

PERSUADE THE WORLD

Workbook



THE LATIMER GROUP

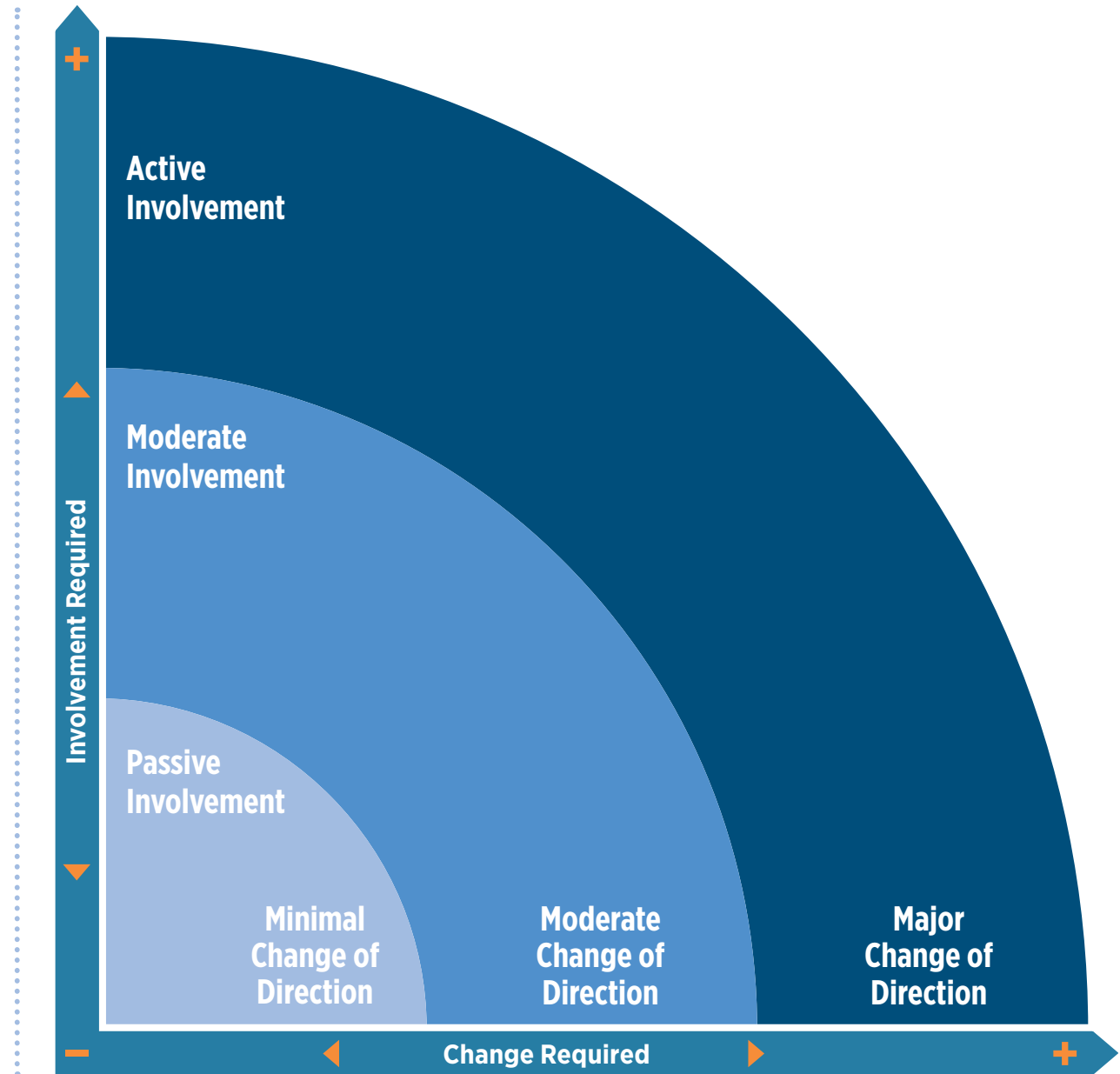
The Experts in Persuasive Communication

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Persuasion Challenge Chart

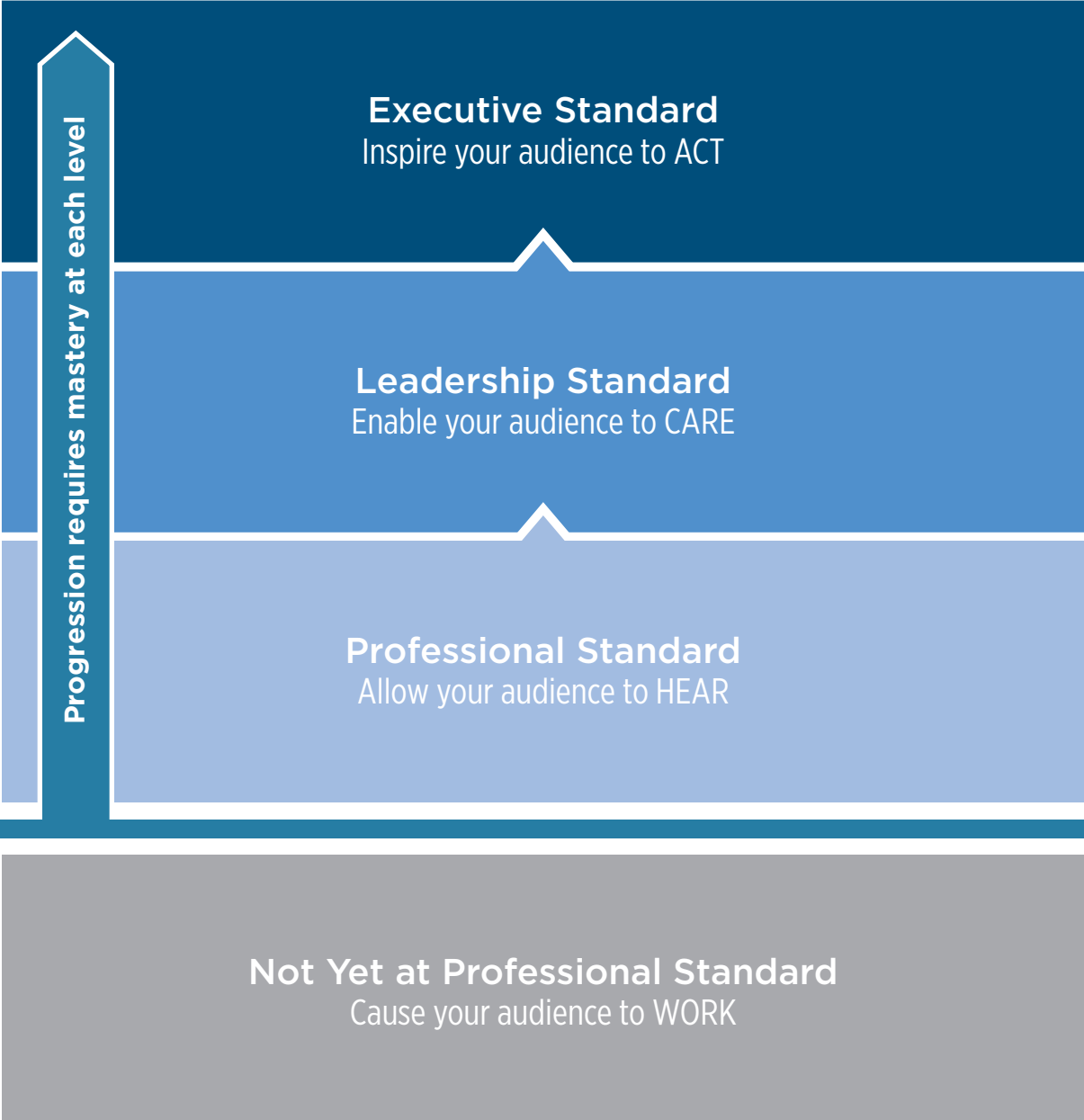
Determine the Degree of Difficulty You Face

NOTES:



Competency Levels

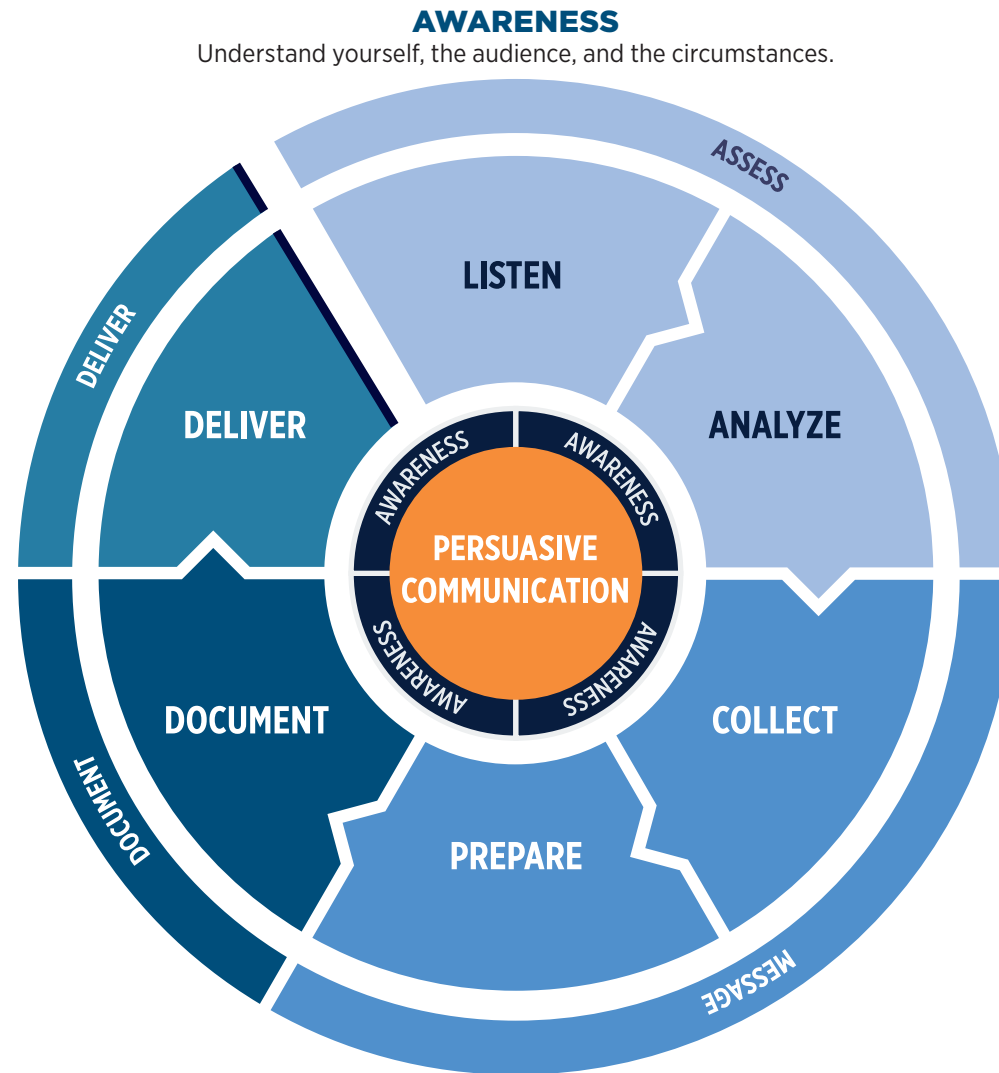
Drive Action Through Your Communication



NOTES:

Persuade the World Model

A Multi-Step Process for Successful Communication



LISTEN

Consider the perspective of your audience, your constituents, and your colleagues.

ANALYZE

Determine how to optimize your preparation.

COLLECT

Gather the right information to formulate your message.

PREPARE

Organize your information and data in a persuasive structure.

DOCUMENT

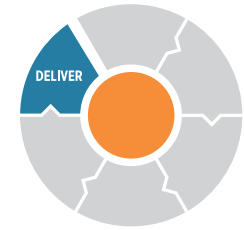
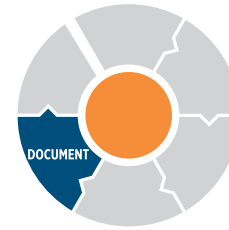
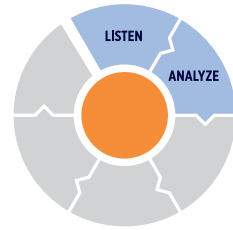
Build slides, handouts, or materials to support your message.

DELIVER

Convey confidence, conviction, and credibility with strong presence and language.

Areas of Skill Evaluation

Develop Skills Individually to Elevate Overall Performance



ASSESS

MESSAGE

DOCUMENT

DELIVER

	ASSESS	MESSAGE	DOCUMENT	DELIVER
Executive Standard	The assessment determines how to be persuasive.	The message is persuasive.	The slides capture attention and enhance the message.	The delivery captivates and persuades the audience.
Leadership Standard	The assessment recognizes the implications.	The message connects with the audience.	The slides are memorable and connect with the audience's needs.	The delivery engages the audience.
Professional Standard	The assessment captures the facts.	The message is clear.	The slides are crisp and reinforce the point.	The delivery communicates the point.
Not Yet at Professional Standard	The assessment fails to capture key information.	The message lacks clarity or essential elements.	The slides are too distracting or too simple.	The delivery undermines the speaker and distracts the audience.

Awareness

Train Yourself to Recognize Cues & Adapt

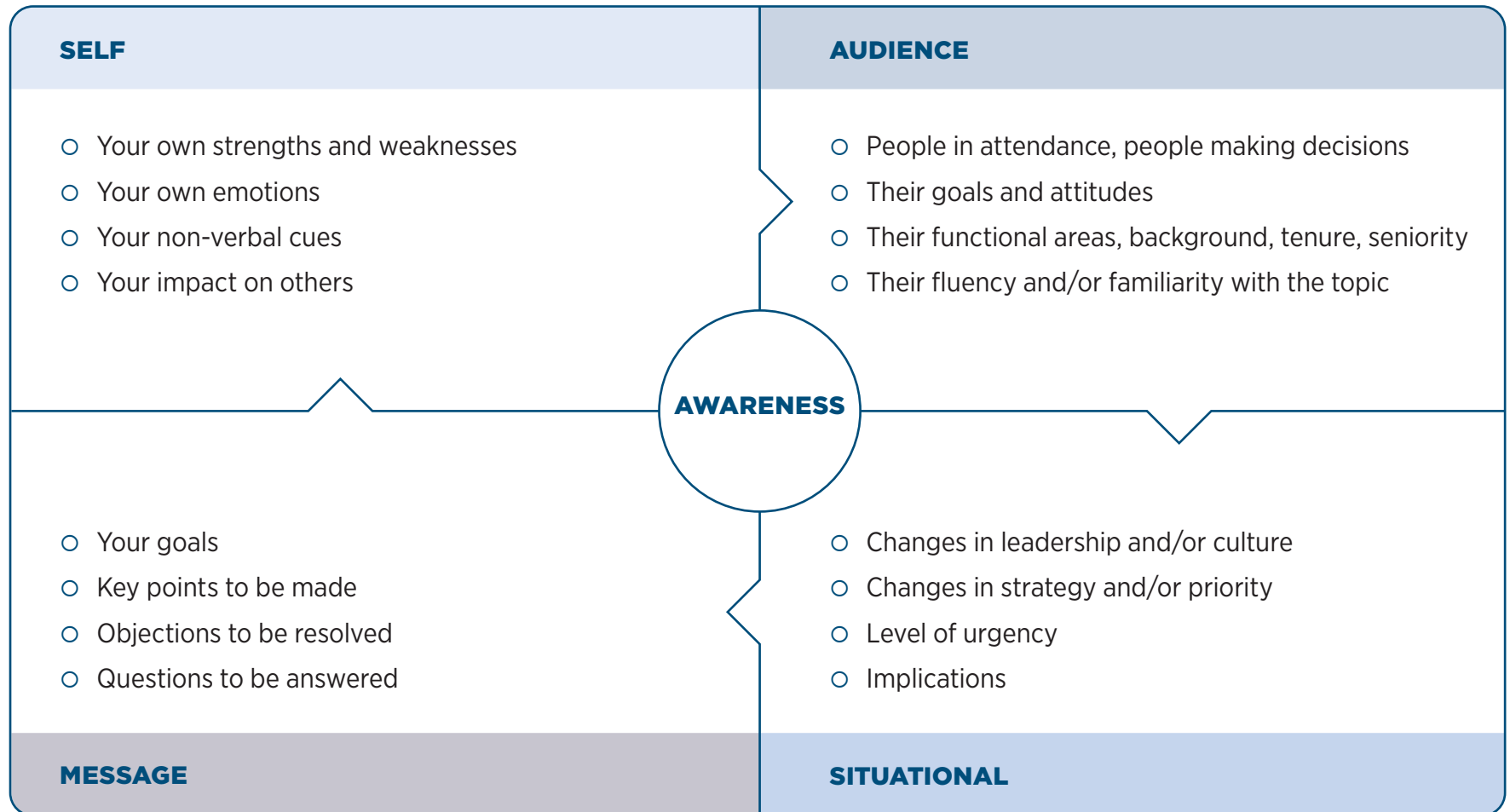
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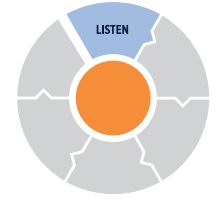


Awareness Worksheet

Train Yourself to Recognize Cues & Adapt

To be aware means being conscious of these elements:

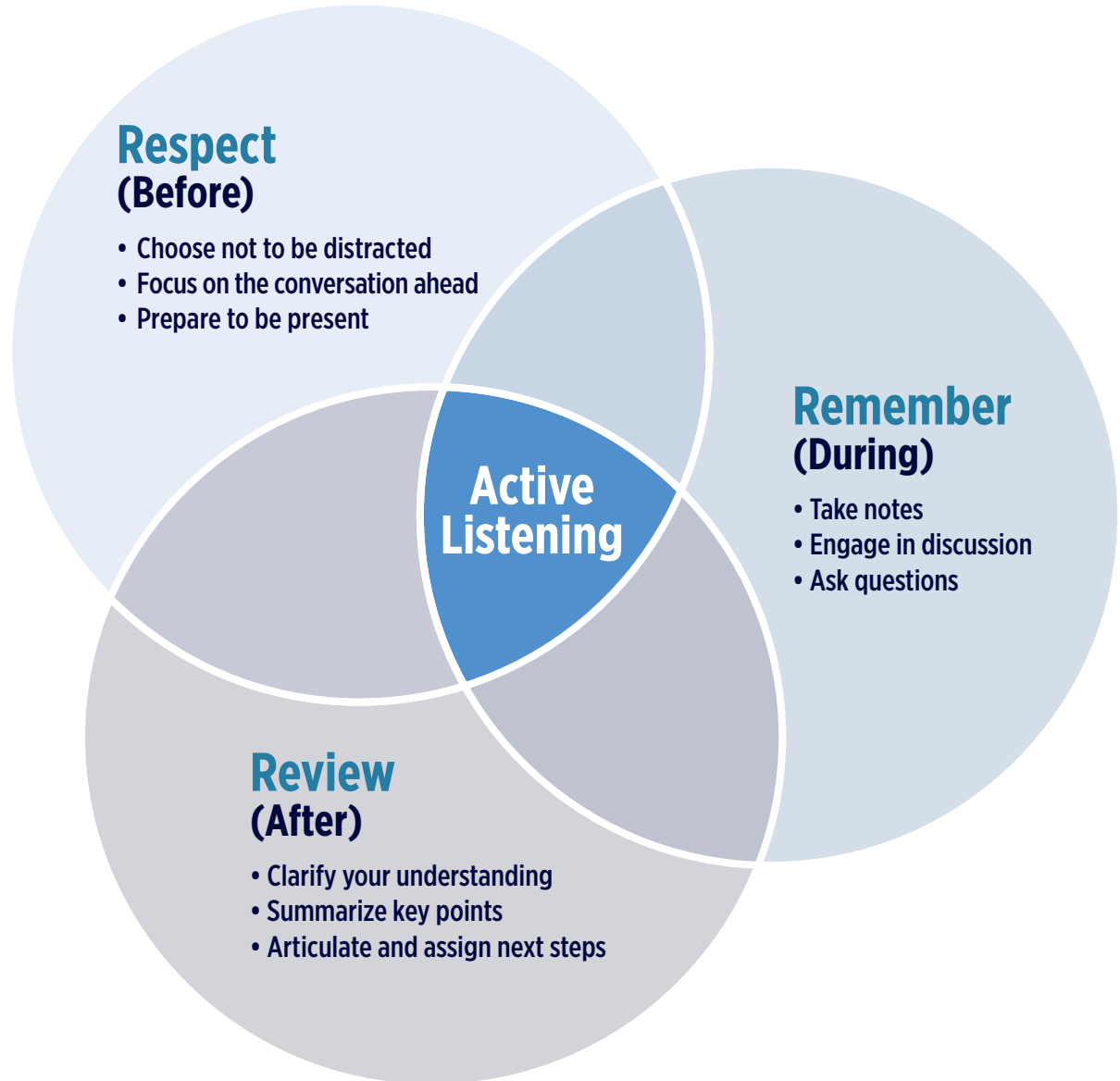


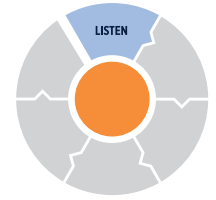


Three R's of Active Listening

Have a Listening Plan

NOTES:





Three R's of Active Listening Worksheet

Have a Listening Plan

Sample Listening Plan:

BEFORE / RESPECT

1. What is the context or reason for this meeting?
2. What do I/we need? What might they need?
3. What do I expect to hear?
4. What deadlines or events are approaching?
5. What don't I know that I need to know?

DURING / REMEMBER

1. Are we on the same page?
2. What is their tone and body language saying?
3. What do they care about?
4. What do they like? dislike?
5. What challenges do I see?
6. What opportunities do I see?

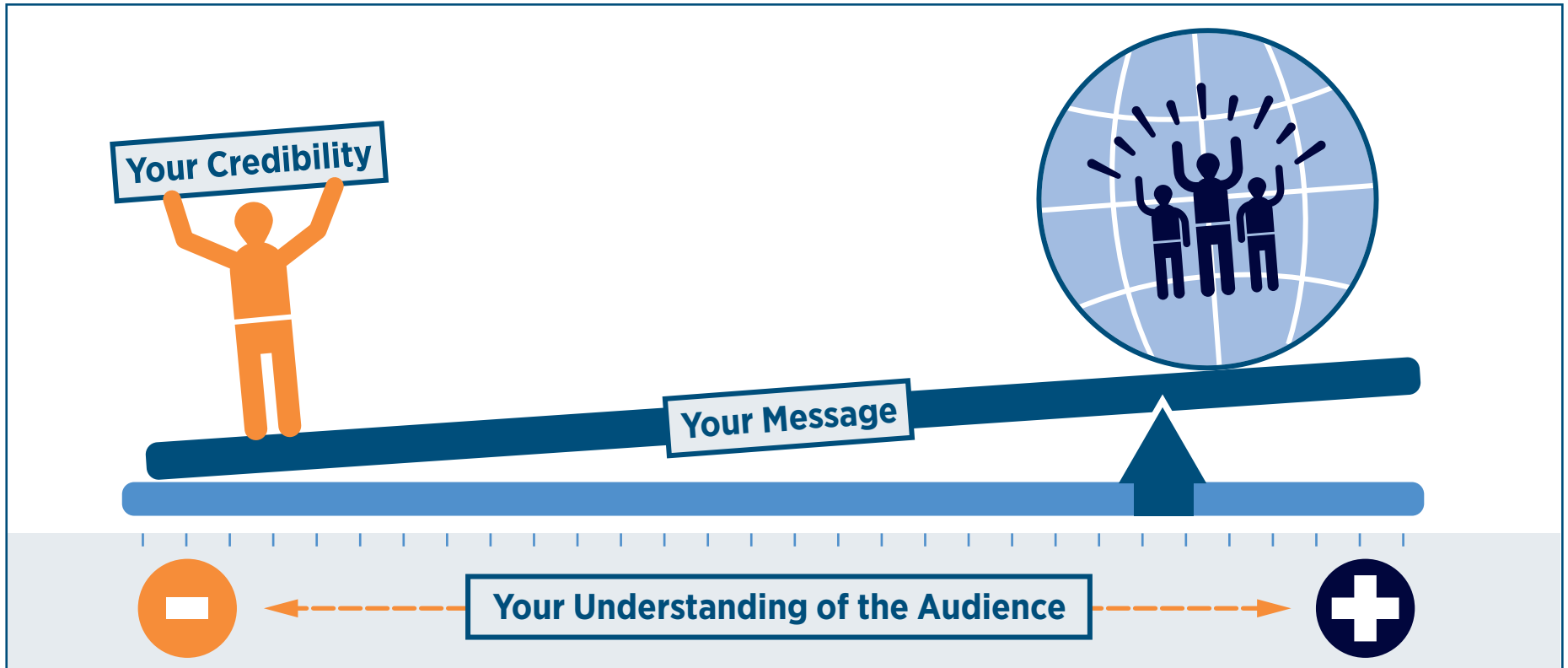
AFTER / REVIEW

1. What were the key takeaways?
2. What decisions were made?
3. What opinions were expressed?
4. What next steps should be taken?
when? by whom?
5. What did we learn that we did not already know?



Leverage Mindset

Analyze Your Own Strengths & Weaknesses



NOTES:



Leverage Mindset Worksheet

Analyze Your Own Strengths & Weaknesses

Your **UNDERSTANDING OF THE AUDIENCE**

1. How well do I know my audience?
2. Do I know their background and history?
3. Can I anticipate their point of view?
4. Do I know what will be valuable to them?

Your **MESSAGE**

1. What is my key message?
2. Is it clear and simple?
3. Is it relevant to the audience?
4. Is it memorable?

Your **CREDIBILITY**

1. How well does the audience know me?
2. What do they need to know about me?
3. How can I establish or enhance my credibility?
4. How will I connect with the audience?



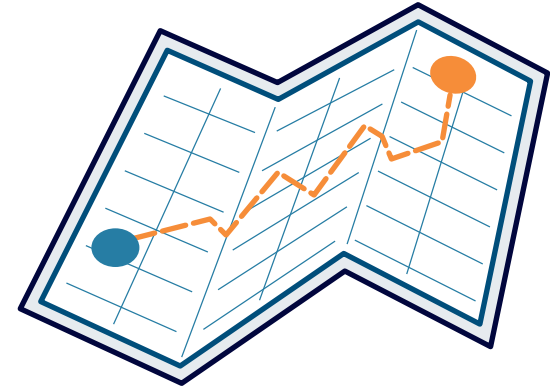
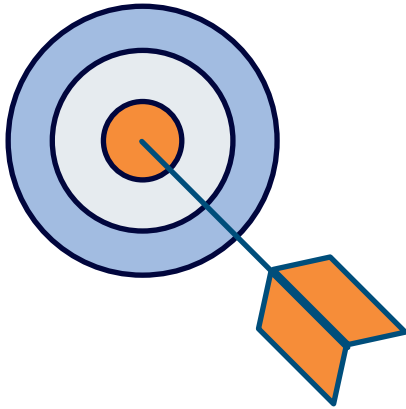
The GAP Method

A Simple Way to Gather the Right Information

KNOW YOUR **GOALS**

UNDERSTAND YOUR **AUDIENCE**

MAP YOUR **PLAN**



GOALS + AUDIENCE + PLAN = GAP Method

NOTES:



GAP Method Worksheet

A Simple Way to Gather the Right Information

GOALS

1. What are my goals?
2. How do I define success? support?
3. What do I want my audience to do? not do?
4. What do I want my audience to remember?
5. What is my ideal outcome?

AUDIENCE

1. What are their goals?
2. What is their background/frame of reference?
3. What are their points of agreement?
4. What are their questions or objections?
5. What is their capacity to act?
6. What are their decision-making priorities?

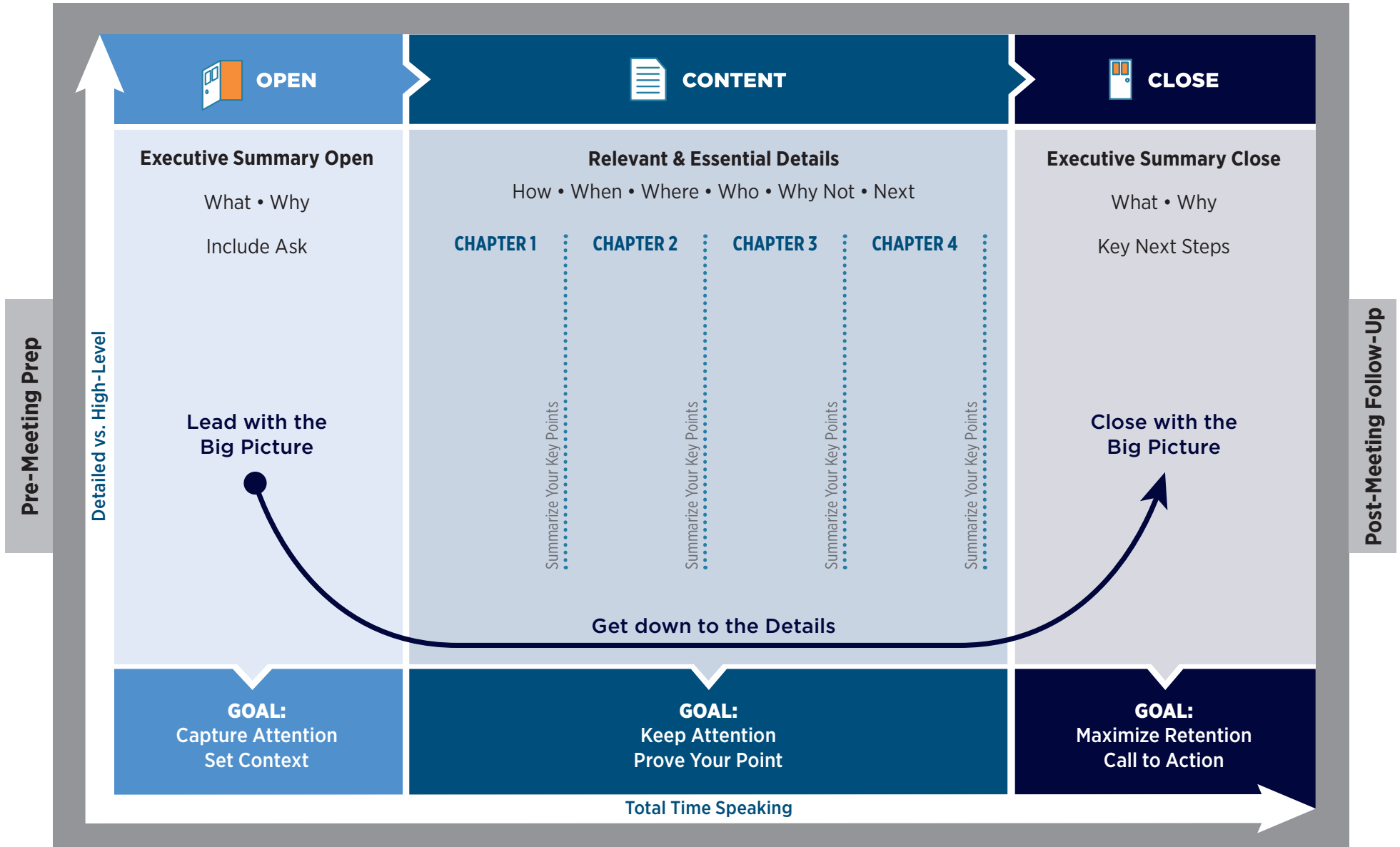
PLAN

1. Topic/Persuasive point of view (WHAT):
2. Benefit (WHY):
3. Relevant details (HOW, WHEN, WHERE, WHO):
4. Objections (WHY NOT):
5. Action items (NEXT):



Story Board Method

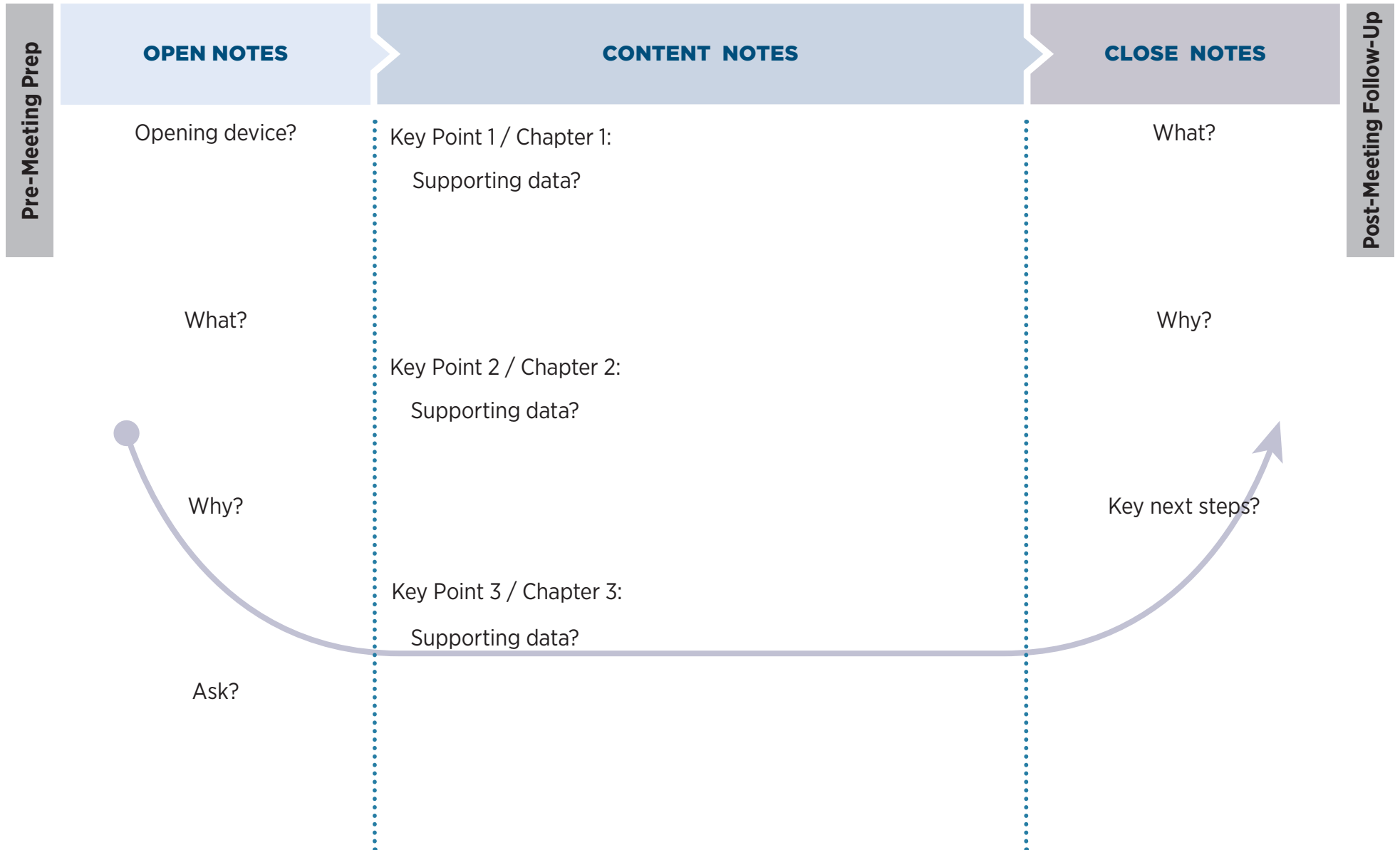
Organize Your Message Effectively





Story Board Method Worksheet

Organize Your Message Effectively





Frame, Fill, Finish

Build Documents That Support Your Message



NOTES:



Frame, Fill, Finish Worksheet

Build Documents That Support Your Message

FRAME

1. Do I have the right document type?

2. What is my overarching theme?

3. Utilizing my Story Board:

Do I clearly illustrate my Open, Content and Close?

Does my document structure follow my message arc?

Do I clearly identify the milestones?

FILL

1. Do I need to use a company template?

2. Does my content highlight my key points?

3. Is each key point obvious?

4. Do my images add value?

5. Do the graphics illustrate what is difficult to explain?

6. Do I need more explanatory text?

7. Am I using appropriate slide layouts?

FINISH

1. Is my formatting consistent (fonts, placement, alignment, bullets, color, slide numbers, etc.)?

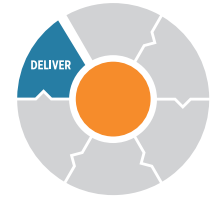
2. Do I have any errors in spelling, punctuation, or capitalization?

3. Do I limit each slide or section to one key point?

4. Am I utilizing word economy?

5. Do my images and graphics highlight the right information?

6. Is my design effective?



Degrees of Delivery

Remove the Negative, Add the Positive



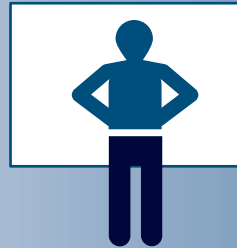
DETRACT



NEUTRAL



ENHANCE



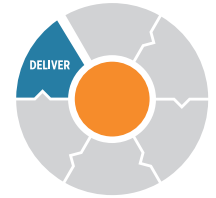
BODY LANGUAGE
Posture & stance
Gestures & movement
Eye contact & facial expressions



VOICE
Volume & projection
Pace & pausing
Inflection & tone

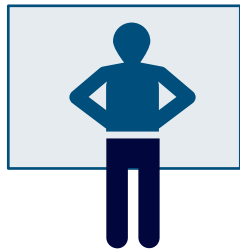


VERBAL LANGUAGE
Vocabulary & sentence structure
Speech patterns & techniques
Formality & fluidity



Degrees of Delivery

Remove the Negative, Add the Positive



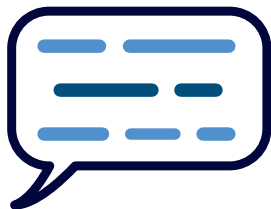
- Eliminate behaviors that detract and distract**
- Lack of eye contact
 - Hunched posture, crossed limbs
 - Fidgeting, rocking, swaying
 - Overly repetitive or extreme gestures
 - Low energy, lack of emotion

- Incorporate techniques that enhance and engage**
- Engaging eye contact
 - Upright, balanced posture
 - Purposeful movement
 - Meaningful gestures
 - Energy and emotion matched to message



- Low volume, hard to hear
- Poor enunciation
- Monotone
- Rising tone
- Pace too fast or too slow

- Appropriate volume and projection
- Modulated tone
- Proper inflection
- Measured pace
- Pausing with silence



- Long, rambling sentences
- Verbal pauses (*um, uh*)
- Filler words (*you know, so, OK, right, like*)
- Undermining language (*kind of, sort of, a little bit, just, hopefully, basically*)
- Informal diction or vocabulary
- Overuse of jargon or acronyms

- Purposeful word choice
- Speaking "in periods, not commas"
- Using bullet points
- Verbal highlights
- WIIFY ("What's in it for you") statements
- Internal previews and summaries
- Storytelling and humor
- Real and rhetorical questions
- Repeating for emphasis



Assess Effectiveness Review

AWARENESS & LISTEN

- Did I generate the impact I wanted?
- Did I notice a situational shift in my audience?
- If so, did I adjust effectively?

- What was my mindset before the meeting/presentation?
- Did it affect my communication?

ANALYZE

- Did I assess my audience effectively?
- Did I provide enough background and/or translation?
- Did I anticipate and address my audience's goals and objections?
- Did I learn anything new about my audience?

- Did I feel confident in my credibility?
- Did the audience listen actively?
- Did they ask questions and engage in discussion?

- Did I assess the opportunity correctly?
- Was my preparation comprehensive?
- Did I maximize my leverage?



Message Effectiveness Review

ORGANIZATION

The **OPEN**

- Did the opening device grab the audience's attention?
- Did the open provide context for the audience?
- Was there a high-level summary with clear statement of problem, solution and ask?
- Were the key points laid out?

The **CONTENT**

- Did each chapter address one key point?
- Was there an appropriate amount of data and detail?
- Was each chapter introduced and recapped effectively?
- Were transitions between chapters logical?

The **CLOSE**

- Did the close reiterate the high-level summary included in the open?
- Did the audience leave with a clear call-to-action?

INFORMATION

The **WHAT**

- Was the problem/issue/situation described clearly?
- Was there a clear recommendation or solution?
- Were the key points clear and thoroughly developed?
- Was there a specific ask of the audience?

The **WHY**

- Did the presenter give the audience sufficient context without too much detail?
- Did the presenter demonstrate value and relevance to the audience?
- Did the presenter enable the audience to care?

The **WHY NOT**

- Did the presenter anticipate and answer questions?
- Did the presenter address and resolve likely objections?
- Did the presenter state the risk of inaction?

The **HOW**

- Were the main points supporting the recommendation clear?
- Was the structure of the recommendation compelling?
- Did the presenter quantify the benefit? the cost? the risk?

The **NEXT**

- Were the next steps clearly stated?
- Were accountability and timeline addressed?
- Was the audience given clear action items (if appropriate)?



Document Effectiveness Review

DESIGN

- Did the document follow a template?
- Did the order of the slides/sections follow the arc of the story?
- Did the layout and formatting make information stand out?
- Did the document exhibit appropriate word economy?

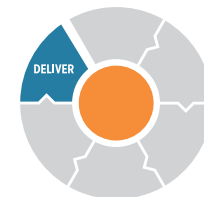
- Was there an appropriate balance of visuals and text?
- Was there a good use of white space and contrast?
- Was the document visually appealing?
- Was the document visually consistent?
- Was the design effective?

CONTENT

- Was there enough context and big picture?
- Did the document have the appropriate level of detail?
- Was each component essential to the document?

- Was there enough of a business case?
- Were benefits, costs, and/or risks clearly addressed?
- Was there a clear call-to-action?

- Did the images create meaningful associations for the audience?
- Did the graphics illustrate key points effectively?
- Was the key point in each slide/section obvious?



Deliver Effectiveness Review

BODY LANGUAGE & VOICE

- Did the presenter have strong, open posture?
- Was the movement purposeful?
- Were the hand gestures meaningful?
- Did the presenter convey appropriate energy and emotion?
- Did the presenter engage the audience with meaningful eye contact?
- Did the presenter interact to the right extent with the slides?

- Did the presenter speak at a consistently audible volume?
- Did the presenter enunciate and project clearly?
- Was the pace appropriate?
- Did the presenter pause with silence instead of verbal pauses?
- Did the presenter modulate tone to emphasize and engage?
- Was inflection used appropriately for statements and questions?

VERBAL LANGUAGE

- Did the presenter speak “in periods, not commas”?
- Did the presenter use strong vocabulary?
- Did the presenter avoid undermining language?
- Did the presenter avoid filler words?
- Did the presenter speak in bullet points?
- Did the presenter verbally highlight key points?
- Did the presenter pause and/or repeat for emphasis?

- Did the presenter connect with the audience using humor or storytelling?
- Did the presenter engage the audience with real or rhetorical questions?
- Did the presenter strike the right balance of “I” and “we”?
- Did the presenter use WIIFY (“What’s In It For You”) statements?
- Did the presenter define terms or acronyms that may be unfamiliar to the audience?

Notes

Notes

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