

## Session Two



January 2022

*Bruchot Ha'Ba'ot!* It was exciting to see you try on new skills and push yourselves out of your comfort zones last week during Session One. Hopefully, by now, you recognize behaviors in yourselves and others that contribute to being influential and those that may detract from your message. Today, in Session Two, we will be turning to the message itself and the words you say. Words, when consistent with your behaviors, have great power to influence.

You are already impressive educators and community leaders in Jewish communities across North America and Israel. We congratulate you for committing to this program to up-level the influence you already carry. The impact you have in your communities will grow the more you use your skills.

As the late Rabbi Lord Jonathan Sacks (z"l) once wrote:

"[I]nfluence [works] by multiplication... the more you share, the more you have."

Here's to another successful session, with lots of fun learning together.

In anticipation,

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# The Art of Speaking: YOU + YOUR MESSAGE

The Art of Speaking is about both you as the messenger together with what you say, which is the content of your message.

## YOU:

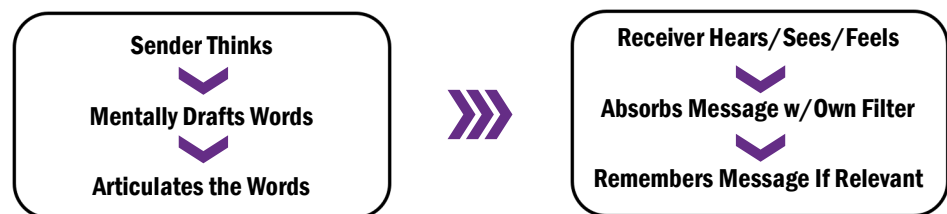
How you look and how you sound; the impression people have because of how you come across even before you speak.

## YOUR MESSAGE:

The words you use; the content of your message.

**Behaviors cannot stand alone.** To be effective, you must combine executive presence with content that connects with your audience, is concise and easy to follow, and is compelling with memorable and engaging elements.

## Avoid Communication Breakdown



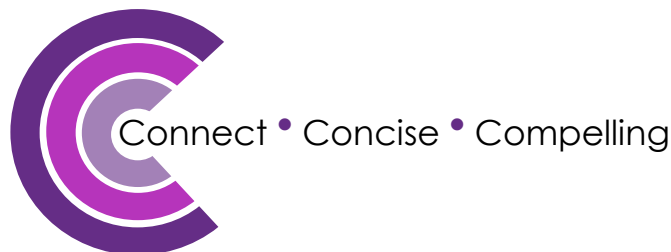
“  
THE SINGLE  
BIGGEST  
PROBLEM IN  
COMMUNICATION

is the illusion  
that it has  
taken place.

”

GEORGE  
BERNARD SHAW

## Key to Influential Messaging: the Three C's



## 1. CONNECT

### Rule No. 1: Know Thy Audience

- Who is my audience and what do they care about as it relates to this topic?
- How can I make this relevant to them?
- What objections could I anticipate in advance?
- What's in it for them?
- How do I want my audience to think or act differently?

### Language Matters When Influencing Your Audience

- |                          |               |
|--------------------------|---------------|
| ■ Avoid:                 | ■ Eliminate:  |
| ■ "I'm asking you to..." | ■ "I think"   |
| ■ "I need you to..."     | ■ "I believe" |
| ■ "I'm suggesting..."    |               |

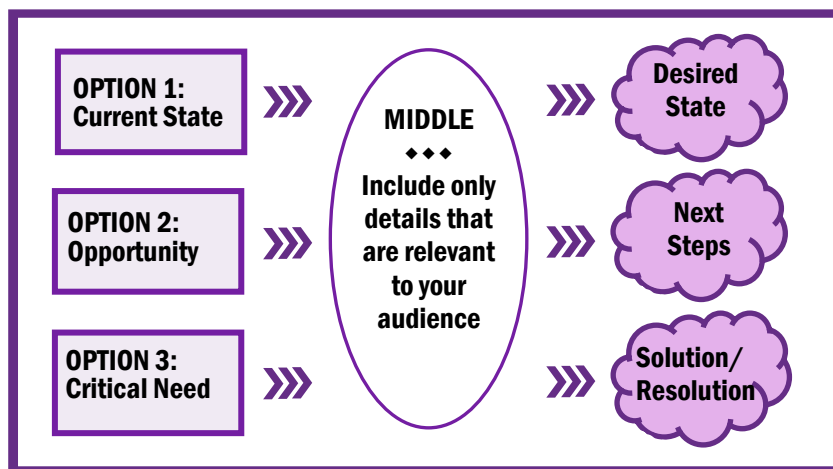
“  
**THE MOST VALUABLE OF ALL TALENTS**  
 is never using two words when one will do.

”  
 THOMAS JEFFERSON

## 2. CONCISE

### Story Flow Map

- Beginning
- Middle
- End



### BEGINNING

#### Ask Yourself:

- What is most important to my listener?
- Why is now the time for this opportunity?
- What is the critical need?
- What is top of mind for them now?
- What do they care about?

#### Think In Headlines:

- We have an opportunity to...
- Now is the time to...
- It is important that we...
- Imagine if we could...
- There is a critical need to...
- Today, we are here...

### END

#### What Outcome Do You Want?

- What will be different?
- What are the specific action steps?
- What is the resolution?
- How does this ultimately benefit the audience?
- What do you want them to remember?
- Remember how you want them to think or act differently

#### What Your End Offers Your Audience:

- Clear next step
- Defined outcome that is beneficial
- Shows impact
- Identifies future possibilities

“  
**46%**  
**OF EMPLOYEES**  
rarely or never  
leave  
a meeting  
knowing  
what  
they're  
supposed  
to do next.

”  
ERIK KOSTELNIK,  
TEXT RECRUIT, 2018

### **Middle = Transition:** *Relevance • Relevance • Relevance*

- What's in it for them? What outcome do we want?
- Why should they care about the desired state, next steps, or solution?
- What are their pain points?
- How can you address their resistance?
- What needs to happen to get from here to there?

### **Avoid:**

- Stream of consciousness
- Giving them everything you know
- Information dump

### **3. COMPELLING**

- P.R.O.P.S. make content memorable and engaging
- Add at least one P.R.O.P.S. to your message

#### **P.R.O.P.S.:**

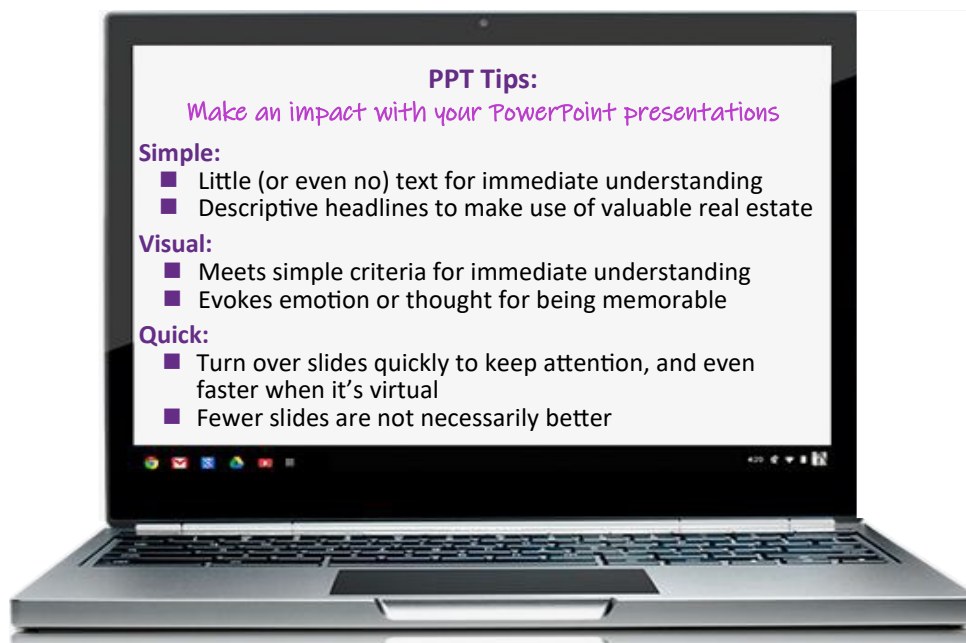
**Pictures:** Visuals or images through words

**References:** Unexpected facts or memorable quotes

**Objects:** Tangible things to hold and show

**Parallels:** Comparisons, analogies, metaphors

**Stories:** Emotional and real life experiences



## INFLUENTIAL MESSAGING: **WORKSHEET**

Topic:

**Beginning:** Headline

Audience:

What do I know about them?

**Middle:** Relevance

What do I want them to:

Think:

**End:** Conclusion & Next Steps

Feel:

Do:

**P.R.O.P.S.:** (Pictures, Reference, Objects, Parallels, Stories)

## INFLUENTIAL MESSAGING: **SCRIPT**

P.R.O.P.S.: \_\_\_\_\_

**Beginning: HEADLINE**

Current State  
Opportunity  
Critical Need

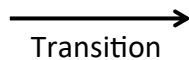
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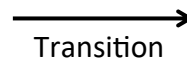
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**Middle: RELEVANT POINTS**

Key point 1



Key point 2



Key point 3

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**End: CONCLUSION & NEXT STEPS**

Desired State  
Next Steps  
Resolution / Solution

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P.R.O.P.S.: \_\_\_\_\_