



## Communicating with presence and impact. Influencing skills for better conversations with leadership.

### 1. Have you built trust?

How would your audience mark you for CRIST?

$$\frac{\text{Credibility} + \text{Reliability} + \text{Intimacy}}{\text{Self-orientation}} = \text{Trust}$$

Hint: You want high scores out of 10 for C, R and I. A low score for your self-orientation.

### 2. Don't aim for a target, aim for brevity

Fewer words in a commercial environment. It's not an essay, it's a piece of business intelligence.

### 3. Shorter words, rather than longer ones

Big words used needlessly can make the reader feel the writing comes from a less intelligent author. Do the work for the reader.

### 4. Big news up front

Don't make the reader go all the way to the end before you get to the point. Be up front.

### 5. Active voice, not passive voice

The board approved the plan. Not 'The plan was approved by the board' or 'The plan was approved'.

But: passive level one is great for difficult messages. 'The case was lost' rather than the active voice 'We lost the case'.

### 6. Turn nouns back into verbs

The brain loves verbs: 'The parties agreed on a deal' not 'The parties made an agreement on a deal'.

### 7. Tell vs sell

If you're simply informing (telling), then answer the 5ws and 1H: who, what, why, where, when and how.

Persuading and selling? Try the Socratic Method. Draw them into your world - your conclusion - from theirs with a series of questions/statements they have to agree with.

### 8. Subheads and key points

Make it easy for the skimming reader to pick up the story.

### 9. Who's your audience? What do you know about them?

Have you done your research? Found out what keeps them awake at night? What about their personality type?

Tailor your communications to suit their style, not yours.

### 10. What: have you done your research into the topic?

Be passionately curious, like Einstein.

### 11. Why: what problem do you solve for your audience?

Is what you're offering going to solve a problem? What happens if that problem is mitigated, or even goes away? What will it mean for the audience?

### 12. Just start writing

Done your homework? Time to fill the page with your thoughts.

Don't edit as you go. No quality control. Don't worry about grammar or spelling.

It's more important you get it down on paper.

### 13. Delete, delete, delete

Once you've got your thoughts down, go back to the very first word. Is it 100% necessary?

When in doubt, chop it out.

### 14. One idea per sentence

When you've deleted as many words as you can, now reduce sentence length.

Look for natural pauses to turn into commas. Then commas into full stops.

Replace the word 'and' with a full stop.