YOUR GUIDE TO BETTER COMMUNICATION



Goal Clarity

INSPIRES

Why are you communicating?

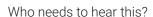
What do you hope to accomplish?

What are your expectations?



Unlock Commitment

ENGAGES



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

FMPOWFRS

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 Stuck? Why is practice transformation important to you? What are the moments of truth that inspire you to do the work? Your Why To (contribution) so that (impact) **UNLOCK COMMITMENT Unpack Your Story** What is important to you? Why is it important? How do you expect How do you expect yourself to show up? others to show up? **IMPACTFUL IDEAS DEVELOP FOR ACTION** How do you bring your why to life? What can you do to motivate others to take action? **EXECUTION EXCELLENCE Your Six Word Story** Where and when can your story have impact? How will you know it is working?