



APPLICATION GUIDE - DECEMBER 2018

Communicating for a Change, A Conversation with Donald Miller

BOTTOM LINE:

Effective communication requires clear messaging. People will not move into confusion, but they will follow clarity.

KEY TAKEAWAYS:

Five Questions to Ask When Preparing a Talk:

- 1. INFORMATION: What does the audience need to know?**
 - A. Pick a point and build your message around one clear and compelling idea.
 - B. Every message should have one central idea, application, insight, or principle that serves as the glue to hold the other parts together.
- 2. MOTIVATION: Why do they need to know it?**
 - A. Answering the “why” gives your audience a reason to keep listening and provides an incentive for them to follow you to the next part of your message.
 - B. Let them know what’s at stake if they don’t discover the truth or principle you are communicating.
- 3. APPLICATION: What do they need to do?**
 - A. Let your audience know what to do in response to what you have said.
 - B. Be specific. Be creative.
- 4. INSPIRATION: Why do they need to do it?**
 - A. Inspire your audience to action.
 - B. Help them understand why they should do what you have suggested and what is at stake if they don’t follow through.
- 5. REITERATION: How can I help them remember?**
 - A. Find a way to help them remember the central idea, application, insight, or principle you have communicated.
 - B. Memorable is portable.

QUESTIONS FOR REFLECTION OR TEAM DISCUSSION:

1. Take some time to define your audience (team members, customers, associates, etc.) and the ways you communicate to them (email, website, mission statement, etc.).
2. In what ways can you begin to adjust and improve your communication based on the framework explained above?

RESOURCES MENTIONED:

Communicating for a Change by Andy Stanley and Lane Jones

Building a StoryBrand by Donald Miller