

Preparing For An Important Communication Opportunity

ELEMENT

EXAMPLE

Context	Audience	Opening	Topic	Main point/Idea	Information/Data	Outcome/Action
<p>What prompted the need for this communication? What is the issue or leadership opportunity here?</p>	<p>Who are they? What do they know about the topic? What are they concerned about?</p>	<p>How can you open your communication in a way that engages the audience? (hint - tell a story and make sure you connect it to the topic and the audience).</p>	<p>What are you actually communicating about?</p>	<p>What do you believe about the topic? What are you trying to achieve? What is the main thing you want the audience to know?</p>	<p>Everything you share should link to your main point and be aimed at helping your audience understand. Don't overload your audience with irrelevant info. Organize all the data/information using a clear structure:</p> <ol style="list-style-type: none"> 1. Why they should consider your main point or idea. You may share data. 2. How they can achieve the main point or idea. You might lay out the steps for taking action. 3. Combination of why & how. Share why something should be done and tell people how to do it OR share how something similar has already been done. 	<p>What specific action should the audience take? What are you going to do next? This doesn't have to be all the actions, focus on the first action that would begin to move things forward.</p>
<p>The opportunity here is to inspire donations to a non-profit dedicated to helping youth who have been on the street. The non-profit relies heavily on donor giving and the need for funds are heightened because government funding has just been cut for the program.</p>	<p>Potential donors for a non-profit, age range is 40-75 but mostly in their 70s. Mostly retired. They are concerned with leaving a legacy. They want to contribute and make a difference. They are experienced philanthropists, and they want evidence that their time and money is being used in a way that really makes an impact.</p>	<p>Welcome - I know that you are here tonight because you are ready to give back to your community in a way that really makes a difference. You care about this cause, and you have time and capacity to help. Recent funding cuts have made your role even more important to ensure the support of our youth.</p>	<p>I'm here tonight to tell you how you can make a difference by volunteering time and resources.</p>	<p>Your time and/or financial investment are legacy gifts that will change young lives and support the overall health of our community.</p>	<p>Given that the audience is very concerned that their time and money are having the impact intended, the speaker chooses to show a video that highlights two youth's stories. These stories illustrate how the non-profit supported them to make sustainable changes in their lives, which led to secure employment. Also, allowing them to move off the street and into a safe and supportive environment. This approach is combining the how approach with the why approach and it can be very powerful. The why becomes implicit - telling how the non-profit helps inspire people and helps them see why their support is needed.</p>	<p>The very next action for you to take is to listen and learn tonight. Each table has a youth that is currently receiving support from our non-profit. They are here to share more with you and answer questions. They are also here to share upcoming opportunities for you to support us with your time. Lastly, they are also here to collect any financial donations. We ask that each of you walk out tonight with a commitment to support our youth in one way - no commitment is too small and all support is greatly appreciated.</p>



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YOUR "REAL SCENARIO" BRAINSTORMING

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1. How did the conversation go?

2. How would you rate your active listening during the conversation?

3. How did the preparation exercise impact the conversation?

1
Not great

2
Ok

3
Good

4
Excellent

4. What was the next action that you agreed to in the conversation? Was it what you had thought would be the next action based on your preparation?

5. What did you learn from this experience?

