



Speaking Up Without It Backfiring: Messaging and Optics When Bringing an Abuser to Light

The focus of this talk: Sharing a strategic and subjective approach to reporting or speaking out about an abuser, with the focus on protecting yourself: what to share, what to hold back, and how to frame it.

The talk overview

To me, how the truth about abuse is shared can matter as much as the truth itself. In what I've seen, so many get tripped up and can lose these battles in court or with authorities because they shared the wrongs of someone else in a way that ended up backfiring on them. The account was real. It happened. The abuse is true. It is substantiated. Still, in some cases, the words, the timing, the way or the place it was shared gave the other side something to turn back on them or have dismissed.

I look at that moment the way I look at any message that has to hold up under scrutiny. Separating the objective from the subjective. Weighing intention against perception. This can also include describing the behavior instead of labeling the person. Exposing a record that reads clearly to someone looking for a reason to dismiss it. And taking a strategic approach to when, where and to whom an abuser is reported or brought to light.

I hold no credentials as a psychologist or a therapist, and I say so plainly. What I share is how I look at language, framing, patterns and the record, and where to bring in the right professional before anything goes public. None of it is legal advice.

Takeaways and touch points

- Differentiating the objective from the subjective when describing what happened.
- Considering intention vs the perception of how an account is read by a court, an employer, a platform or the public.

- Describing the behavior rather than labeling the person, and staying away from diagnostic and mental health labels, even when a label feels accurate.
- Deciding what to share, what not to share, and where it is shared, from a report to a filing to a post.
- Framing an account in the first person: what I saw, what I heard, what I kept.
- Taking the reactive, sensational and legal accusation language out of your own words on purpose.
- Keeping an organized record over a well told story, including what to do when messages are deleted or edited.
- Remembering that anything posted, texted or emailed may be read later by the other side.
- Using artificial intelligence carefully to organize a record, and where it becomes the thing that undermines it.
- Responding rather than reacting, refusing the bait, and holding a position without escalating.
- Protecting a narrative you do not control, when someone else is trying to tell your story for you.
- Bringing in an attorney, an advocate or the proper authorities in best ways for the correct results.

Closing the talk

This is one set of ideas, parameters and strategies that are worth considering. It is not the answer. It may be part of an answer in how you bring the dark into the light.

Speaker and presenter bio

Loren Weisman is a Brand Communications and Optics Strategist based in Orlando, Florida, working worldwide. He helps businesses and individuals build authentic and authoritative brands by aligning messaging, optics and communication.

His background includes work as a drummer and producer on 700+ albums, television production credits with ABC, NBC, FOX, CBS and TLC, and consulting roles across a range of industries. He has written five books: the first and second editions of The Artist's Guide to

Success in the Music Business, Music Business For Dummies, Alphabet Animal Adventures Across America, written with his daughter, and a 2026 book released under a pen name.

As a speaker he delivers down to earth, educational and applicable presentations. Every talk is tailored to the level of understanding and the size of the audience, from small board rooms to full capacity convention centers. There are no locked in slide decks and no one size fits all presentations.

Loren Weisman is a Brand Communications and Optics Strategist who specializes in illuminating authoritative intelligence and amplifying authentic experts. Weisman is the host of the brand communications and optics podcast Wait What Really OK.

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The full talk outline

Overview, touch points and booking details in full at lorenweisman.com/speaking-up-without-it-backfiring/