



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.