

Chapter 6 – Communicate Powerfully

Passionate message

What is our passionate message?

Communication dissonance

Where in your organisation might communication dissonance exist?

Craft your message

Consider something you plan to communicate as a team. 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>	
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>	
Moments	<i>Who are our best Miranda & Meerkat moment leaders?</i>	