Communications Workshop: Developing Powerful Messages

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Create action by inspiring others to adopt your thinking



I. Develop Your Thinking

VISION

SHARE BELIEFS

(THINKING)

Beliefs +

AUDIENCE-CENTRED



II. Organize Your Thinking – A Powerful and Inspiring Message

YOUR BELIEF

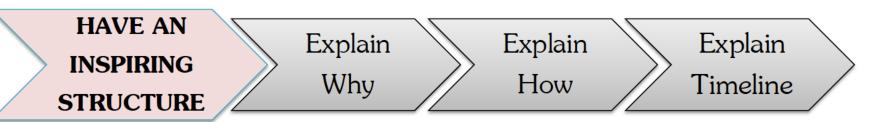
YOUR AUDIENCE'S INTEREST

POSITIVE

Positive thoughts
Positive
action



III. Supporting Your Inspiring Message



FINISH WITH A CALL TO ACTION



Inspire Others

- Start with organizing your thoughts
- Help others to identify what you think
- Provide a positive message upfront
- Help others to see the action