

spokespersons, and famous public speakers shape and craft their key messages.

It's shocking how many people arrive to gatherings with nothing new to say. And when they say it, it's drawn-out and boring! Don't let this happen to you. While it can be rewarding and relaxing to have a slow-paced conversation with family and friends, most workplace colleagues have little patience for long stories. In our digital world where people want to be informed and entertained quickly, you must learn how to *get to the point*.

When you have something important to say and want your message to be remembered, you'll set yourself (and your stories) apart by speaking effectively in compelling soundbites. Your information must be interesting and worthy of attention.

And remember, big opportunity statements are:

- Short and clear,
- Rational,
- Compelling,
- Positive,
- Aligned with your organization's strategic plan and goals, and
- Authentic.



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