



Communication **SUCCESS**

BEGINNINGS

VIDEO 4: OUTLINE YOUR STRATEGY

KENNEDY:

Welcome back.

Now that you've developed your topic, “your what”, and you've dug in and thought about your “why,” the purpose or value you’re creating, it’s time to take the next step... Outlining your strategy.

This is your “how.” How you are going to achieve your purpose.

If you think about it, a good strategy for communication success is found in the three E’s...

How will you **Engage** your audience?

How will you hold their attention so they actively listen to you?

How will you **Empower** your audience?

Not just inform them, but give them the tools, the direction and support they need to act.

And how will you **Energize** your audience?

How will you motivate them to act right now?

Achieving the 3-Es begins with understanding your audience.

I always go back to a quote from the 16th US President, Abraham Lincoln. He said: “When I'm getting ready to reason with a man, I spend one-third of my time thinking about myself and what I'm going to say, and two thirds of the time thinking about him and what he is going to say.”

What is it that you audience wants to say?

Where is your audience now on your topic? How do they feel about it? What can you share that they don't know?

A great way to think about your audience is to ask...

What's the WIIFTA? What's In It For The Audience?

You've heard of WIIFY and WIIFM ... what's in it for you and what's in it for me.

WIIFTA shifts your perspective from you and what you want to say, to your audience and what they need to hear. It's the Purpose, right?

Your audience needs to hear your conclusions. They need to hear your vision for the future. They need to hear what you want from them...

What you want them to think, feel and do.

With the Strategy Tool, you'll begin outlining your strategy for Engaging, Empowering and Energizing your audience by focusing on the WIIFTA.

U.S. President Dwight D. Eisenhower once said, "Plans are useless, but planning is everything."

Commit some time to think through your plan before we begin the next step of developing your messages.

Thank you!