



Communication **SUCCESS**

BEGINNINGS

VIDEO 11: ADVANCE YOUR PERFORMANCE

KENNEDY:

Congratulations on completing your talk!

How did it go? How did it feel?

Now it's time for the next, and most important, step...
Evaluating your performance and developing a plan for
improvement. Or, what I call, Advancement.

Every talk you give is an opportunity to do better than the
last. To improve. To have a bigger impact on your
audience. And, to feel more confident in your abilities.

“The single biggest problem in communication is the
illusion that it has taken place.” This quote by Irish
playwright, George Bernard Shaw is a great reminder that
communication is happening ALL the time. You need to
work at it.

At the end of your talk, were you successful? How would
you know?

Let me share my four Measures of Communication Success.

The first is Engagement. Did you engage your audience? Did you include their perspective? Were you fully present?

The second is Clarity. How clear and concise were your conclusions? How direct was your language? Did you know when to stop?

The third is Alignment. On what points did you and your audience agree? Or disagree? Does everyone share the same Vision? Do they know what to do next?

And then the fourth measure of success, as you'll remember from developing your purpose, is Value. Did you create value for your audience?

Obviously, there's a scale of how well you can measure your success in these 4 areas. But, if you're consistently improving in one or more of them, you're getting better.

Let's talk about this final tool, your advancement plan.

Look back at how you performed and reflect on these questions in order to improve.

What were your strengths? What were your weaknesses? Are you committed to improving?

What can you do right now to get better? Who can help you?

You can use this advancement tool to get feedback on your talk from teammates or other audience members, too.

Also, you'll have the opportunity to create additional steps to continually improve your performance.

And finally, I love these words from Nelson Mandela, "I never lose. I either win or learn." To me, that's the core of the advancement process.

I'm looking forward to wrapping up the Communication Success: Beginnings experience with you in the next video! See you then.