



Persuasive Communication Skills & Message Development: Part 2 of 3



Presented by:

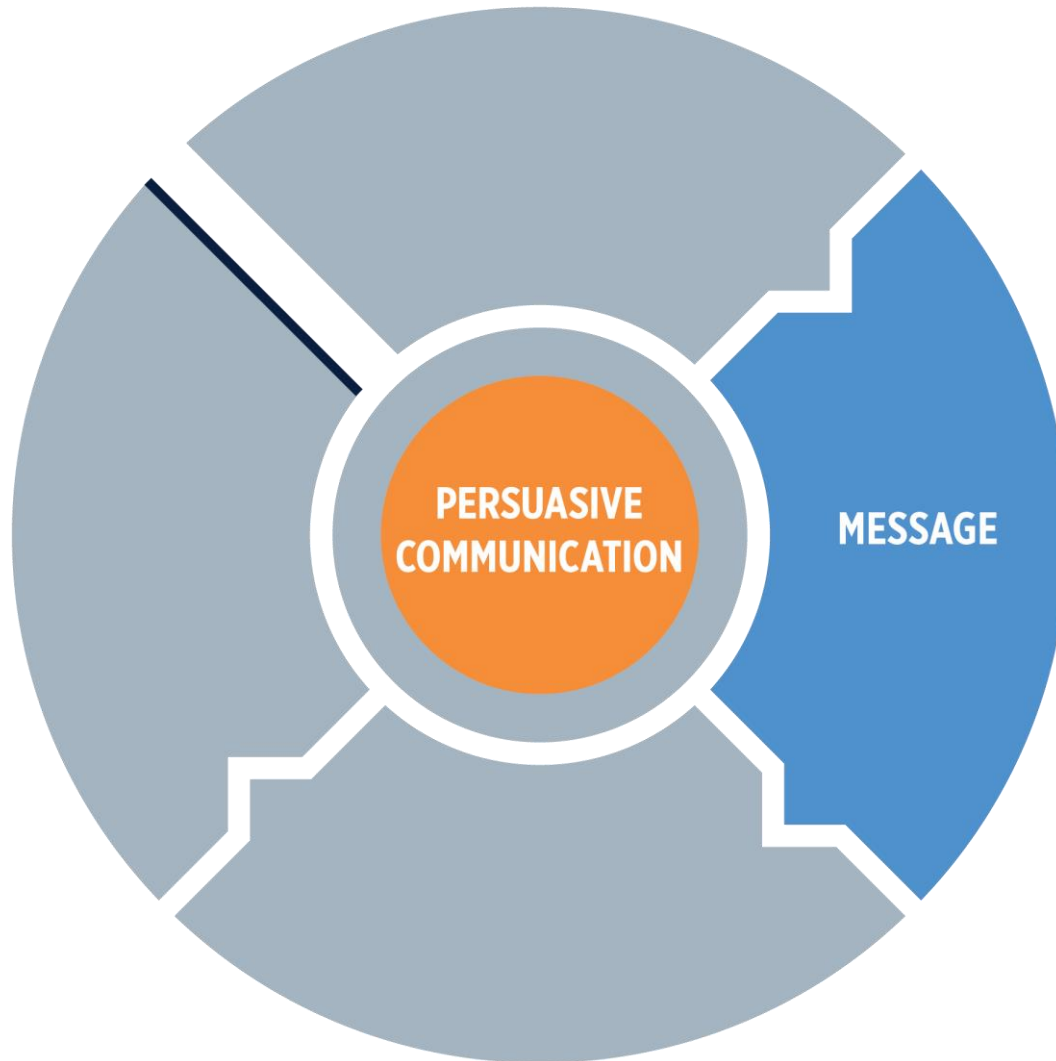
James O. Prewitt, Director of Coaching & Facilitation

Presented to:

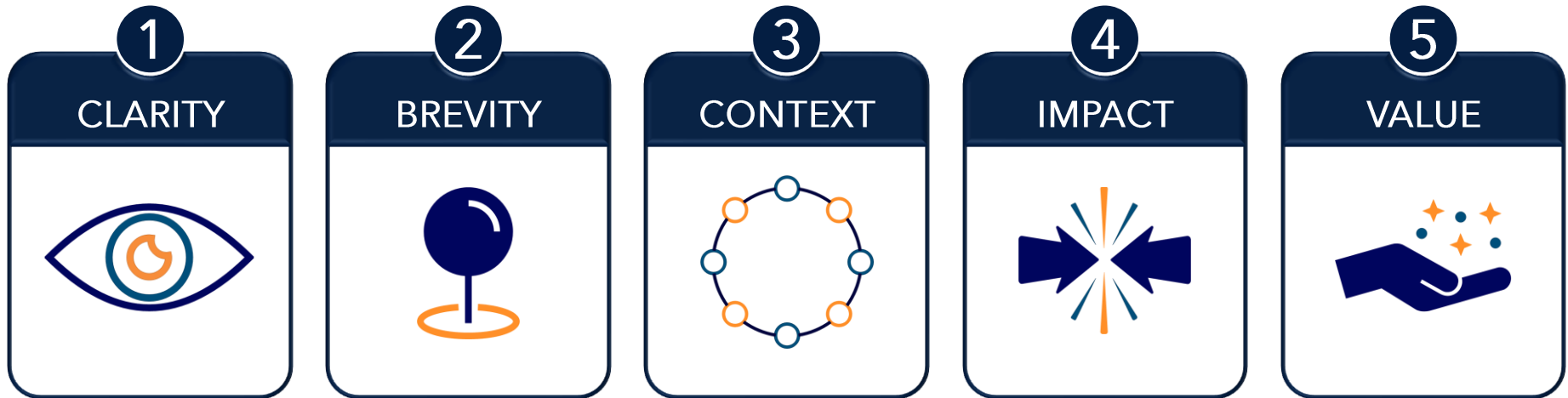
Carrier Corporation



The Latimer Group Model



5 Ingredients for Great Communication



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

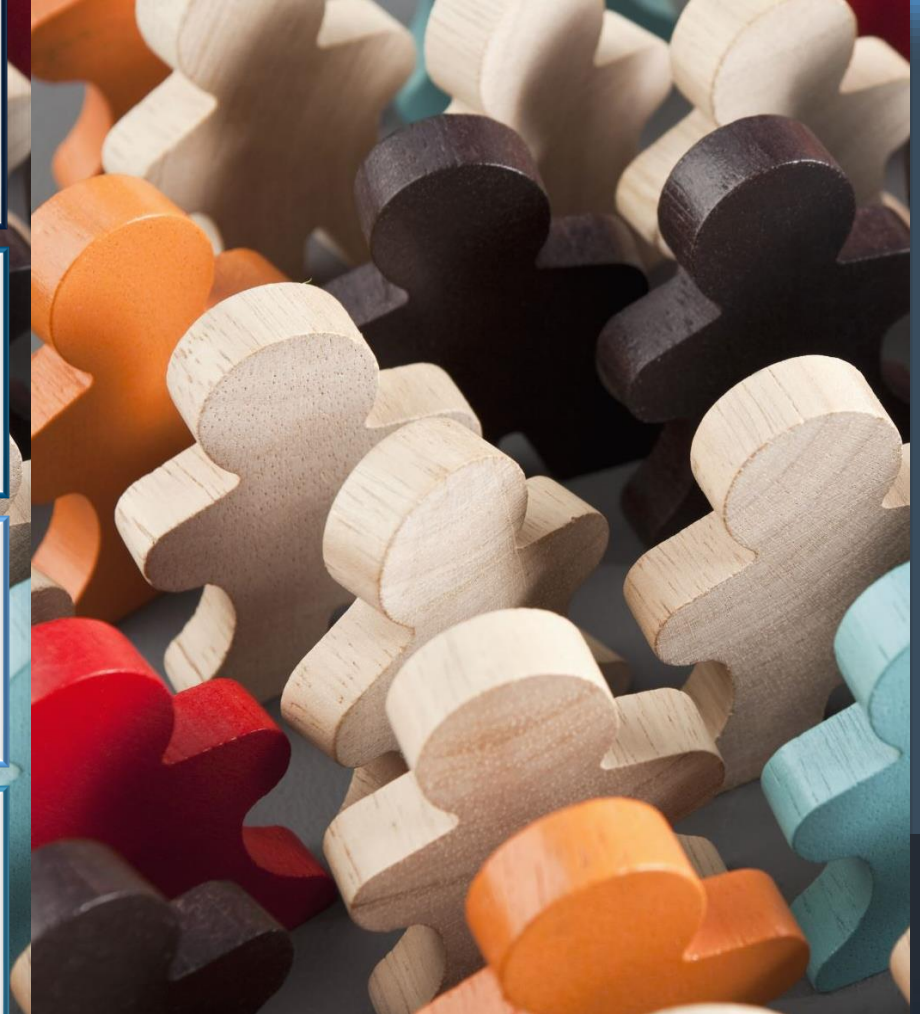
Consider Your Audience

INDUSTRY

COMPANY

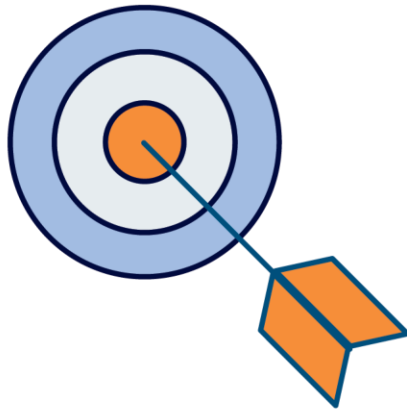
ROLE / FUNCTION

INDIVIDUAL



The GAP Method

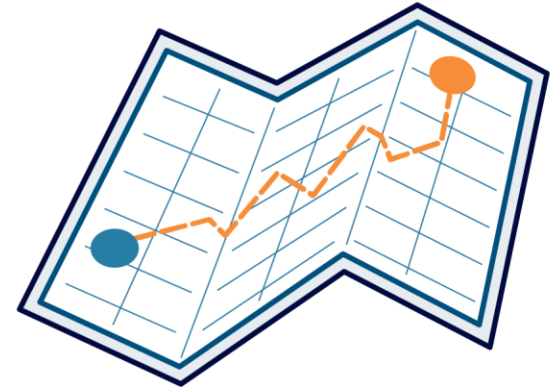
KNOW YOUR **GOALS**



UNDERSTAND YOUR **AUDIENCE**

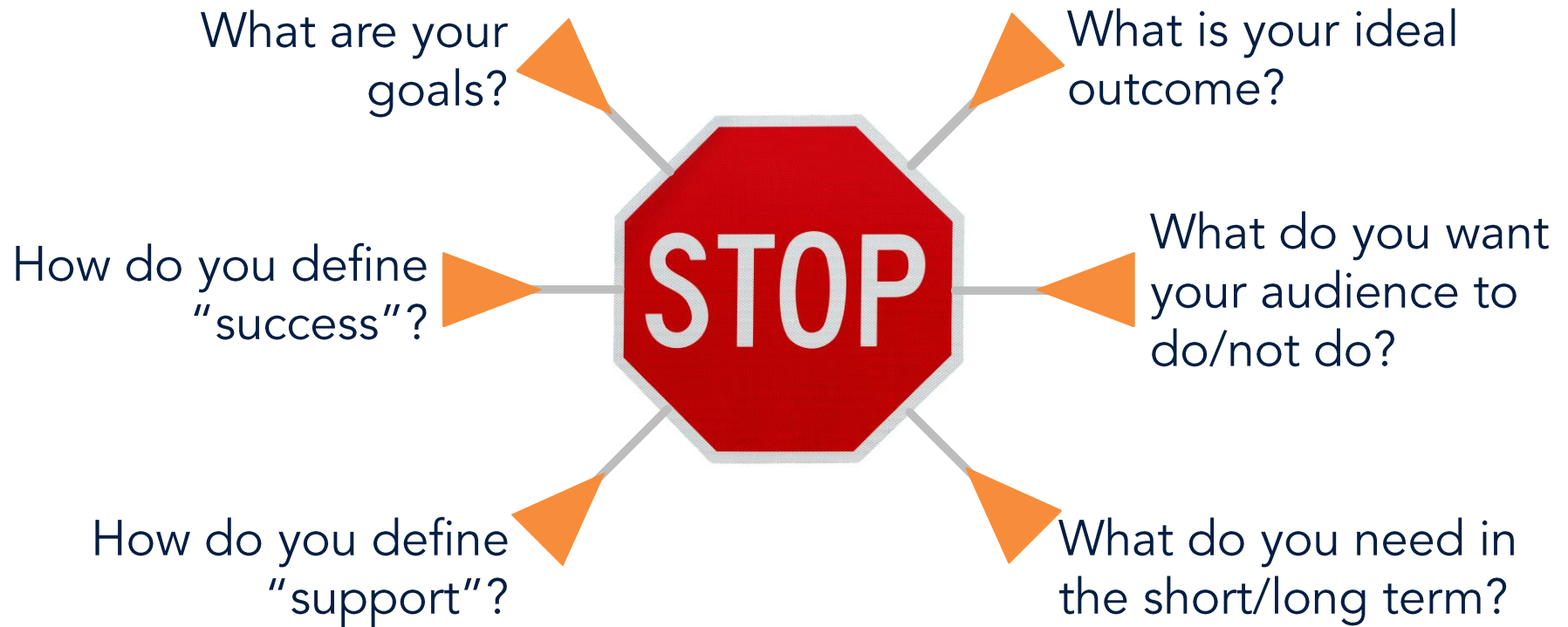
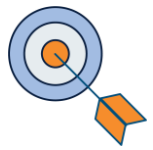


MAP YOUR **PLAN**



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?

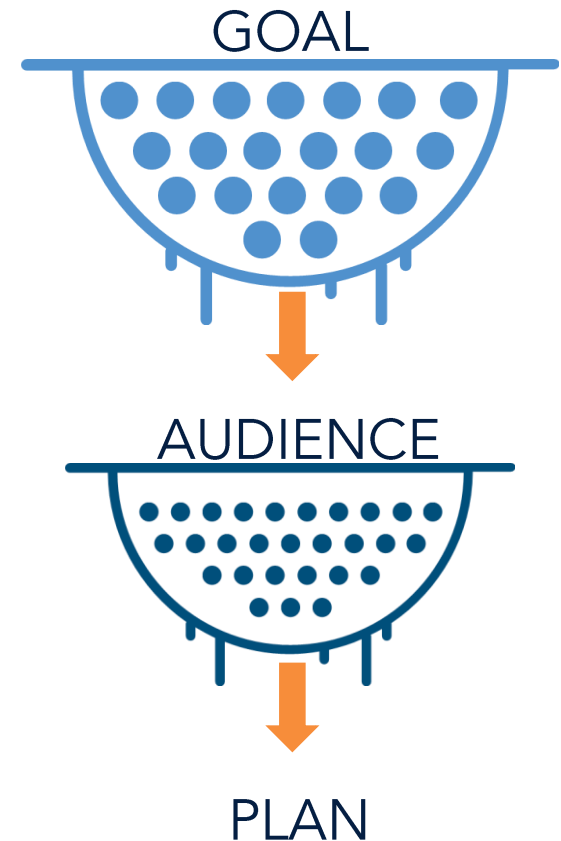
HOW: How will this work?

How do you know it will?

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

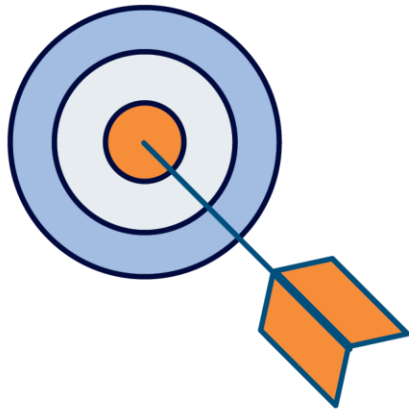
NEXT: What comes next?

What are the action items?



GAP Out Your Scenario

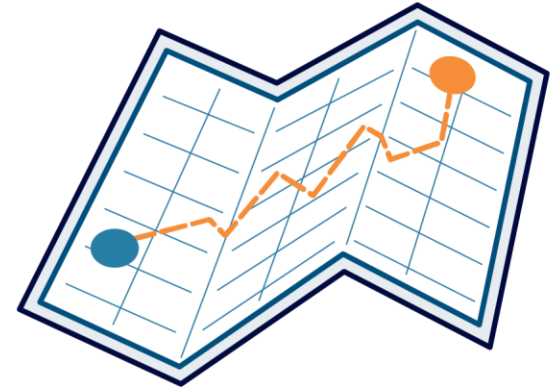
KNOW YOUR **GOALS**



UNDERSTAND YOUR **AUDIENCE**



MAP YOUR **PLAN**

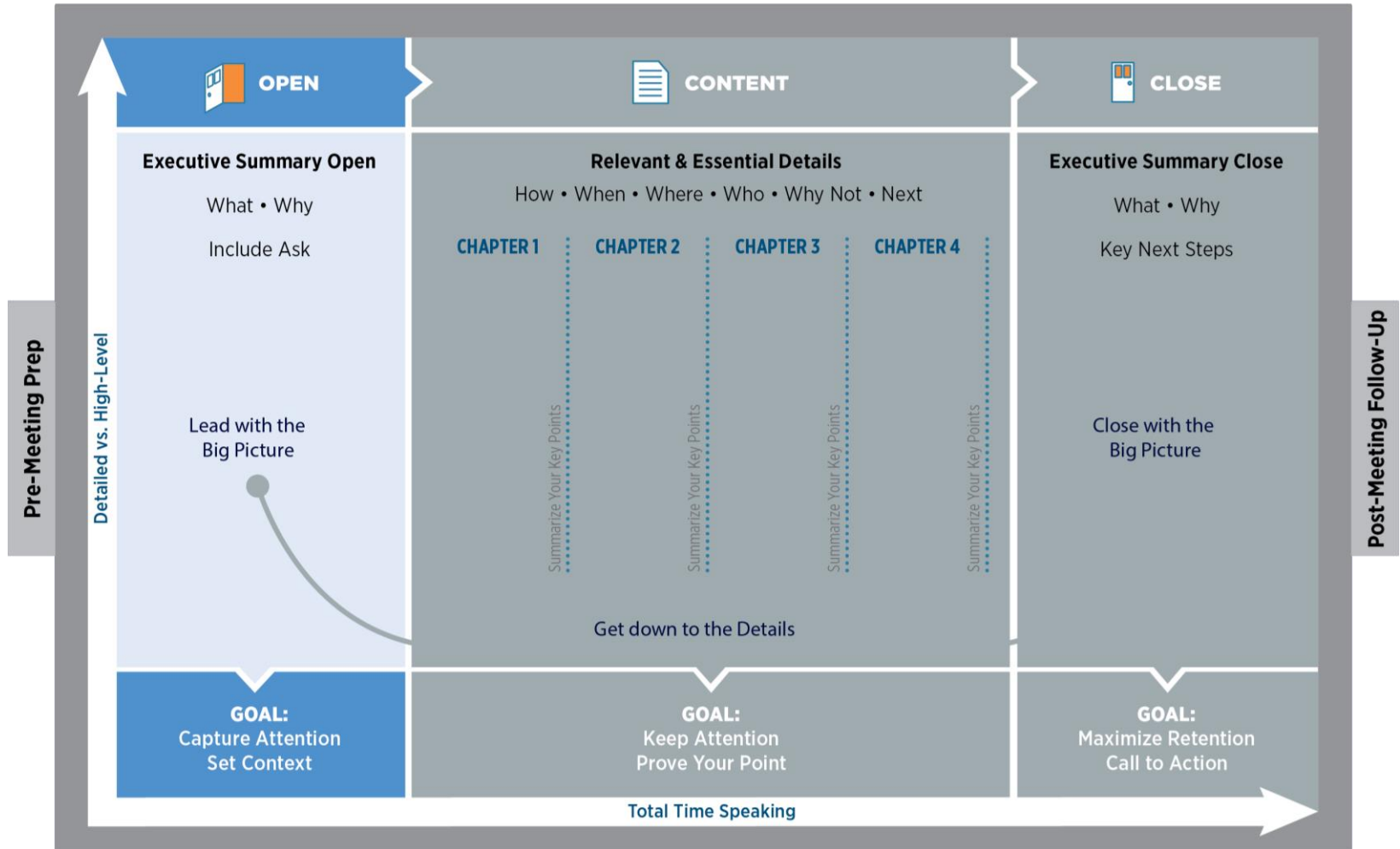


GOALS + AUDIENCE + PLAN = GAP Method

If Your Problem Is...



The Story Board Method



Drawing Them in with a Hook

Get them talking and thinking

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 with your shared purpose



Agenda-Based Open Example



Agenda

Last year's performance

Two initiatives going forward

- Client outreach campaign

- Report-generating software

Next steps



Executive Summary Open Example



Reversing the Trend

Problem

↓ 10% Sales Revenue
↑ 12% Overhead

Solution

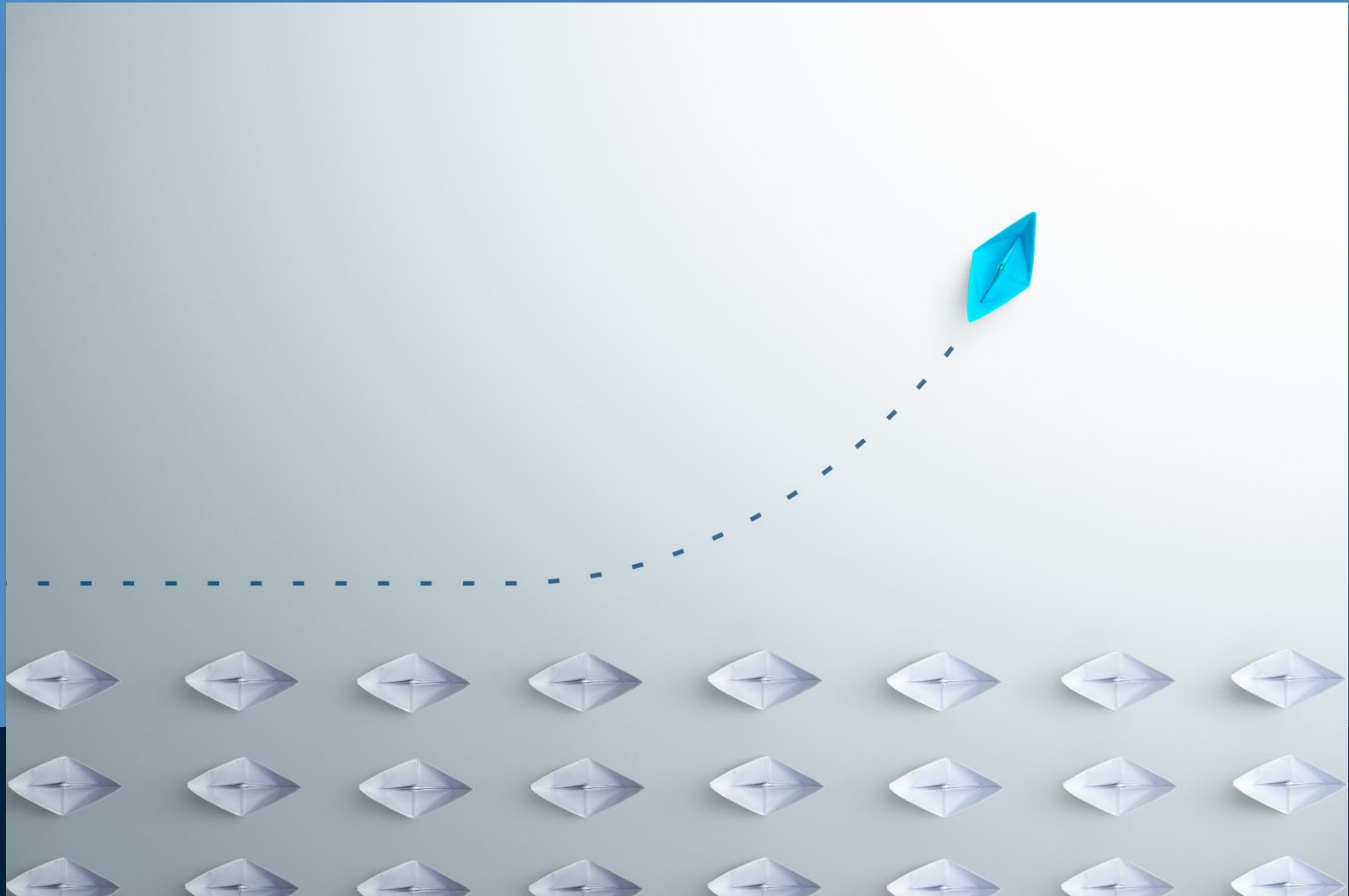
Client outreach campaign
Report-generating software

Ask

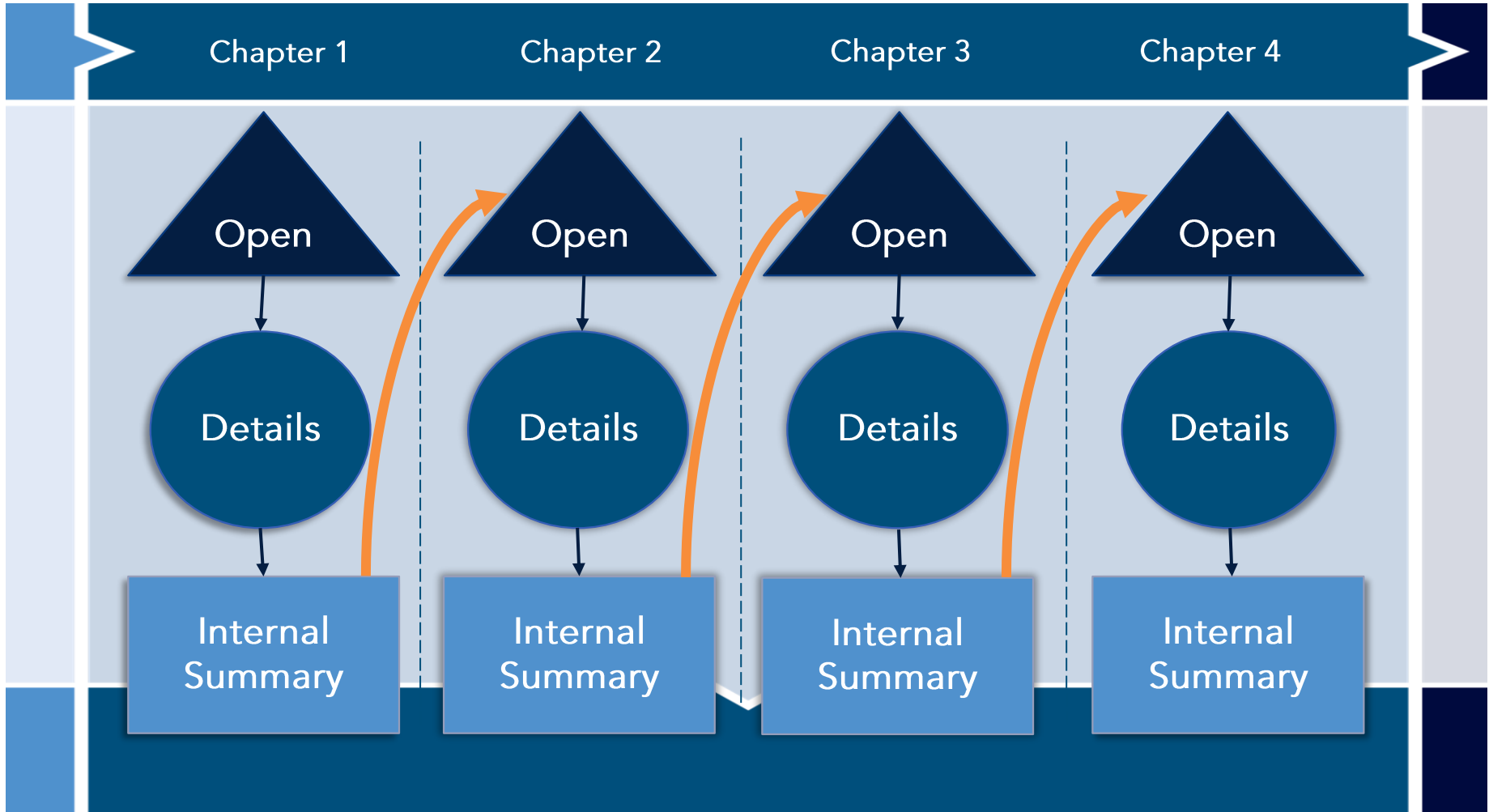
1.5 full-time marketing employees (FTE)
One-time investment of \$50,000



What's the Difference?



The Content



What Does a Good Close Look Like?



Executive Summary Close Example



Reversing the Trend

Client outreach campaign → boost sales revenue

Report-generating software → decrease overhead

Investment of \$50,000 and 1.5 FTE



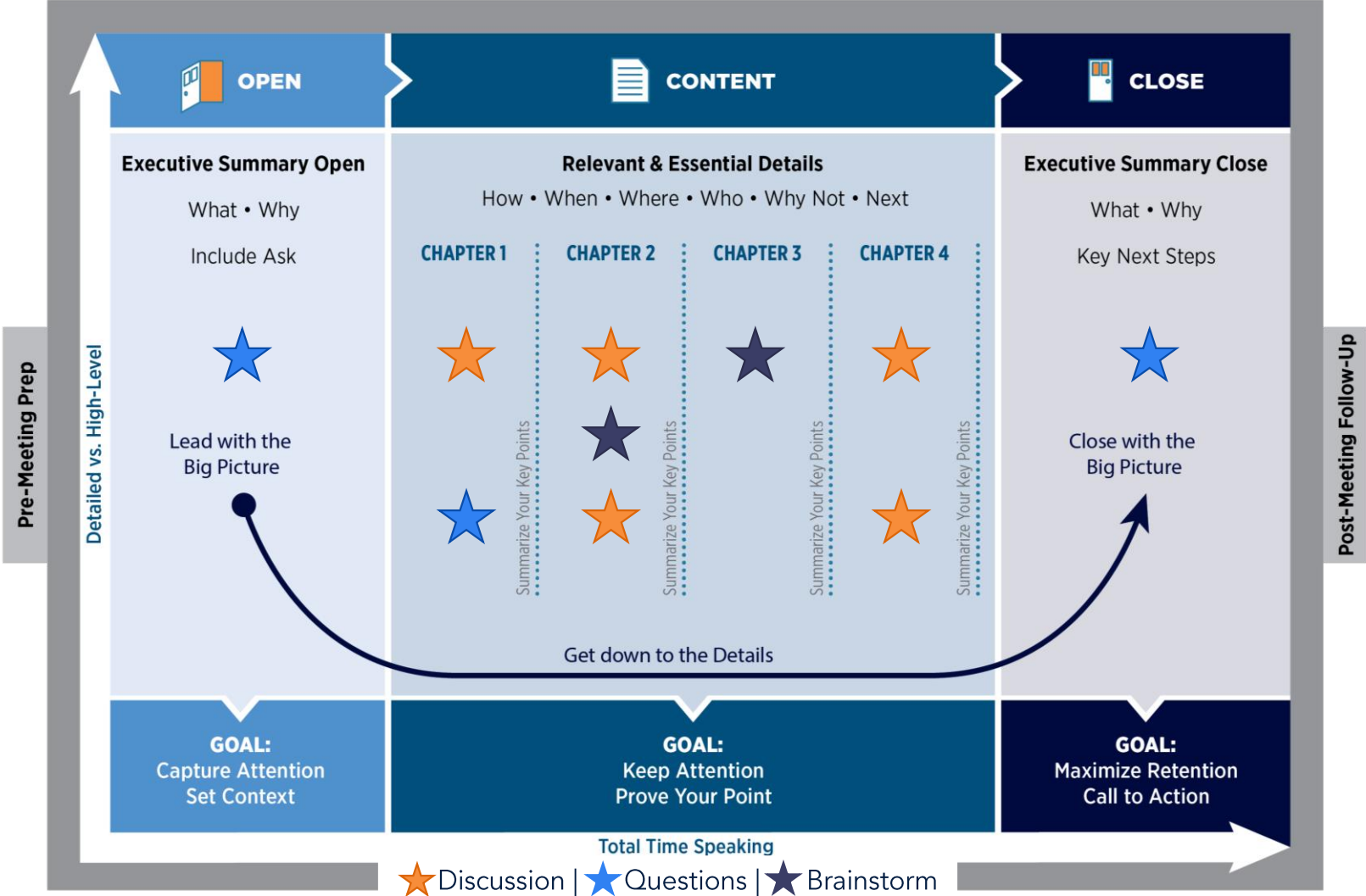
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21



Prepare for Virtual Engagement



Key Takeaways from Message

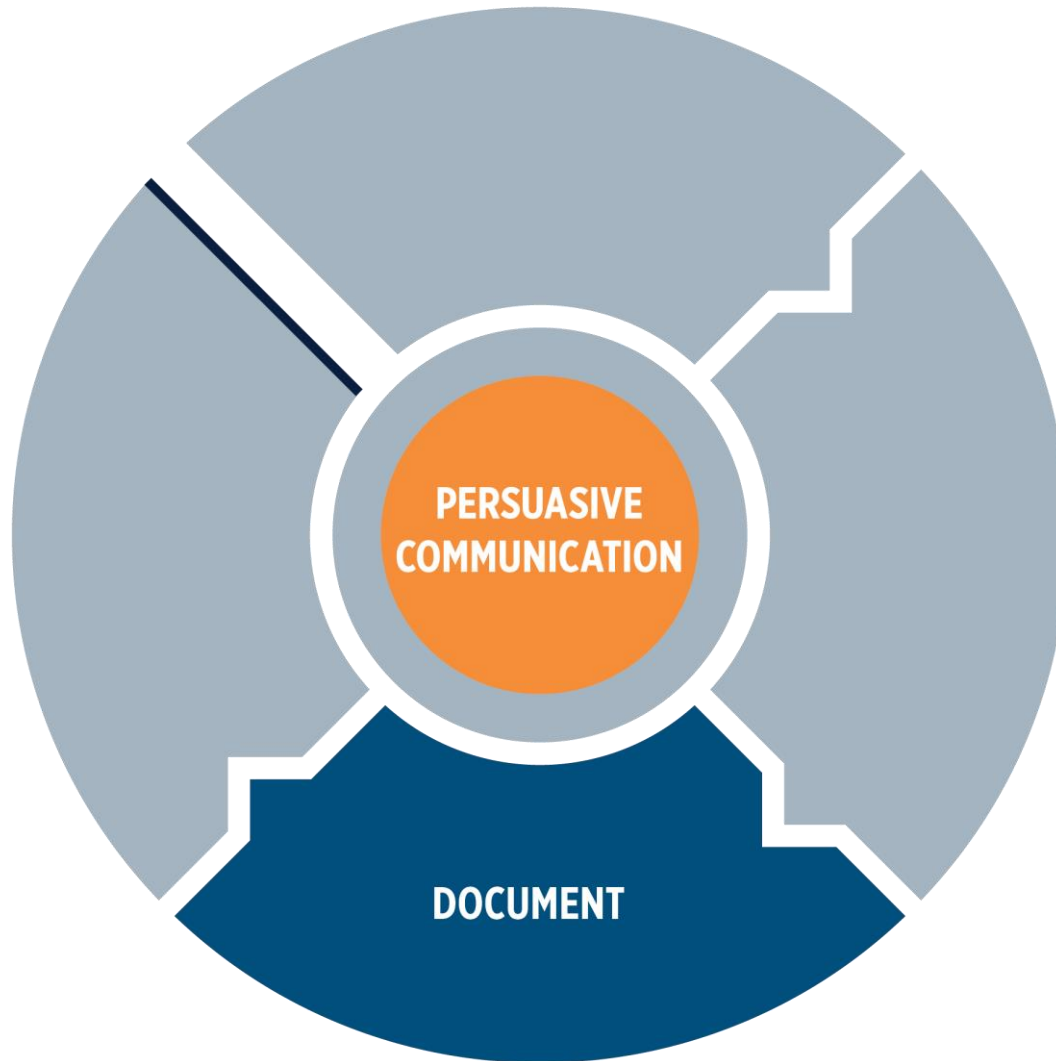
Identify a specific goal and collect information on your audience

Utilize the information you collected to map out your plan

Craft a powerful executive summary open and a strong close

Organize your key points into chapters

The Latimer Group Model



The Latimer Group's Recognize & Retain Method

HYBRID DESIGN

Appropriate balance of text and visuals

VISUAL CONSISTENCY

Static and cohesive look and feel

LAYOUT VARIETY

Optimized display and memorability

DECLARATIVE STATEMENTS

Explicit reinforcement of each key point

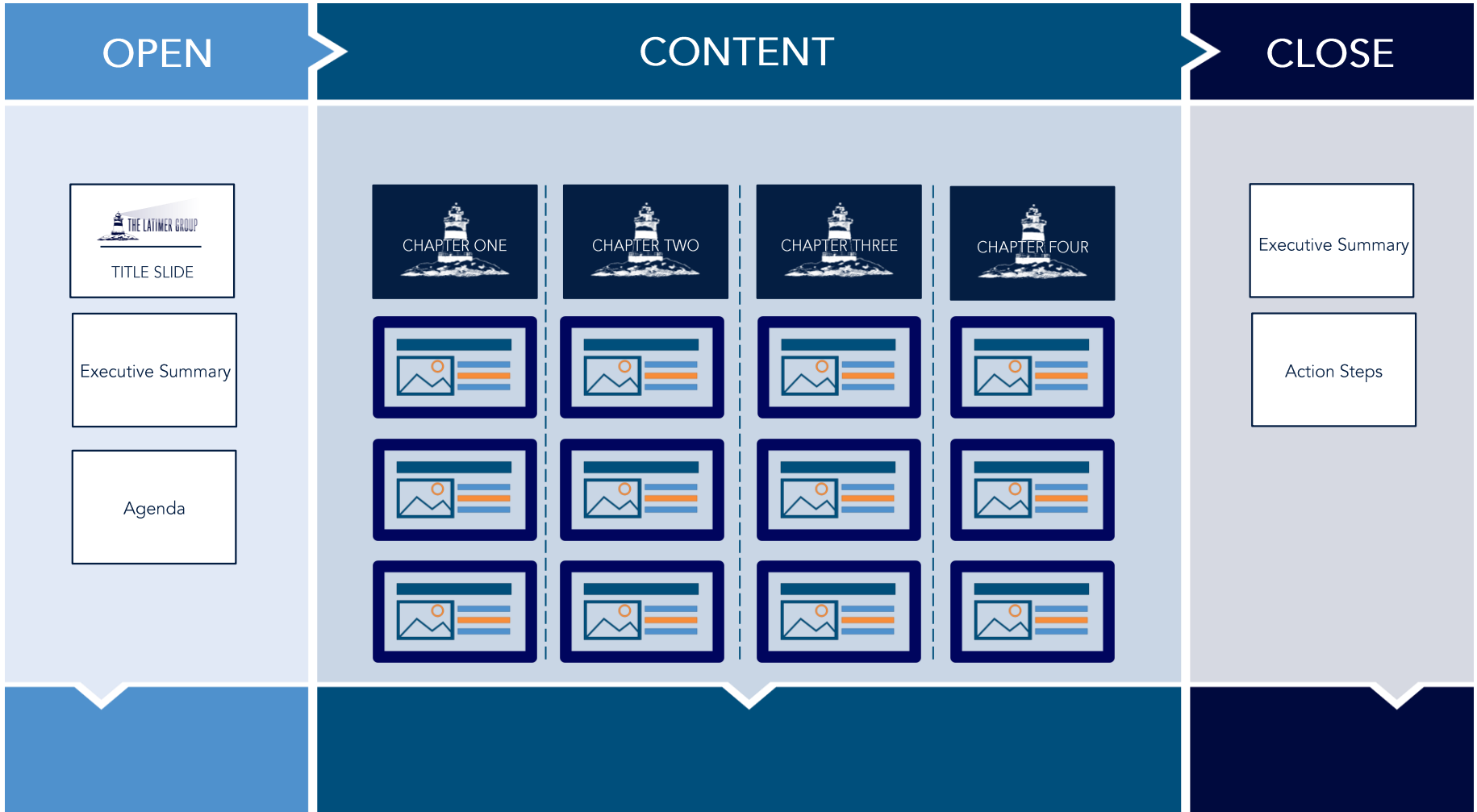
WORD ECONOMY

Clear, concise explanatory text

Frame, Fill, Finish



Identify Milestones



Utilize a Hybrid



Image only

Hybrid

Text only

Connect to different learning styles.

Clarify Your Visual Message



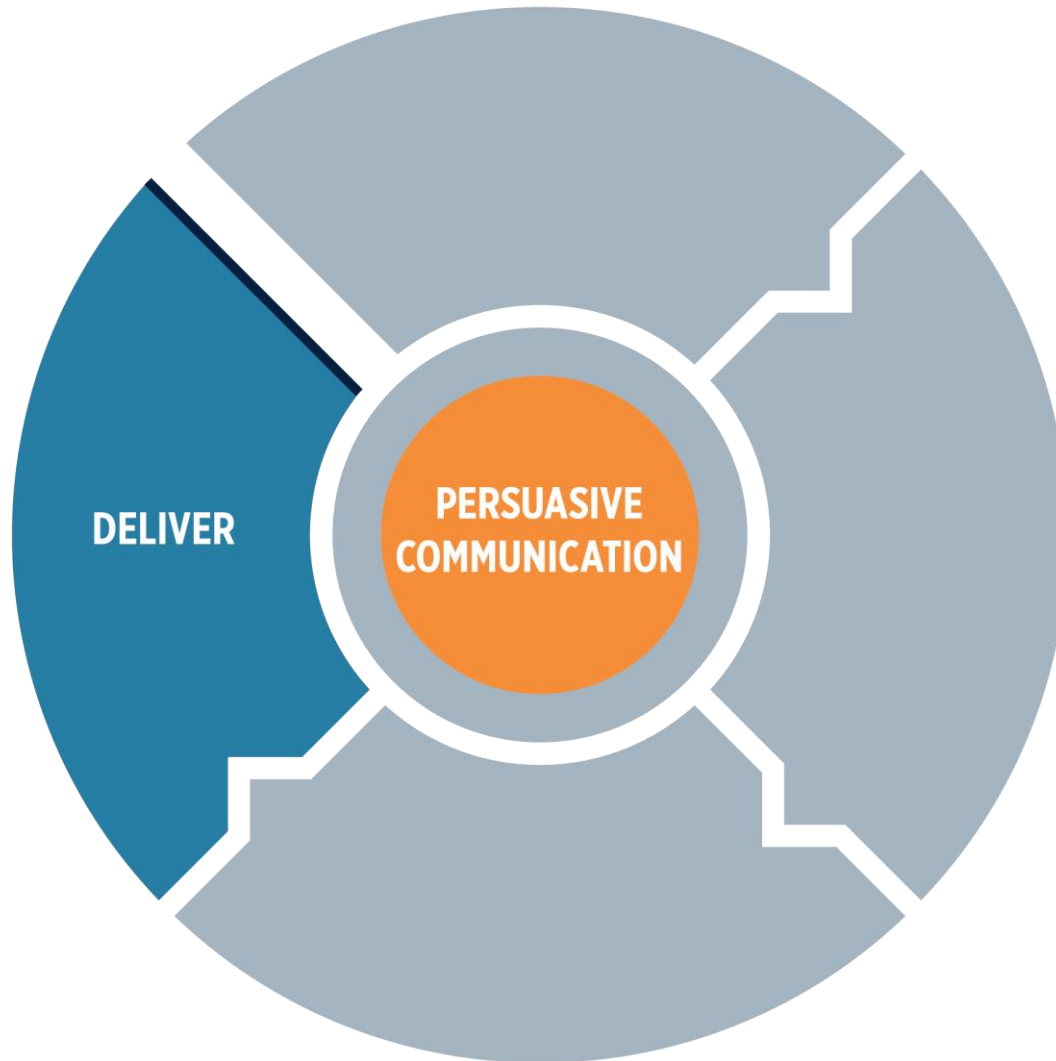
Ensure **font**, **color**, and font size are legible

Address one key point per slide or section

Check for specific headers and use callout boxes

Utilize word economy – your slides are not your script

Coming up Next: Deliver



Preparation for the Next Session

Log in with the Persuade the World workbook open

