

Chapter 6 – Communicate Powerfully

Authenticity

Are there any areas of communication dissonance where your actions don't match your words?

Belief

What are you passionate about? Is that the core of what you communicate?

Craft your message

Consider something you plan to communicate. Consider each element below.

Element	Key Question	Thoughts
Clarity	<i>Am I clear? What is the key point I am making?</i>	
Aids & barriers	<i>What barriers might stop this message landing? Person, environment, time of day?</i>	
Words, tone & body language	<i>What is important about my tone and body language to give power to the message?</i>	
Craft your words	<i>Which key words should I start with that evoke the right emotion?</i>	

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Deliver your message

Consider something you plan to communicate, using these elements from the chapter.

Element	Key Question	Thoughts
Create a Crowd	<i>Who can create a crowd with me?</i>	
Change with benefits	<i>What are the benefits of the change?</i>	
Story	<i>What stories of impact or metaphorical stories can I tell?</i>	
Emotional connection	<i>What difference will this make to people's lives?</i>	

Engage

What are my points of connection with the audience?