

PACKAGE YOUR MESSAGE FOR HIGH IMPACT

WORK BOOK

"Learning is the process of turning experience into knowledge,
knowledge into understanding, understanding into wisdom, and wisdom into action"
~ Dave Meier



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Introduction & Overview

Welcome to the Breakout Session!

BUBBLES, BUBBLES and more Bubbles!!

What do the bubbles represent?

Objectives of the Session:

- o Learn a 7-step Process for packaging your message for high impact
- o Set the direction for a future talk, seminar, informal gathering or conference
- o Review experiential learning techniques that create high impact
- o Understand common pitfalls to avoid
- o Build new connections and partnerships
- o Have FUN!!

Current Delivery Mechanisms

What delivery mechanisms do you use today to get your message out? Internally (within your organization) and externally (to the public)?

Impact of your message

How impactful is your message? How do you measure impact?

IMPACT = _____ + _____ + _____

Most Memorable Experience

Think of the most memorable written communication you read or seminar/ presentation you attended. What made it so memorable? What stands out most in your mind? Share with the person next to you.

CRITICAL SUCCESS FACTORS FOR DESIGNING HIGH IMPACT

_____ and immediately _____

Information is easy to _____

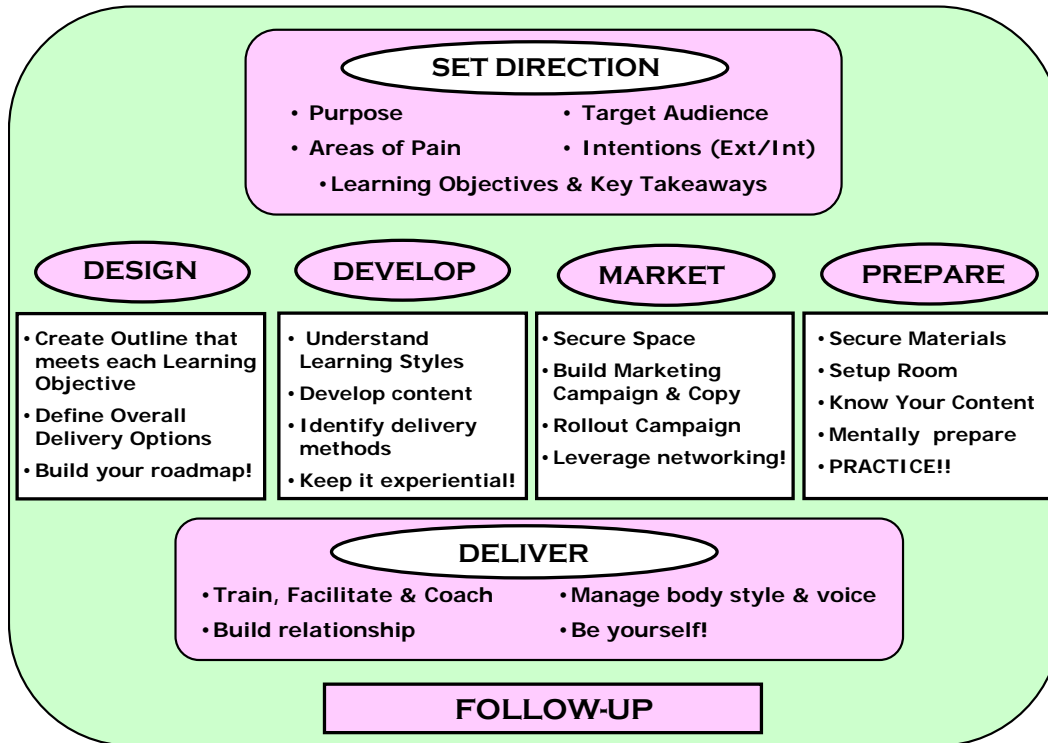
Customized and _____

Experiential – highly _____ and _____

Actionable and _____

Memorable -> Translates into _____

7-Step Model for Designing & Delivering High Impact



1. Set Direction - Goals & Objectives - the "Compass" that drives your delivery
2. Design - The "Roadmap" that outlines sub-components for each objective
3. Develop - Specific knowledge & experiences that address the sub-components
4. Market - Plan and process for getting your message out to the target audience
5. Prepare - Materials and process to ensure readiness of content
6. Deliver - Written Communication/Presentation/Facilitation
7. Follow-up - Feedback to evolve content and delivery

Set the Context - Pick a Topic

In the Context of your Role...

Think of an upcoming presentation or communication you need to deliver. What is the topic?

Is there a meeting, seminar, training session or conference you need to put together in the near future? If so, what is the topic around?

If you don't have anything specific coming up, think of the last thing you had to present or last communication you had to deliver. What was the topic?

Step 1: Set Direction

Potential Topic: _____

Delivery Format (e.g. article/talk/workshop/seminar/conference/meeting)

Overall Purpose – *What is the purpose or goal of your topic?*

For example:

- Provide tools to help people live a more balanced life

Overall Purpose of your topic:



Areas of Pain - *What areas of pain or problem does this topic address?*

For example:

- Frustration and overwhelm, lack of tools available to help people balance their work and life

Areas of pain or problem your topic addresses:

Target Audience - *Who is this topic targeted for? (types of people/groups of people/industries/organizations/situations)*

For example:

- Adults struggling with work-life balance, Executives who consider themselves workaholics and want a more balanced life

Audience(s) your topic is targeted toward:

Learning Objectives – *What do you want participants to achieve (do, be or have) out of hearing this topic? What knowledge, experience and tangible takeaways do you want them to leave with?*

For example:

- Understand and identify what a balanced life looks like to you
- Apply tools for better choice-making to achieve balance
- Feel energized and motivated to achieve work-life balance
- Commit to at least one action to help you achieve more balance

These correlate to the **RESULTS** you want attendees/readers to achieve

LEARNING OBJECTIVES (WIIFT):

-
-
-
-
-
-

Key Messages – *What are the top 3 key messages you want people to leave with?*

For example:

- Balance is a process, not a place to get to
- That work-life balance is achievable!
- Easy to use YES/NO Tool that can be applied in the moment

Key Messages:

- 1.
- 2.
- 3.

What does this info translate directly into?

- Topic & Overall Purpose
- Areas of Pain
- Target Audience
- Learning Objectives
- Personal Intentions
- Key Message

Step 2: Designing your Communication/Talk/Workshop

1. **Know and Care About Your Audience** – What are the audience's expectations? What do they need? What do they really want?

The best resource to keep you on track is your audience!

2. **Develop High Level Outline** – For each learning objective, create an outline of knowledge, experiences and compelling stories that meet the learning objective

REMEMBER - The "HOW" is later!!

3. **Clarify Call to Action (if appropriate)** – What calls to action will you make? How and when will you make them? What expectations need to set in advance?
4. **Determine Overall Delivery Options** – As you begin to create your outline, you may realize you have too much information which dictates further articles/talks/seminars/delivery options

Adult Learning Styles*

"Learning accelerates and deepens when the **whole** brain gets involved."

Three dimensions that people tend to learn in:

- A. **Visual** – learn by looking at images (learn by seeing)
- B. **Auditory** – learn by listening (learn by hearing)
- C. **Kinesthetic** – learn by experiencing (learn by doing)

Facts:

- Most children start out as Kinesthetic learners
- They often develop Visual learning styles in 3rd grade
- The Auditory learning style is nurtured in the 5th grade

Exercise: Review each category and put a check in the box that best describes you. The category/column with the most checks is your primary learning style.

Categories	VISUAL	AUDITORY	KINESTHETIC
Learning	Learns by seeing; benefits from demonstrations. Forms mental picture to make sense of what is happening.	Learns through verbal instruction, either from others or self	Learns by doing and hands-on environment. Feels way through experiences. Likes big picture, not detail.
Memory	Remembers faces, forgets names. Takes notes and looks at them. Recalls colors and shapes easily.	Remembers names, forgets faces. Remembers by hearing, then repeating.	Remembers events, forgets details. Takes notes but does not look at them.
Problem Solve	Is deliberate; plans in advance. Organizes thoughts by writing. Keeps lists of things to do.	Talks problems out or thinks them through verbally. Talks to self. Takes time to decide.	Attacks problems right away. Impulsive. Selects solutions with greatest activities.
Communication	Can talk quickly, but rarely at length. Becomes impatient if extensive listening is required.	Enjoys listening, but sometimes can't wait to talk. Goes into long detailed descriptions.	Gestures when speaks. Does not listen well. Stands close while speaking or listening.
Language	Uses visual words such as see, look, watch. "I see what you mean." "I see it clearly now."	Uses verbal words such as ask, listen, hear, tell. "That rings a bell." "I hear you."	Uses action words such as impact, get, take, make, understand. "I get the picture." "I feel good about that."
Other	Is affected by color of room. Seldom gets lost.	Speaks with melodious voice. Does not always trust feelings. Likes music.	Can't sit still long. Should sit where it won't bother others. Listens better if touched.

My Primary Learning Style is _____

*Referenced from "Learn More Now" by Marcia L. Connor

Impact of Learning Styles on Delivery

You can always anticipate that in your audience there will be a mix of learning styles. Most are visual and kinesthetic and a smaller % is auditory.

So, what does this tell you about how to design your communication?

People retain less info they simply hear or see. People learn best by doing.

Step 3: Development

1. **Develop Content** – Information and knowledge expanded from the design
2. **Develop Interactive Exercises** – Delivery methods that create experiences to lock in the learning (30/70 rule – 30% presentation, 70% experiential - cater to different learning styles)
3. **Make it personal** – include stories – create emotion
4. **Create Agenda** – Timeframe and sequence of delivery of content/exercises
5. **Develop Takeaways** – Workbook/tools for recipient

Training Statistic: On average, for every hour of delivery, it takes approximately 8 hrs of design/development time

Keep it Experiential - Interactive Delivery Methods

- Delivery Methods are based on learning style & impact
- Vary your delivery methods to accommodate differing audience styles

How can the audience best experience the points you want to express?

What kind of interaction have you experienced so far in this session?

Ways to foster interaction and experiential learning:

- Visuals/Flip Charts/Video/Multi-Media
- Acquire Knowledge
 - Open-Ended Questions
 - Brainstorming – Popcorn, Round-Robin, Individual, Small Group
 - Sequential Questioning
 - Games (Trivia/Jeopardy/Commercials/Charades/Scavenger Hunt)
- Assess Information
 - Assessments & Short Questionnaires
 - Un-Scramble
- Build a Skill
 - Real-Plays – Pairs, Triads with observer
 - Demo/Fishbowl
- Shift Behavior
 - Storytelling
 - Visualization
 - Coaching

Steps 4-7: Market, Prepare, Deliver, Follow-up

Lots to say here - see www.WorkshopUniversity.com for more information.

Common Pitfalls to Avoid

- **Misunderstanding needs of target audience** – do some needs analysis before beginning design
- **Diving into detail before setting objectives** - creating the “how” before the “what”
- **Analysis/Paralysis** – Waiting to market until you have the entire development done
- **Starting the development too late** in the process
- **Over-delivering information** – giving too much away – overload of info
- **Under-estimating ability to facilitate** – practice, practice, practice!
- **Not allocating enough time in delivery** for introductions, kick-off, exercise setup, delivery and debrief
- **Doing it for the wrong reasons** – is your heart & org truly behind it?

Action Planning

“Unless what is learned is applied, there **is** no learning.”

Fill in the table below with up to three actions you will commit to take on.

Specific Measurable Action	By when	Accountability/Support/Resources

Wrap-Up - Key Learnings

- **Set your compass and roadmap before taking the trip!!** Get clear on your objectives and intentions before designing/developing.
- **A good design creates a great delivery** – Identify all the pieces before figuring out how to deliver them.
- **Keep it experiential** – People learn more from real life experiences than they learn from presentations and materials no matter how great they look.
- **Seek support and ask for help**
- **Be yourself and work with your own style** – Authenticity is key!
- **Have fun and follow your energy & passion!!**

“That which you set out, deliberately create and believe in will come to you. With steady focus, a clear mind and an active spirit, anything is possible.” ~ Jean M. DiGiovanna