

DELIVERING THE MESSAGE

Wonk Week

Presented by
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Step 1

Defining your spokesperson's role.

Step 2

Creating a message framework to guide your preparation.

Step 3

Practicing your delivery to ensure your message is received.

Defining the Role

Your grass tops leaders need to be prepared to carry a message for an intended outcome.





Mindset

They are in control.

Focus

The audience is on the other side of the camera.

Goal

Persuade your audience.

Preparation

Being prepared is the most important part of an interview.

Know the "Why"

What are you trying to make your audience do?

Play to their Strengths

Know your spokespeople, what their comfort zones are, and set them up for success.



They do not need to ...

Accept the Premise

It's not a test. It's an opportunity to deliver your message.

Know everything

You are human and so is the reporter. It is better to say "I'll get back to you" than be wrong.

Filibuster

Pause. Punctuate. When you give your response, stop.

Educate

Assume the reporter has the background and start with your soundbites. You will back-fill with details.

Developing Your Message

You need a roadmap to ensure that your message is clear, concise, and flexible.



Keys to Great Messaging

Messaging isn't just about an interview or a single speech. It is your WHOLE campaign.

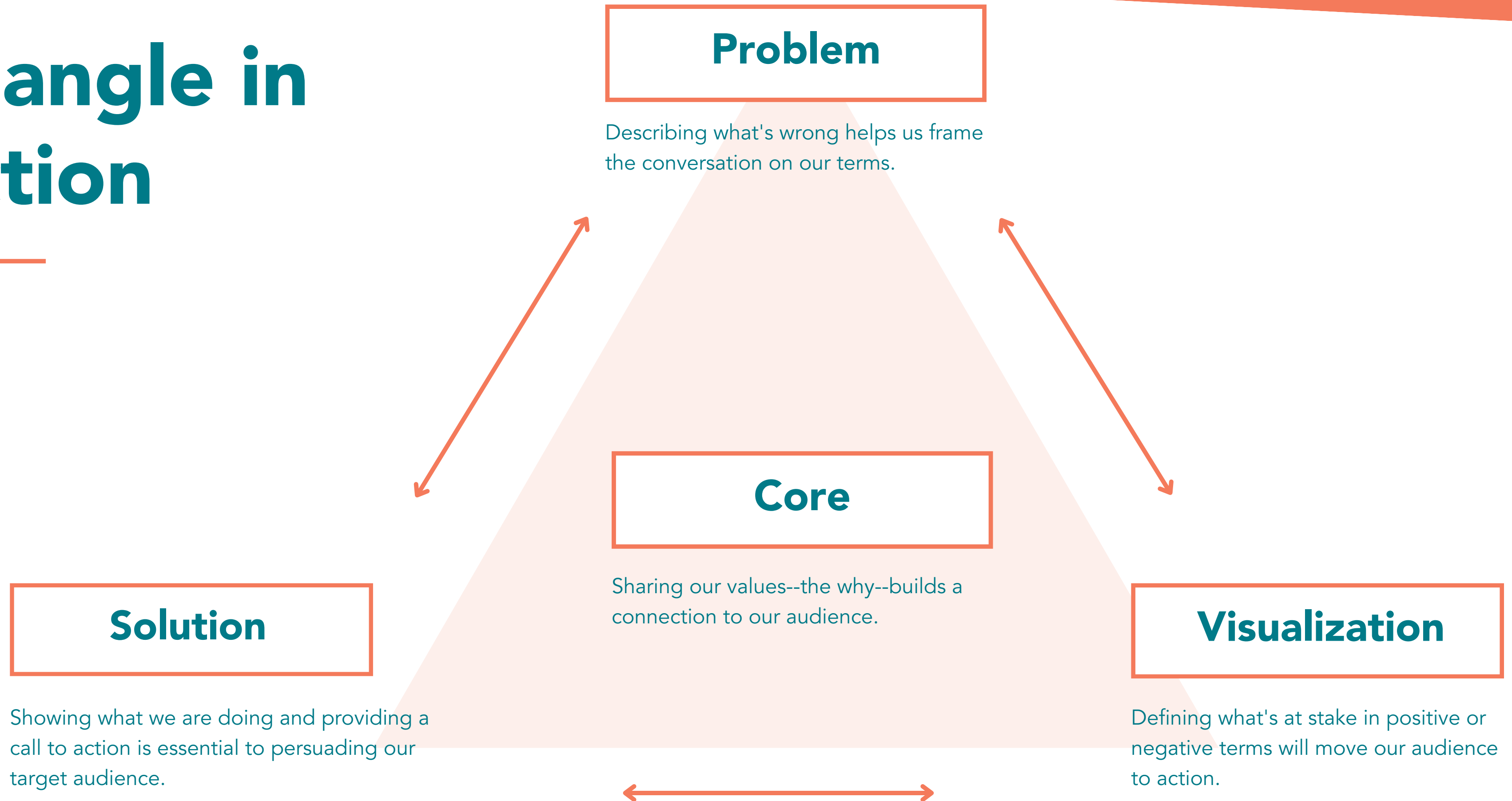
- It's personal**
Your spokespeople should animate the campaign.
- It's relevant**
Power comes from making connections.
- It's repeated**
Your message should be everywhere.
- It's repeated**
I mean it.

Message Triangle

A message triangle provides a simple, flexible framework that distills an argument into the building blocks of persuasive communications.

- Problem**
What is wrong?
⋮
- Solution**
What are you doing about it?
⋮
- Visualization**
What is at stake?
⋮
- Core**
Why?

Triangle in Action





A

Value statement.

B

Message point.

A

Value statement.

Response Structure

Bridging

- "That's a great question, but what I'm here to talk about is..."
- "I don't know about that, but what I can say is..."
- "Let's put this into context..."

Flagging

- "The most important thing to remember is..."
- "If you remember one thing, it is..."
- "I'd like to emphasize that..."

Delivering Your Message

Moments in the spotlight don't come around too often, so they need to go right. Plus, success often leads to more opportunities on bigger stages.



Eliminate Distractions

Your audience is distracted, so we need to make sure we are doing everything we can to resonate.

Visual

Posture. Eye contact. Smile.

Vocal

Volume. Velocity.



Emphasis and Intention

I did not steal the woman's red purse.

I did **not** steal the woman's red purse.

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I did not steal the woman's red **purse**.

Practicing

The best way to prepare for an opportunity is to practice out loud, and role-play.



Role Play the Opportunity

The Details

Who is going to be there?
What is the format?
How long are you speaking for?

The Questions

They are always the same:
Who, What, When,
Where, Why and
How

The Scenario

Practice out loud.

Applying these Lessons

These strategies work for nearly every type of engagement.



Other Use-Cases

Panel IRL

Remember your posture on stage.

Zoom

Remember where your camera is so you look confident.

Podium

Keep that energy up.

Big Room

Redefine "eye contact".

Getting Started

Successful spokespeople continually build their profile and practice the skills and strategies we'll cover today.



Video

TV producers and event organizers want to know you are great on camera. Make their job easy and collect and publish video clips.

Social

Being active on social media is an easy way to show your expertise to journalists and event organizers.

Thank you

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