



Communication **SUCCESS**

BEGINNINGS

VIDEO 12 WRAP-UP AND NEXT STEPS

KENNEDY:

Welcome to the 12th and final video of the Communication Success: Beginnings course.

You've learned and accomplished a lot developing and delivering your 5-minute talk. Thank you for your time, commitment and effort.

Most important, your five-minute talk has had an impact on other people. You engaged, empowered and energized your audience. You provided clarity and drove alignment. You didn't just deliver a talk. You delivered something of value.

After the first video, you spent some time reflecting on why you were taking this course and how you were going to measure success. Go back to that tool and review your responses. Did this course meet your expectations? Did it change your perspective about communication? Are you now in a better position to succeed?

So, where do we go from here? My ask is for you to commit to continuous improvement. To never be satisfied with just good enough... to remember that every time a speaker stands before an audience, great things are possible.

The outcome of this course was not just your 5-minute talk... It was that you now have a repeatable process to achieve improved results from every communication opportunity.

So, what if your next opportunity is to deliver a 20-minute talk? Think about it as 3, 5-minute talks plus an introduction, some transitions and a more detailed conclusion. 30-minutes? 60 minutes? They're all made up of your 5-minute building blocks.

What about a 1-minute talk? Then you go back to your primary messages and share your motivating conclusions.

In time, you will internalize this process and you'll be able to prepare your talks more effectively and efficiently.

Another ask I have for you is that you help others improve their communication performance, too. By completing this course, you are now a certified Level 1 Deputy Communication Success Coach, or DCSC.

Remember this is not a reward, it's a responsibility. Now you can help others improve their communication results by:

Delivering and expecting value from every communication opportunity...

And modeling effective communication behaviors

By doing this, you, your team, and your organization will begin to develop and grow, what I call, a Culture of Communication Success.

A final ask is that you complete the post-course survey about your Communication Success Beginnings experience. Your responses are greatly appreciated and will help us Advance our performance as well.

T.S. Eliot wrote, “What we call the beginning is often the end and to make an end is to make a beginning. The end is where we start from.”

This is the end of your Communication Success: Beginnings course. Let’s start anew.

Take care and continue to speak well. Thank you.