

# YOUR GUIDE™ TO BETTER COMMUNICATION



## Goal Clarity

*INSPIRES*



Why are you communicating?

What do you hope to accomplish?

What are your expectations?



## Unlock Commitment

*ENGAGES*



Who needs to hear this?

What do they need to know about it?

Why do they care?



## Impactful Ideas

*CONNECT*



What do you actually need to communicate?

How do you say it so it will resonate with your audience?

How much context do you need for your audience to connect?



## Develop for Action

*MOTIVATES*



When do you need action?

How do you want the audience to act, think, and feel?

Do your ideas and message motivate that action?



## Execution Excellence

*EMPOWERS*



How will you know if you were successful?

When and where do you communicate?

Will it engage and inspire action?

# GUIDE YOUR STORY

## GOAL CLARITY

Why is practice transformation important to you?

### Your Why

To     (contribution)     so that     (impact)    .

## Stuck?

What are the moments of truth that inspire you to do the work?

## UNLOCK COMMITMENT

What is important to you?

## Unpack Your Story

Why is it important?

How do you expect yourself to show up?

How do you expect others to show up?

## IMPACTFUL IDEAS

How do you bring your *why* to life?

## DEVELOP FOR ACTION

What can you do to motivate others to take action?

## EXECUTION EXCELLENCE

Where and when can your story have impact?

How will you know it is working?

## Your Six Word Story