

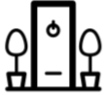


EMPATHY

What is the feeling I hope to convey?

What the audience needs from me is...

Exercise 1: The Front Porch View



Imagine you as an observer on the porch...your audience walks out of their house to start the day.

- How do they feel?

- What worries them?

- What do they hope for?

Exercise 2: What's In It For THEM? (WIIFT)

What is their motivation to pay attention?

How do you want them to feel?



People senior to you



Peers



People you lead

What is the feeling I hope to convey?

Pitfalls & Sanity Check

- Does the communication feel like it is being personally addressed to my audience?
- Is what I'm communicating done in an understanding way?
- How would I feel about this message if I were in the audience?



STORIES

Does the message resonate with the audience?

The story/example to best illustrate the point is...

Exercise 1: That Reminds Me Of...



This situation reminds me of a time when...
Write down a similar situation you faced.

The decision made at the time was...
Write down the course of action you took.

That decision was/was not the right one because...
Write down what happened.

Exercise 2: Starting Your Story



Who are your characters?



What is the problem (crisis/conflict)?



What is your solution (resolution)?

Does the message resonate with the audience?

Pitfalls & Sanity Check

- Am I telling the story in the most compelling way possible?
- Does the story resonate with my audience?
- Does the story have a moral or take-away?