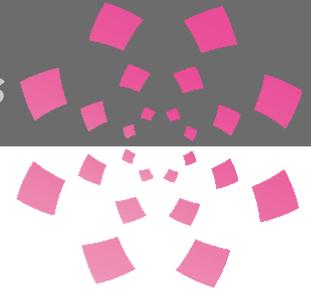


# The Six Things Every Great Communicator Does



## *Video Course Workbook*



## one

*poseycorp - you have a truly provocative, useful idea*

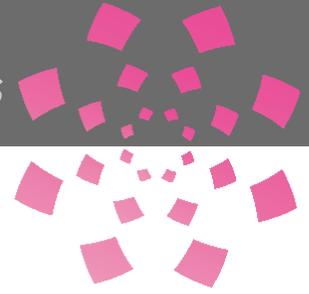
### resources

1. [TED Talks: The Official TED Guide to Public Speaking by Chris Anderson](#)
2. [Start With Why by Simon Sinek](#)
3. [Nancy Duarte – The HBR Guide to Persuasive Presentations](#)
4. [Quartz interview with Neil deGrasse Tyson](#)

### your success criteria

*how will you know when you have a great idea distilled into a message?*

- First level of success: You'll know you've reached the first level of success when your audiences listen to your message and ask for more content.
- Second level of success: You're doing even better when you no longer have to constantly repeat yourself to explain the message or get questions that clearly demonstrate people have no idea what you're talking about. Instead, you get intelligent, engaged questions.
- Pinnacle of success: You're a triumph when your audience creates its own community (or populates one you've created) to talk about your great idea on their own.

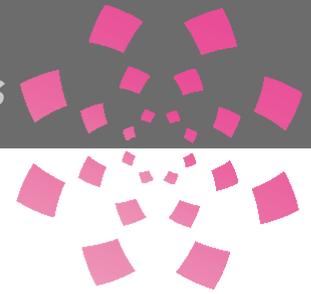


## exercises

### 1. first, set the bar

Think of articles you've read or keynotes you've attended. What ideas have you heard that you not only shared with people but chased them down to discuss? What ideas have you actually acted on? Why? List those ideas. Find the commonalities in scope and impact. That's your bar. Your message needs to impact your audience members the way those messages impacted you.

Talk/Article I read	Why I loved it	What I did about it	Score impact/power



## **2. distillation – choosing your best ideas**

Use Nancy Duarte’s method to eliminate options and make choices about what messages to use. See the chapter “Choose Your Best Ideas” in her *HBR Guide to Persuasive Presentations* to identify convergent and eliminate divergent ideas and topics.

## **3. testing**

Start a practice of testing your message anecdotally. (Of course, you’re also doing A/B testing online. Do this too!) In both formal and informal conversations, tell people your new messages, your new stories, your new soundbites.

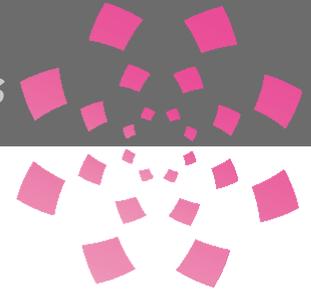
And then, make notes on their responses so you can start to see patterns emerge.

1. How do they respond (both verbally and non-verbally)?
2. What questions do you get?
3. How engaged do they seem?

Record and analyze this data. The patterns will provide your answers.

## **Six Things**

- 1 You have a truly provocative, useful idea.
- 2 You tell powerful stories.
- 3 Your speech is a gift.
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- 5 Your body is giving the presentation.
- 6 You invest seriously in preparation to reap real rewards.



## two

*poseycorp - you tell powerful stories*

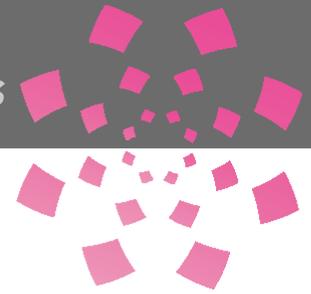
### resources

1. [Retellable - Jay Golden](#)
2. [Tools of Titans: The Tactics, Routines, and Habits of Billionaires, Icons, and World-Class Performers - Tim Ferriss](#)
3. [Simon Sinek TED Talk](#)
4. [The Hero with a Thousand Faces - Joseph Campbell](#)
5. [Building a Storybrand: Clarify Your Message so Customers Will Listen - Donald Miller](#)
6. [The Innovators Way - Peter Denning and Robert Dunham](#)
7. [The beloved Pixar story structure – in a great piece on Pixar’s 22 story rules](#)

### your success criteria

*how will you know when you have great stories?*

- First level of success: Your audiences become emotionally invested – they have a clear reaction to your story, an opinion about it. It lands with them. They won't let you stop before telling them the ending.
- Second level of success: Your stories gain you credibility and entrée with new influencers and customers.
- Pinnacle of success: You and your evangelists are propagating stories to dozens of audience segments, and they are repeating your stories all over social media.



## exercises

### 1. write

Write one story using each of the formulas below. (You'll find that the Fairytale story structure is ideal for a customer case study. The Pixar story structure is great for origin stories – why you do what you do now. The Storybrand structure is great as your fundamental marketing story.)

First – the classic - Fairytale Story Structure

- Problem: What's going wrong?
- Good and evil: Who's obstructing, who's constructing?
- Magical elements: People, animals, objects, or technologies!
- Happy Ending: Resolution of the problem
- Moral or Lesson: Reinforces our values

Second – the beloved Pixar story structure – elucidated in a great piece on Pixar's 22 story rules:

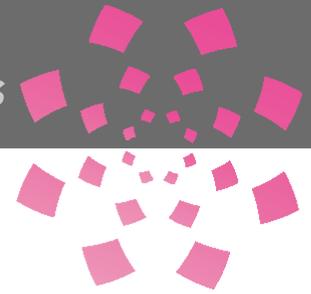
- Once upon a time . . . (introduce the world and the characters)
- Every day. . . (daily life is smooth and lovely)
- One day . . . (change happens!)
- Because of that . . . (more change happens! Crisis!)
- Because of that . . . (crisis!)
- Until finally . . . resolution, in a new way, in a new place

Third – Donald Miller's StoryBrand structure – great online tools and course – try it!

"Here is nearly every story you see or hear in a nutshell: A CHARACTER who wants something encounters a PROBLEM before they can get it. At the peak of their despair, a GUIDE steps into their lives, gives them a PLAN, and CALLS THEM TO ACTION. That action helps them avoid FAILURE and ends in a SUCCESS."

### 2. dissect

Dissect your favorite movies, books, enterprise tech case studies. You'll see. It's everywhere. Look at your competitors, the companies you aspire to emulate. What do you see? How do they do a good job of being the guide – not the hero!

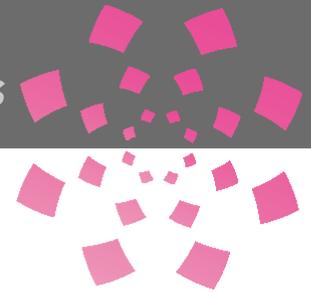


### 3. research

Look at your favorite brands on social media (and not just FB and Instagram if you're a B2B company – look at the networks that your audiences are on). Who's doing what well? What are the reactions they're getting? Is their content based on stories?

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## three

*poseycorp - your speech is a gift*

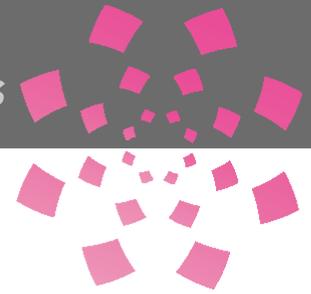
### resources

1. [Brené Brown on Tim Ferriss show](#)  
[Episode #207 \(Round Two\) - Tools of Titans with Brené Brown | The Tim Ferriss Show \(Podcast\) \(2017\)](#)  
[Brené Brown Interview \(Full Episode\) | The Tim Ferriss Show \(Podcast\)](#)
2. [Whitney Johnson's - Disrupt Yourself Podcast and newsletter – Bernie Swain Podcast](#)  
[Founder of the Washington Speaker's Bureau](#)
3. [Elizabeth Gilbert in Chris Anderson's book, Ted Talks - The Official TED Guide to Public Speaking](#)
4. [Emotional Intelligence - Why It Can Matter More Than IQ by Daniel Goleman](#)
5. [Why Zebras Don't Get Ulcers - Robert M. Sapolsky](#)
6. [The Obstacle is the Way: The Timeless Art of Turning Trials into Triumph by Ryan Holiday](#)
7. [Headspace App](#)

### your success criteria

*how will you know when you have given your audience the gift they need?*

- First level of success: Your great idea creates a lot of discussion – at the venue where you speak and online.
- Second level of success: Your audiences take up your idea and start sharing it themselves. You get invited to participate in other discussions and events because you have such a clear understanding of what the audience needs to hear.
- Pinnacle of success: Your audiences embrace and incorporate your idea into their daily behavior because it was so perfectly tailored to what they wanted and needed! You see the evidence in what they buy, what they post about, etc.



## exercises

### 1. school yourself with the who what what

You may be saying, 'How do I get into my audience's heads? How do I give them what they want?' Try the Who/What/What table.

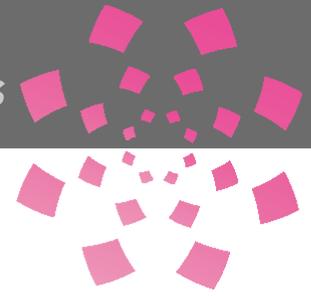
Get a piece of paper. OK, now turn it sideways (landscape view). Draw three large vertical columns. Your first column heading is: Audience. The second column heading: What they think now. The third column heading: What I want them to think.

Then, draw several horizontal rows across the columns – one for each audience segment you are trying to reach. Be detailed. "Employees" as a category doesn't work – your engineering team thinks and wants something different than your sales team. Customers in different verticals buy from you for different reasons, have different market pressures, so refine that section too. Add influencers, partners, competitors, etc. Every audience on your radar screen goes on the list. The more detailed your audience list is, the better your end product will be.

For each audience, identify what they think now about whatever it is you're communicating about – your new product strategy, your reorg, your vision for the market. Do not make this part up.

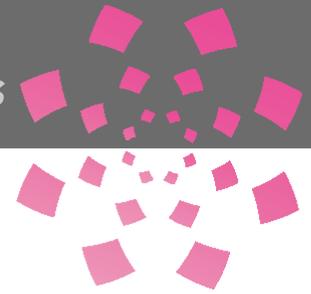
When you have no idea what an audience segment wants, find out. That's market research. That's networking meetings. That's hard work, yes. It means reading the industry publications and websites of the people you'll be talking to. It means paying close attention to the vocabulary they use. It means testing your talk on someone from that world so they can tell you what they do and don't understand.

The third column is more creative. What do you want each of your audiences to think about your project? In this exercise you're tailoring your message for each segment. Example: When you're telling your engineering team about the new company strategy you might emphasize the innovative approach, when you're talking to sales you could talk about how the strategy will help open new markets.



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## four

*poseycorp - you understand your audience's context and culture*

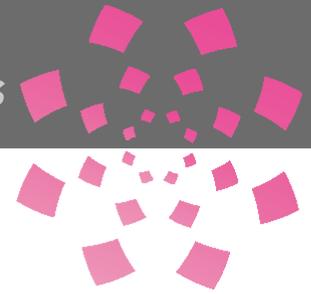
### resources

1. [Ted Talks - The Official TED Guide to Public Speaking by Chris Anderson](#)
2. [Seth Godin on The Tim Ferris Show Episode #177 - How to Think Small to Go Big](#)
3. [Dan Pink TED Talk on Motivation](#)
4. [Elizabeth Doty in the strategy+business blog: Why Leaders Who Listen Achieve Breakthroughs.](#)
5. [HBS professor Amy Edmondson's work is about psychological safety. TED Salon: Brightline Initiative - Amy Edmondson - How to turn a group of strangers into a team](#)
6. [New York Times story on Google's Project Aristotle](#)
7. [Crucial Conversations - Tools for Talking When Stakes are High by Kerry Patterson, Joseph Grenny, Ron McMillan and Al Switzler](#)

### your success criteria

*how will you know when you've successfully communicated to your audience in their language?*

- First level of success: Your ideas and messages are embraced – by audiences, customers and, most importantly by your employees, who act on them.
- Second level of success: Your customers feel listened to and engage more deeply with you. Your teams feel listened to and recognized. Everyone performs better as a result.
- Pinnacle of success: You become so natural at looking for and understanding your audience's context that you have customer conversations, navigate successfully through difficult conversations and create a compelling keynote with an unerring instinct for your audience.



## exercises

### 1. a new who what what chart

You've identified your audiences and you know what they think of you now and what you want them to think. Let's go deeper.

On this new Who What What chart, the first "What" becomes What does this audience want most? What are their hopes and aspirations?

The second "What" becomes What are their biggest concerns and fears?

When you go deep and look at feelings and underlying concerns you really start to understand your audience's world.

When you integrate this new information with the Who What What chart you created in Section 3 you have something really powerful.

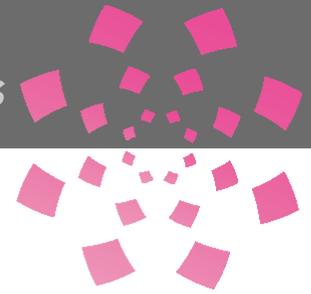
### 2. add the how to your integrated who what what chart

Take your newly integrated Who What What chart and add a final column – How. This is where you turn yourself into a communications strategist. Ask yourself: Based on what I know about each audience – how will I persuade them to think what I want them to think? Will it take data? A logical argument? An inspiring story? Validation from experts? And what's the best channel to reach them?

This exercise is just as powerful (maybe even more so!) for internal audiences.

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## five

*poseycorp - your body is giving the presentation*

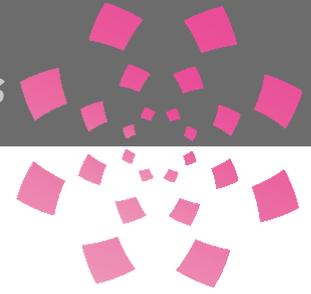
### resources

1. [HBR Guide to Persuasive Presentations](#) by Nancy Duarte
2. [TED Talks - The Official TED Guide to Public Speaking](#) by Chris Anderson
3. [The Uncanny Valley](#)
4. [How to Speak So That People Want to Listen](#) - TED talk by Julian Treasure
5. [Your Body Language May Shape Who You Are](#) - TED talk on using your body to change your mind by Amy Cuddy
6. [EMDR](#)
7. [Hypnotherapy](#)

### your success criteria

*how well are you managing your body and your nerves?*

- First level of success: You don't want to throw up before going out on stage or into the TV studio, because you have started to work with your body to master your amygdala.
- Second level of success: You build great habits of self-care so that you're well-resourced whenever you need to communicate. Stage fright recedes as a part of your life.
- Pinnacle of success: You have a reputation as a great speaker and spokesperson. Because your body enhances what your brain wants to say!



## exercises

### 1. *am I a robot or a human?*

Watch recordings of yourself speaking. When did you look natural? Enthusiastic and energized? When did you look nervous or robotic?

OK, now do some analysis. What were you talking about when you looked natural? How did you feel? What do you think got your body and your brain working so well in concert at that moment? Remember the connection you felt to your content, your body and your audience – that's your sweet spot. You replicate ease by replicating the circumstances that created it.

Now, do the same analysis for the nervous and/or robotic parts of your presentation. Were you pre-occupied? Thrown off by a bit of content you are ambivalent about? Distracted by a messed-up demo? Do what you can to minimize those things in your next presentation.

This is how you move toward your strengths and away from your vulnerabilities while on stage. Through self-awareness, investigation, and practice.

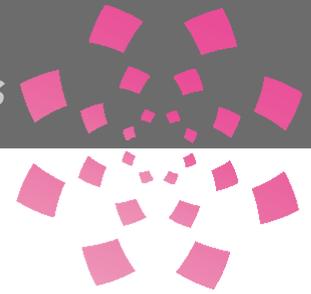
### 2. *finding the crescendo*

Look at your last talk. Where was the apex? If you have a recording of it, watch it. Did you signal the crescendo?

Now, look at your next talk? Where is your apex? How will you signal your crescendo? This is a HUGE amount of work – your homework for this module is really just to embrace that a crescendo is a multi-sensory production (even if it is just your voice and your body) that you must include in an artful way in every talk you give.

### 3. *power pose*

Pick an Amy Cuddy power pose and do it right now for two minutes. For real. You'll see.

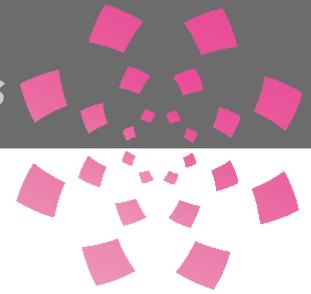


#### 4. preparation

List what you need to feel comfortable and grounded in your body before any significant communications opportunity. Then ensure you get those things – calendar the time to do them.

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## six

*poseycorp - You invest seriously in preparation to reap real rewards*

### resources

1. [Guy Kawasaki](#)
2. [Ted Talks - The Official TED Guide to Public Speaking by Chris Anderson](#)

### your success criteria

*are you a disciplined, committed communicator?*

- First level of success: You no longer have tantrums about how much work it is to communicate. You have embraced the requirements. You practice!
- Second level of success: You routinely get all of the help and support you need to do a great job in an external talk, a media interview, an all hands.
- Pinnacle of success: You have practiced so much that every communication looks effortless and natural.

### exercises

#### 1. schedule

Schedule time in your calendar to practice before every communication event this month – your all hands, your board meeting, that industry panel, your media interviews. Do it now.

#### 2. essentials

Make your list of essentials for every internal and external talk you do. Being prepared can be a system. Publish that system to your team and extract a commitment from everyone to keep refining the checklist every time you learn something new that can help you prepare.