



# Message Development: Building a Clear & Persuasive Message

Part 1 of 3

**Presented by:**

Dean M. Brenner, CEO & Founder

**Presented to:**

DHL



# Common Communication Issues



# The Goal of *ALL* Great Communication

---



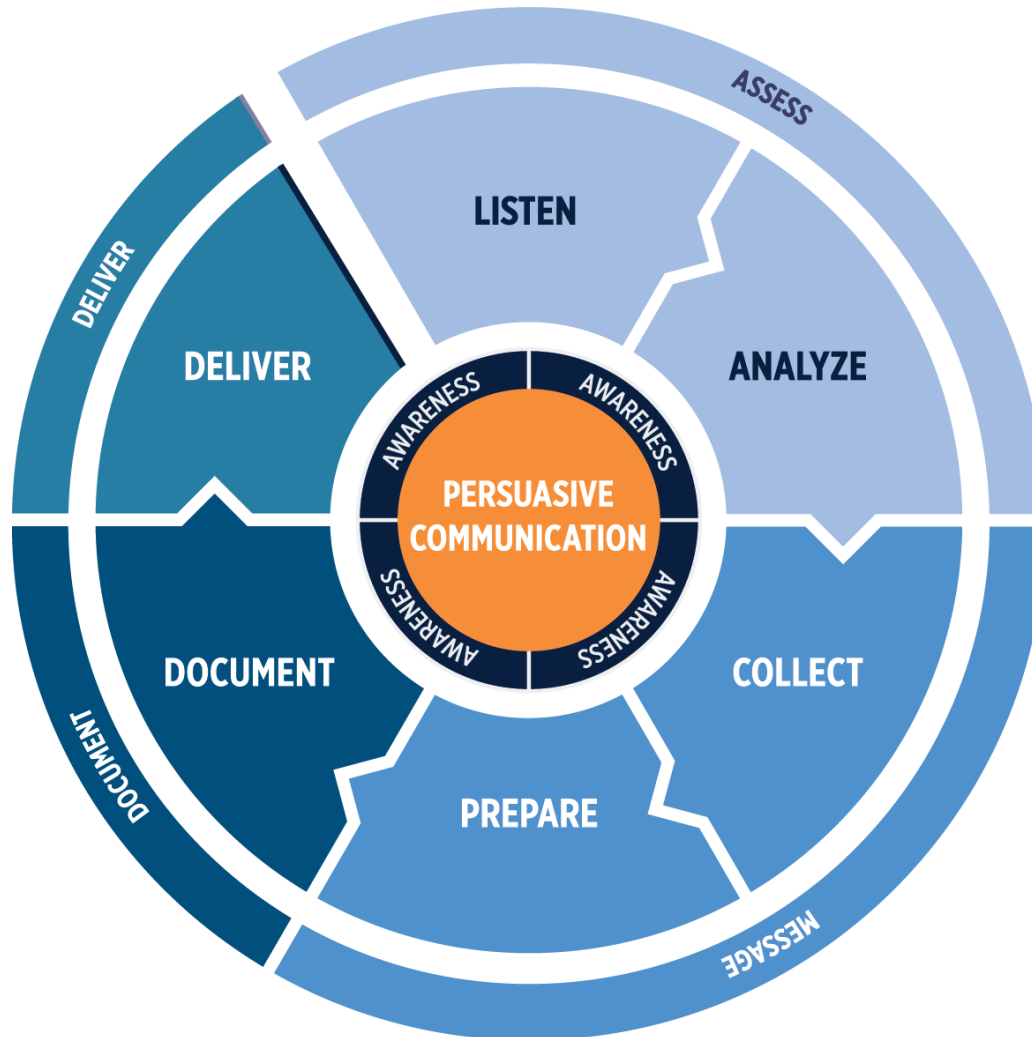
*Don't just be a messenger!*

# Competency Levels

---

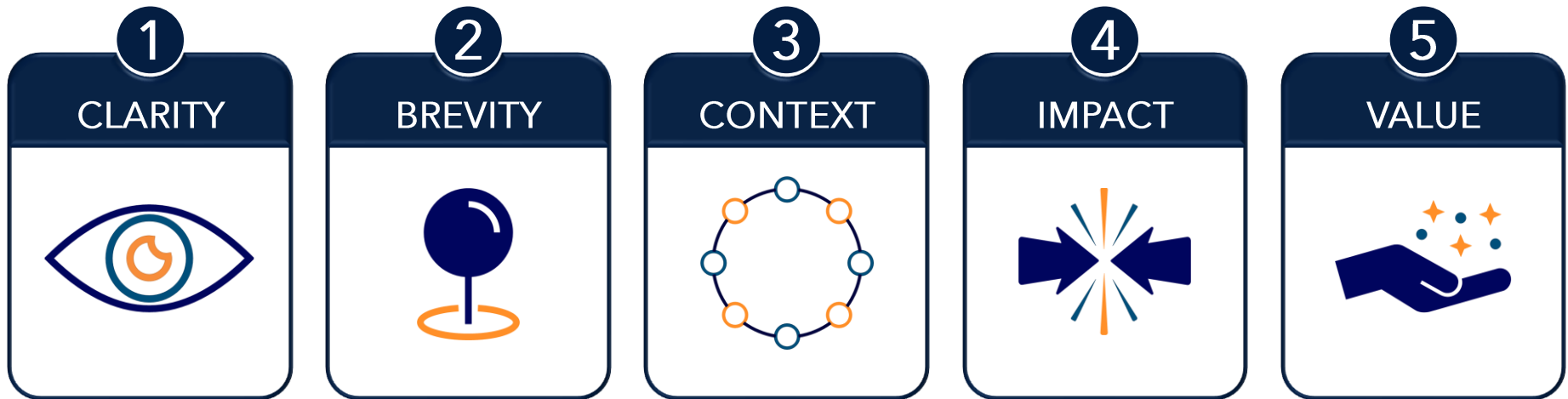


# The Latimer Group Model



# 5 Ingredients for Great Communication

---



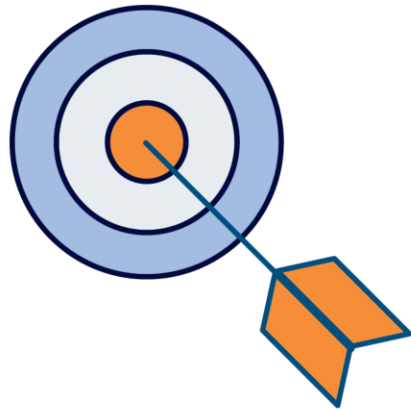
*Make your message easy to hear, understand, and remember.*

# Considering Your Audience



# The GAP Method

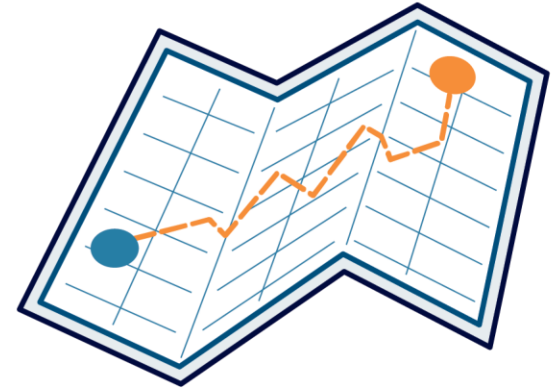
KNOW YOUR **GOALS**



UNDERSTAND YOUR **AUDIENCE**



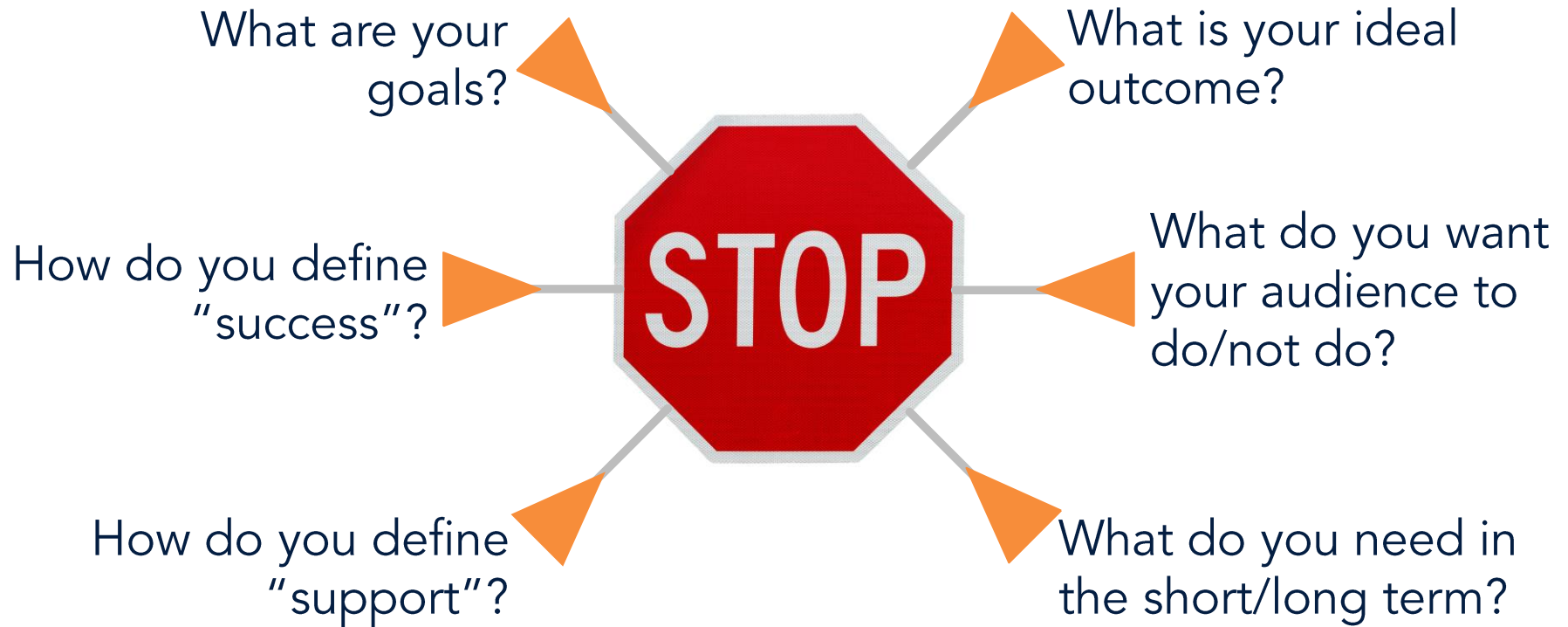
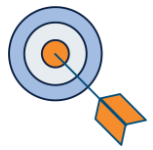
MAP YOUR **PLAN**



GOALS + AUDIENCE + PLAN = GAP Method



# Know Your Goals



*What do you want your audience to do, think, feel, remember?*

# Understand Your Audience



What are their goals?

Do your goals align or diverge?

What are their frames of reference?

... points of agreement?

... likely questions?

... likely objections?

... decision-making triggers?

What is their capacity to act?



# Map Your Plan



WHAT: What is your persuasive point of view?

WHY: Why does this benefit them? Why should they act now?

HOW: How will this work? How do you know it will?

WHY NOT: Why might they *not* want to act?

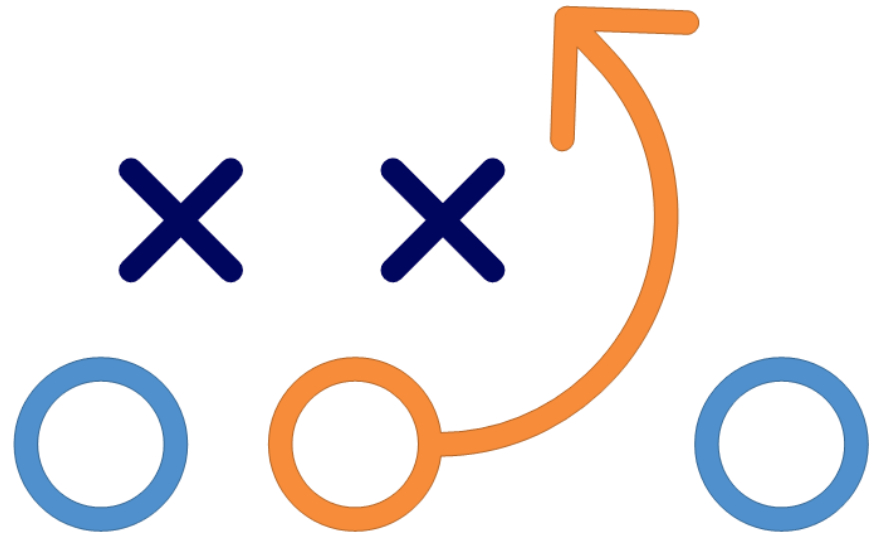
NEXT: What comes next? What are the action items?



# 5 Strategies of Persuasion

---

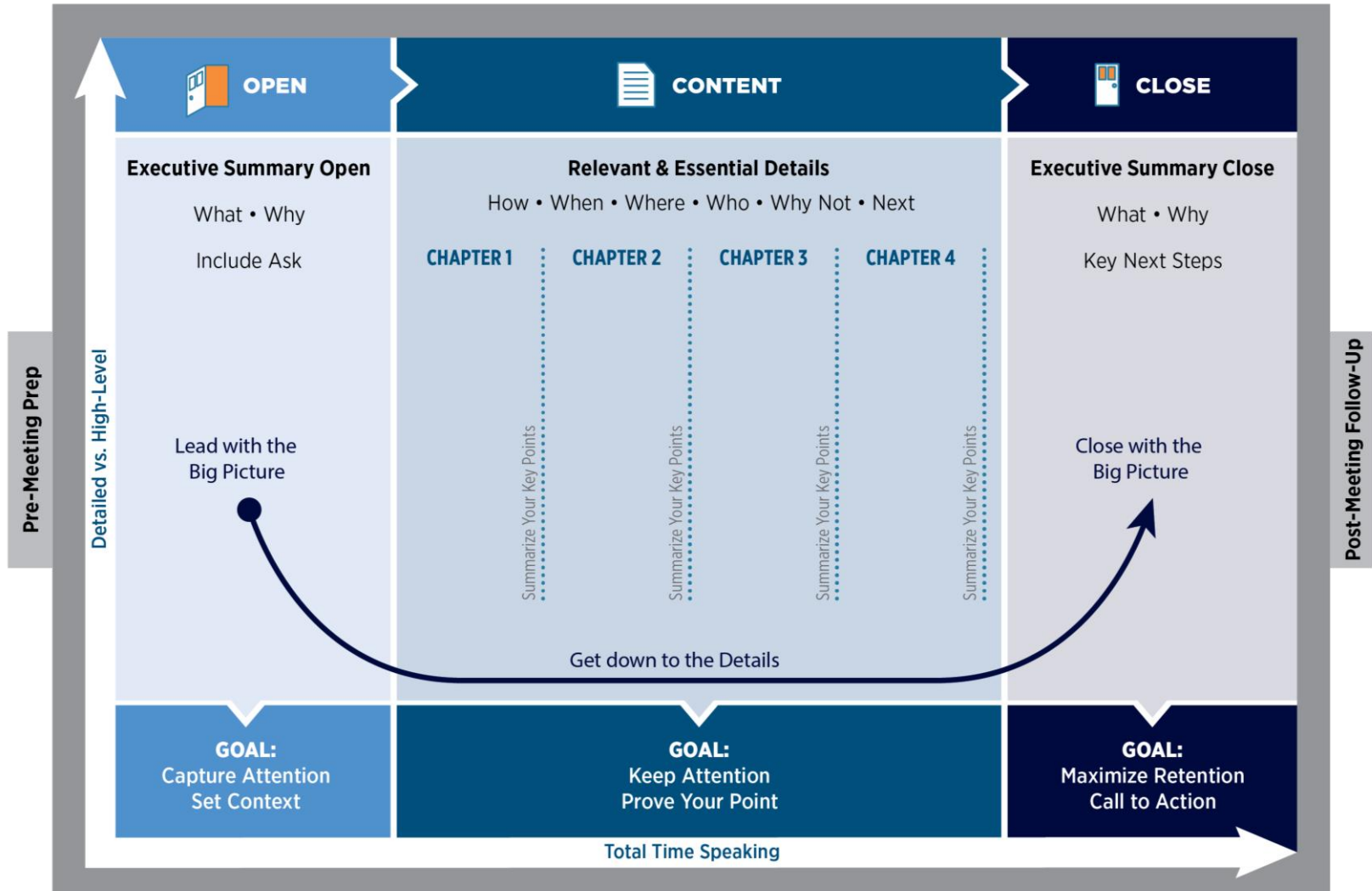
1. Reciprocity (quid pro quo)
2. Common ground
3. Compliance with norms
4. Opportunity for gain
5. Risk protection



# What Scenarios Do You Face Most Often?



# The Story Board Method



# If Your Problem Is...



# Drawing Them in with a Hook

---

Get them talking

Use real and rhetorical questions

Use a poll with a large group

Share a story

Startle them with a fact or statistic

Remind them of timeline

Connect their needs and your shared purpose





# Capturing Attention: The Open

Open with an executive summary

Introduce the topic clearly

State your persuasive point of view

Make your recommendation or ask

Refer to elements of value

Outline key points to be developed

# Agenda-Based Open Example

---

## Agenda

---

Current maintenance process and expense

Proposal for centralized process

Initial investment to reduce expenses

Next steps

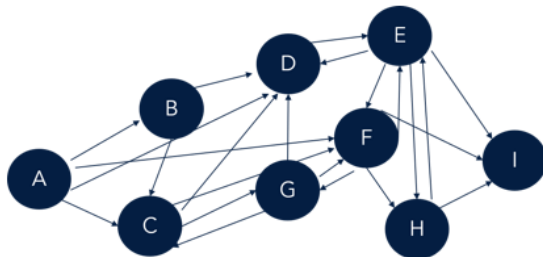


# Executive Summary Open Example

## Maintenance Overview & Recommendations

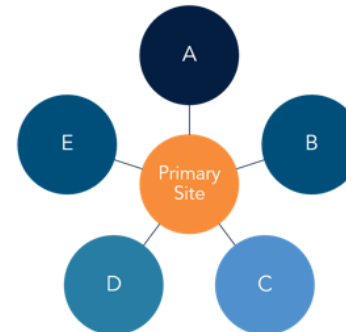
### Current Process

\$28m in annual maintenance expense  
Inefficient uses of resources



### Proposed Process

Entire function centralized  
\$10m one-time investment  
Expense reduced to \$12m



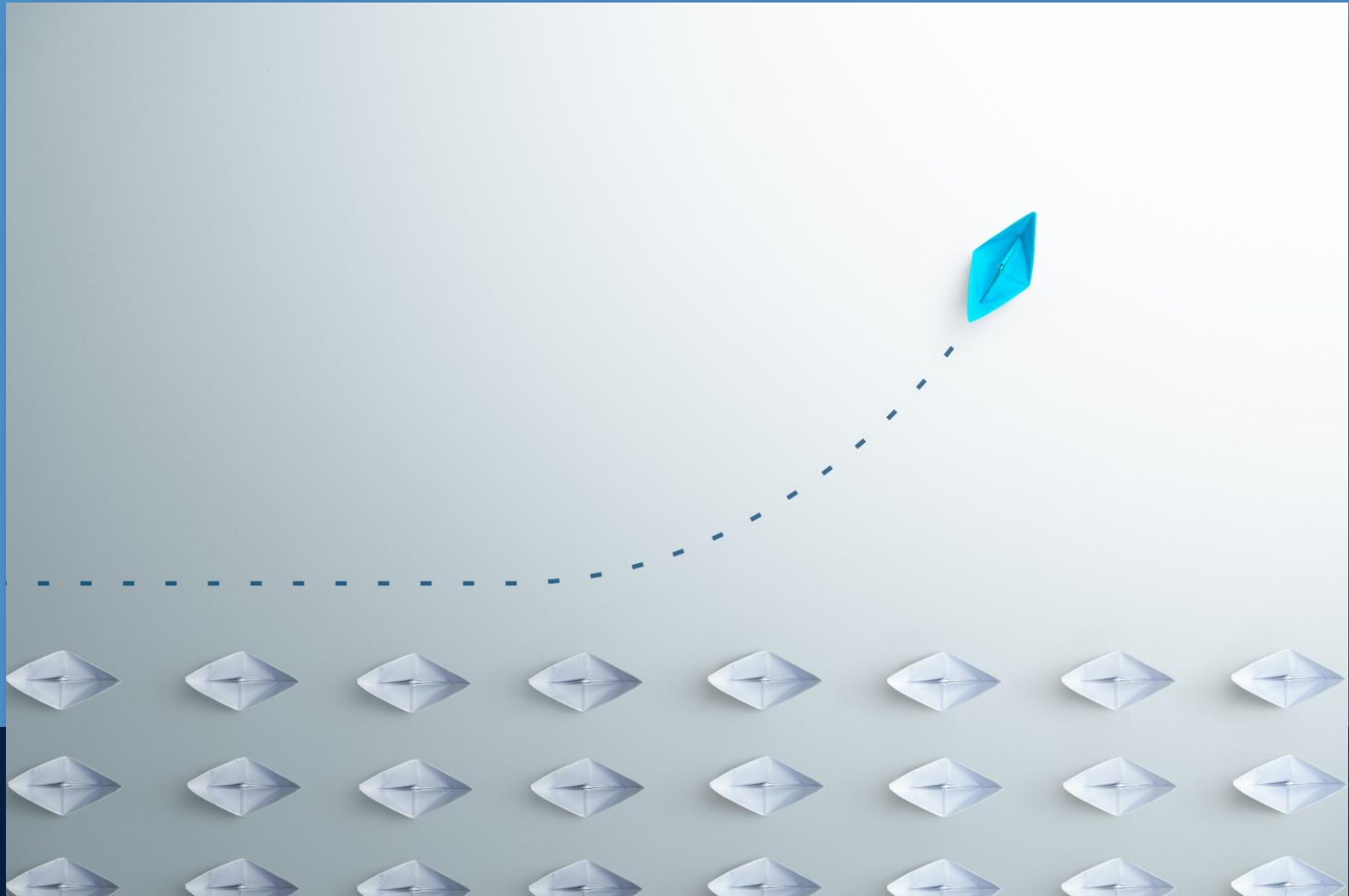
© The Latimer Corporation



3



# What's the Difference?



# Keeping Attention: The Details

Identify your key points

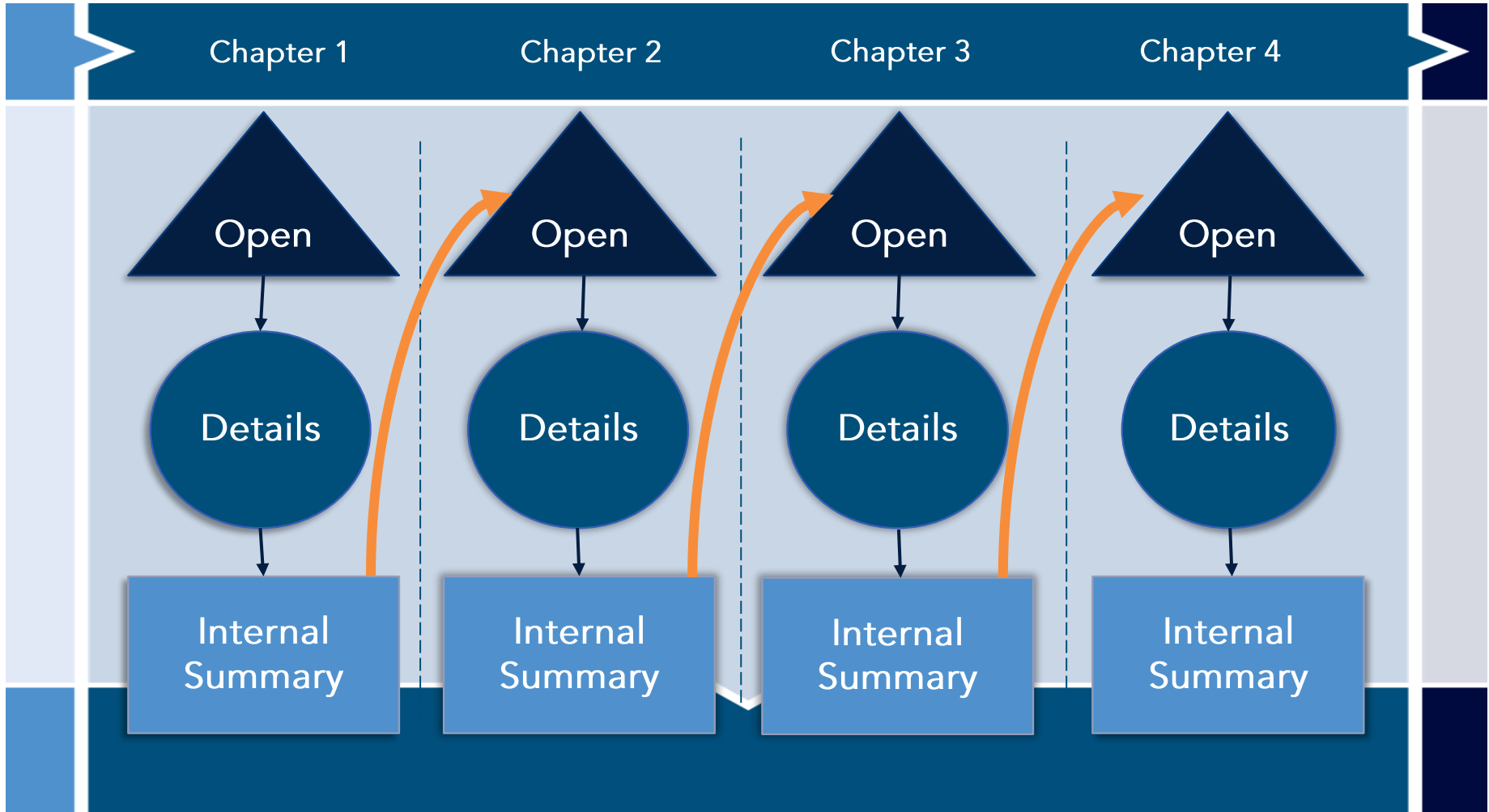
Organize each point into a chapter

Reinforce your point with relevant data

Bring the message to life with real examples

Source your statistics, quantify your assertions

# The Details



# What Does a Good Close Look Like?



# Maximizing Retention: The Close

No new information in the close

Refer to points made in the open

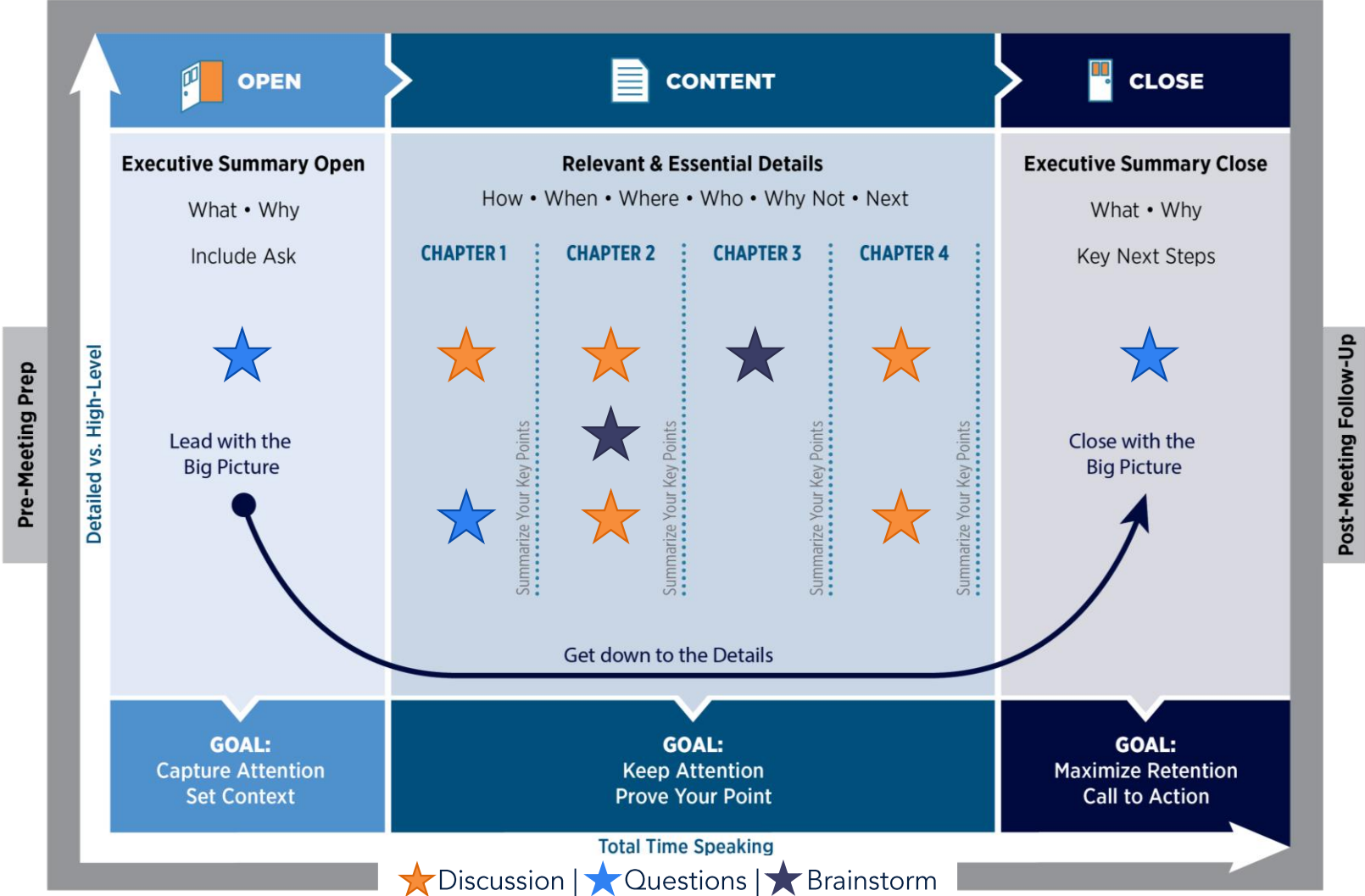
Repeat key elements of your proof

Create a call to action

Assign accountability



# Prepare for Virtual Engagement



# Flip Story Board for Another Perspective



# Key Takeaways from Message

---

Identify a specific goal and collect information on your audience

Utilize the information you collected to map out your plan

Consider which strategies and techniques to utilize

Craft a powerful executive summary open and a strong close

Organize your key points into chapters

# The Latimer Group Model – Next, Document

