



Communication
SUCCESS

BEGINNINGS

VIDEO 3: DEFINE YOUR PURPOSE

KENNEDY:

Welcome back!

Now that you've selected a powerful topic, it's time to move to the next step in building your talk: defining your purpose.

Your topic is the **what**. It's the subject that you want to share with your audience. The purpose is the **why**.

I define purpose as the value you create for your audience. It's not about you... It's about them.

Your audience is giving you something of great value, their time and attention. You need to give them something back in return.

I always remind my clients... Your audience doesn't want you to deliver a talk. They want you to deliver something of value.

What is the value you're going to give your audience? For me, this is the ultimate measure of success.

How do you deliver value?

Try this thought exercise.

In the past 7 days, what were some communication opportunities where you received value?

Maybe it was a presentation, or a conversation, or a workshop, or something you watched on TV.

When it was over, you thought to yourself, “wow, that was the best 30 minutes I’ve had all day!” What was the purpose of that communication? Why did it provide value to you?

On the other hand, think about those communication opportunities where you walked away going, “ugh, I’ll never get that time back. What a waste. There wasn’t value in it for me.”

Again, what was the purpose of that communication? Likely it didn’t have one, or if it did, it wasn’t aligned with your needs or interests.

This is the whole idea behind taking time to think about your purpose.

You want to create the value... and that feeling for your audience... that this has been a very meaningful and important communication opportunity, and you've helped them.

With the Purpose Tool, you have an opportunity to reflect on and develop your purpose.

Take some time to answer the questions about your talk's purpose and determine the value you're going to deliver.

One of the key ways to think about value is to change your perspective and be audience focused.

What does your audience value? Is the information you're presenting valuable? Is the meaning behind the information even more valuable?

Remember, Value can be subjective, so think about what your audience may be feeling or believing, too.

What does your audience need? What do they need from you, specifically? And, just as important, what does your audience NOT need?

And finally, what is it that only you can offer? What makes you and your vision unique and meaningful to an audience?

So take some time to think about and respond to these questions.

Step into your audiences' shoes to determine how to deliver value to them. Discover your purpose. The success of your talk depends on it.

Thank you.