovation

The program lasts for around sixteen hours, divided up into two days of workshops lasting eight hours each. Since March 2016, the training has been conducted.

What the training participants experienced, saw and felt, we can learn from what their feedback was like after completing the program in the two days of training. Every participant who has taken part in this program is even willing to voluntarily join the ESQ public speaking club community to continue to be connected, communicate with each other, learn from each other and even collaborate with each other to share with the wider community how to face communication barriers in front of many people and how to overcome them, using appropriate techniques. It has been studied in the ESQ training class which uses the ESQ public speaking model.

Social System: Fourth Element of Diffusion and Innovation

The communication module for the ESQ social system depends heavily on the ESQ public speaking model theory, and all instructors and students who study public speaking in ESQ are of equal

importance. The interview mentioned above provides evidence that the ESQ public speaking framework has had a substantial impact on society and that individuals who have received ESQ public speaking training have been able to achieve their professional goals.

Conclusions

As a result, the ESQ public speaking method has demonstrated innovation and diffusion towards its module by enhancing the audience's visual, auditory, and kinesthetic delivery modalities and awareness, as well as by developing his own capital, which includes his spiritual, mental, and emotional intelligence. Raising individuals' sense of self-worth, communicating ideas clearly, and being conscious of creating a mental and spiritual balance to boost confidence. By enabling participants to activate their minds and souls through the law of mindfulness, the ESQ public speaking method creates an internal component in addition to an exterior one, which is its most unique innovation.

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