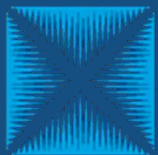


# Crafting Clear Messages & Strong Stories



**Exec|Comm**

What's *your* message to the world?

# Why Messages Are Critical

It's all the audience remembers:

- Length of interaction – 20 minutes
- Amount you talk – 7 minutes
- What they remember – 20 seconds

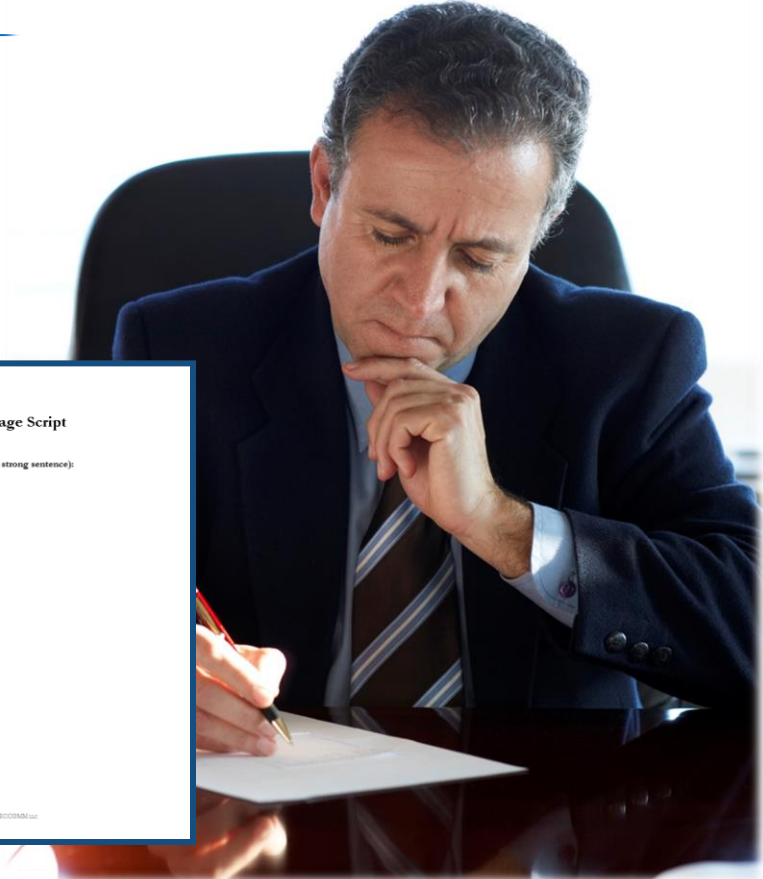
# Create Your Message

A positive message is:

- Brief – 10 words or fewer (and mostly monosyllabic)
- Listener directed
- Upbeat
- Repeatable – slogan like

# Plan Your Message Script

- My message is: \_\_\_\_\_  
\_\_\_\_\_
- My supporting evidence:
  - Facts
  - Statistics
  - Examples
  - Analogies
  - Stories



**Planning Your Message Script**

My main message is (state in one strong sentence):

My supporting evidence:

- ◊ Facts
- ◊ Statistics

Other supporting evidence:

- ◊ Examples
- ◊ Stories
- ◊ Analogies

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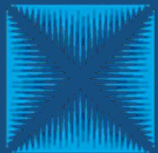
# Variety of Messages

Create Messages for:

- Yourself
- Your department
- Your next meeting

Start with the audience.

# Storytelling Techniques



**Exec|Comm**

What's *your* message to the world?

# Your Approach

- Define the purpose
  - To convey a specific point
  - To establish rapport
- Consider the audience
  - Do they have a common knowledge base?
- Consider your skill level
  - Do you use humor well?



# What to Tell

- To persuade:
  - Be upbeat
  - Make yourself the hero
  - Tie the story to you or the audience
- To inform:
  - Select tone based on your objective
  - Use a series of short anecdotes or case study



# Jimmy Fallon You're Not

## Humor guidelines

- If you have to ask...
- Are you the only one laughing?

# Fundamentals

- Eliminate any extras
- Keep it clean
- Don't go negative
- Memorize your first and last lines



# The Process

- Find stories you like and make them your own
- Concentrate on communicating not performing
- Tell the tale in your own words, in your own way
- Practice and enjoy the telling

# Old Adage

Tell me a fact, and I'll listen;

Tell me a truth,  
and I'll believe;

Tell me a story, and it will be  
with me forever.

# Exercise

1. Use your message and define your purpose
2. Plan
  - Reflect on your story
  - Determine your first and last lines
3. Tell the story to your partner
4. Feedback
  - See if they get it
  - Ask what they think the point of the story is
  - Did you accomplish your goal?