

Communications Workshop: Developing Powerful Messages

A Workshop by
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**Create action by inspiring
others to adopt your
thinking**

I. Develop Your Thinking

VISION

**SHARE BELIEFS
(THINKING)**

Beliefs →
Actions

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

**HAVE AN
INSPIRING
STRUCTURE**

Explain
Why

Explain
How

Explain
Timeline

**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