

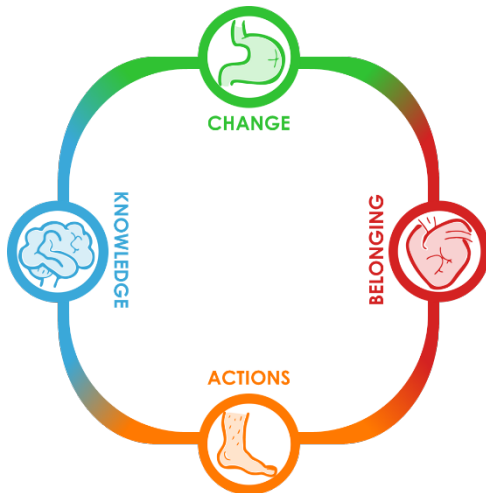


INTENT

1. Know What Are Your Trying To Achieve

Remember, the Impact of your communication is your audience's response.

There are four potential primary audience responses.



MESSAGE

2. Be Clear On Your Message

A strong and clear message has three elements – which we remember as our “Backward HAT”.

Task



What you are there to do

Your action during the presentation – what you are doing.

e.g.:

Demonstrate, Convince, Amaze, Challenge, Appreciate, Direct etc.

Ask



What you need them to do

What you are asking of the audience as the outcome of your presentation

e.g.:

support, sponsor, prioritize, action, understand, etc.

Headline



Why they should care

The most interesting thing that you are telling them, briefly stated.

i.e.:

The most important piece of news for this audience.

A great way to open a presentation is with the following three sentence starts:

“I am here to ...”

e.g.: “... remind you of your commitments and timings on the project.”

“So that you...”

e.g.: “... complete your part of the project by the end of the month.”

“Because...”

e.g.: “... this initiative has become our #1 priority for the calendar year.”



UNFORGETTABLE

3. Make Your Message Memorable

Use the 6 boxes of the 'STORED' model to make your key content, ideas, and messages, easier to remember. How you make your ideas invincible to the brain's tendency to forget.

Simple



The brain finds it easier to remember something **simple**. Something brief and easy to categorise into an area they already understand.

- Remove everything from your message not needed
- Layer your message:
 - o summary (1 paragraph)
 - o core message (5-15 words)
 - o mantra (2-5 words)
- Connect to ideas they understand well (e.g. analogy or metaphor)

Trusted



Our brain is measuring how **trusted** any message is. If we see it as highly credible, we will focus on it and work much more to remember the most pertinent points.

- Highlight your expertise as a speaker
- Highlight the credibility of your information sources
- Provide relevant data
- Get endorsement from someone the audience trusts
- Connect to the audience's personal experience
- Make sure you, your materials (and location) match your message

O.M.G.



Our brain wants to briefly use and then forget most information that comes in. **O.M.G.**, (surprise) the brain to make it wake up and to engage with your message.

- Share a surprising fact
- Come from an unusual angle
- Highlight something as being new
- Describe through an evocative metaphor
- Bring in a surprise voice (e.g. quote, client video, etc.)

Repeated



When the brain sees something appear **repeatedly** it takes notice. Especially if the repetition is in a rhythm or rhyme.

- Say your message early and say it often.
- Repeat the form: say it, have it on a every slide, put it in a handbook, ...
- Create a repeating rhythm (e.g. closing each section with your message)
- Form your message to have an internal rhyme (e.g. *an apple a day keeps the doctor away*)

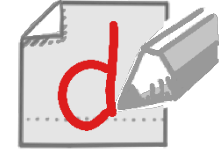
Emotive



The more **emotive** something is, the more the brain wants to remember what and why. If something brings me joy, I powerfully want to recognise the details so I can feel the joy again.

- Surround your key message with emotion
- Add a strongly emotive language into your message
- Embody the relevant emotion as you say your message
- Connect to strongly emotive life moments your audience will recognise
- Share relevant emotional pictures (e.g. a baby)

Drawable



Approximately 2/3rds of the brain is processing visual information (often interconnected with other senses). I want my message to be **drawable** to activate as much of the brain as I can.

- Connect the message to a primary visual
- Form the message into visual language
- Include a visual that summarises your main point
- Evoke the audience to form their own images from the message
- Test: draw your message on a small piece of paper, if you cannot, keep working on it

