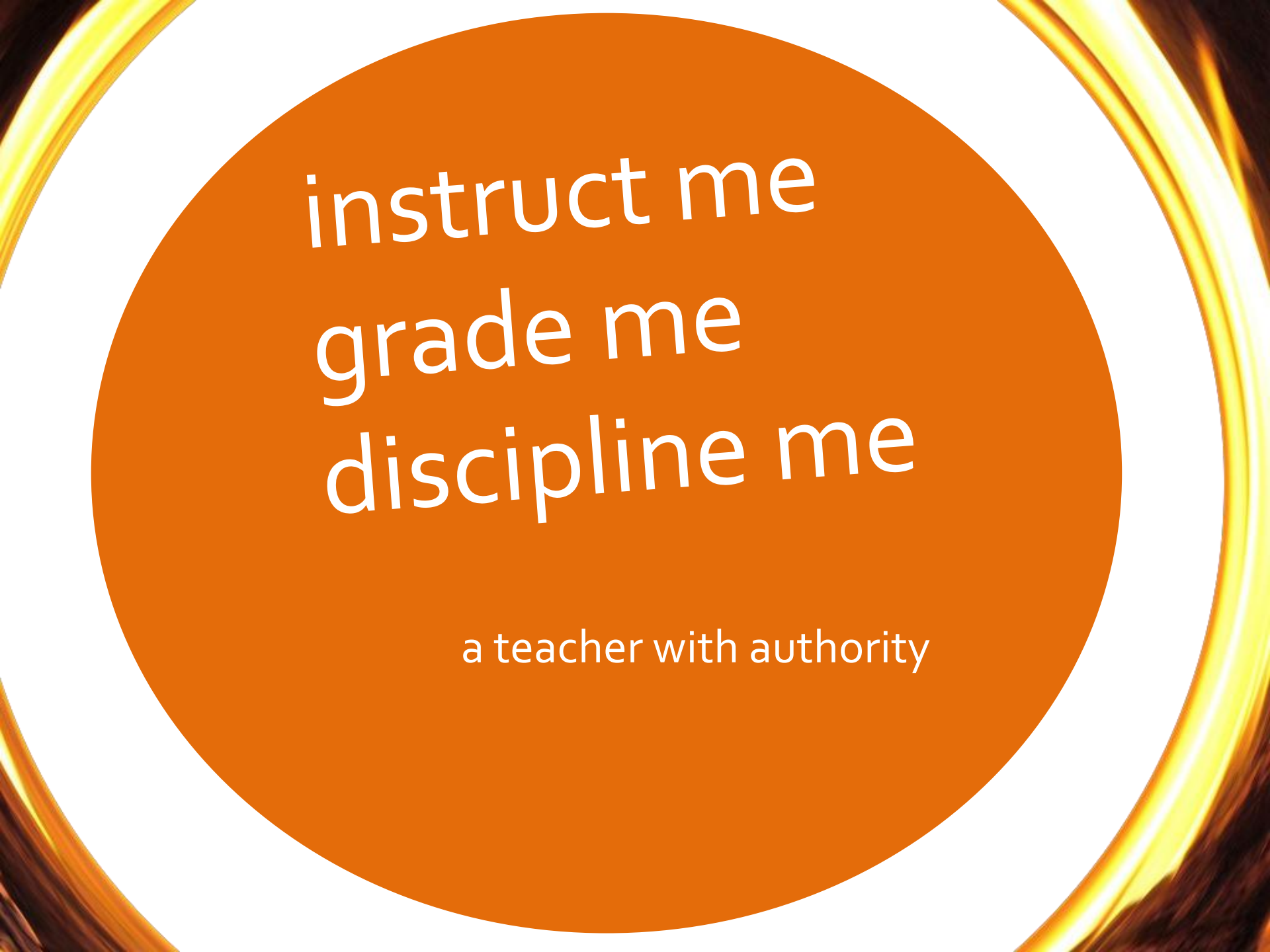




ghosts of
teachers
past



instruct me
grade me
discipline me

a teacher with authority

change my life

a teacher with influence



good faith
investment
relationship
un-ease

assumptions about influence



coworkers

"I shouldn't have to . . ."



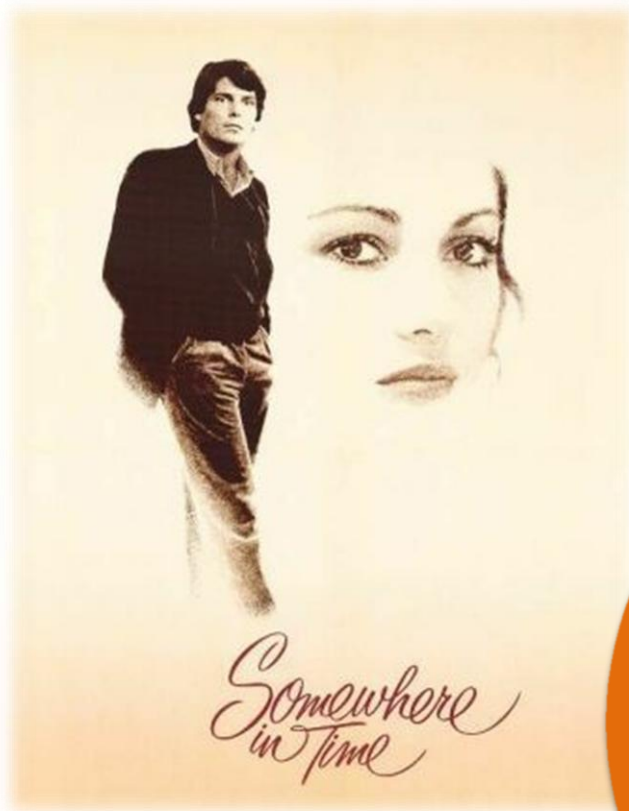
customers

"I can provide good
service by..."



know your
audience

“start where the client is”



Knows what he wants
Finds out who she is
Immerses himself in her culture

What do you want?

- desired impact/effect
- 10 words or less

Who are you trying to reach?

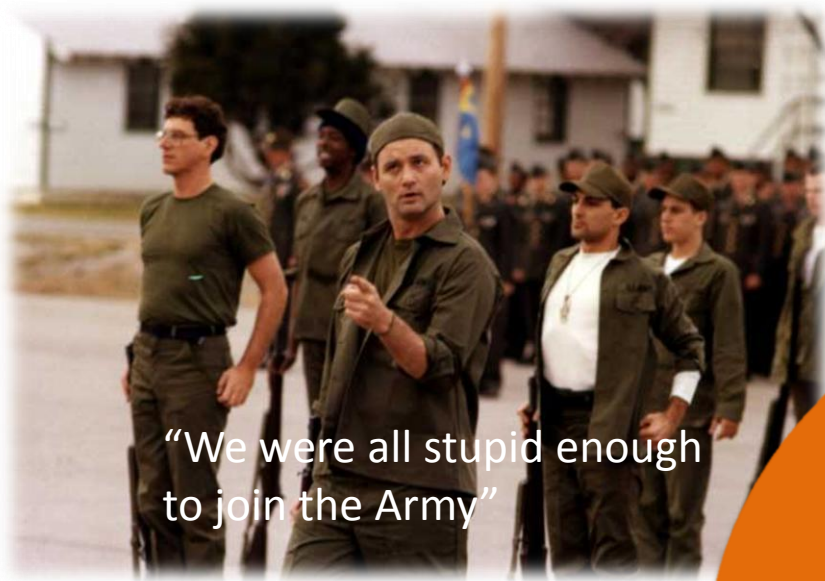
- motivation

How can you learn what you need to know?



give them
something

“what’s in it for me?”



“We were all stupid enough
to join the Army”

Finds common ground
Describes benefits
Offers to lead

Where is the common ground
between you/your audience?

How will your audience benefit?

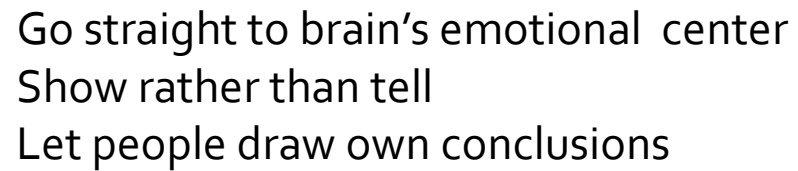
What can you offer?

engage emotions

“we feel before we think”

characteristics

- colorfulness
- circle of purpose
- shape
- growth area of team
- shared responsibility to achieve vision
- greatest effectiveness and efficiency
- clarity
- motivation
- sense of purpose
- shape
- allow for individuality within guidance
- clarity



Provide vicarious emotional experience
Focus & maintain attention
Stay with us



Direct Experience

“never underestimate
the power of a pilot
project”



Starts the learning cycle
Ends speculation
Involves people in process

What can you show your
audience?

--images, not words

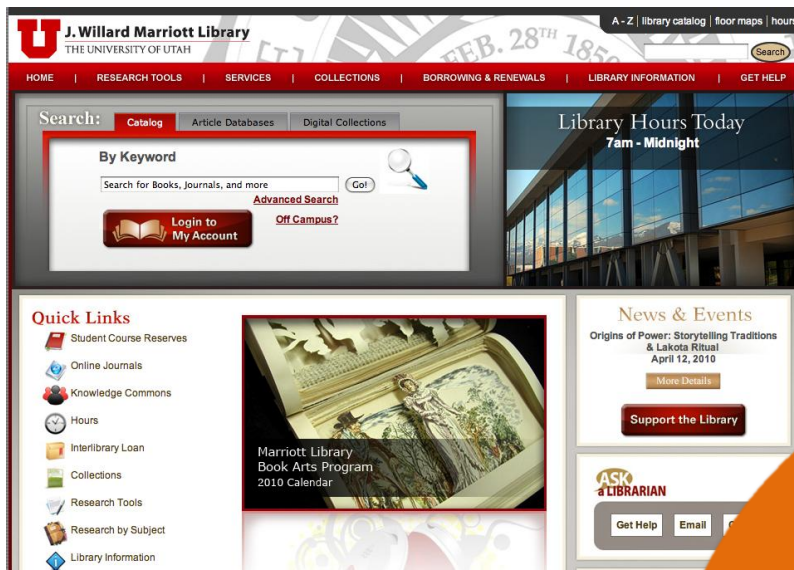
Which stories will resonate
with them?

How can you provide a
learning/testing experience?



provide
a path

“if you want a driver, climb in”



Deliver a “Call to Action”
Make a clear, concise request
Remove obstacles

What action(s) do you want your audience to take?

How can you make sure they know what you want?

Which obstacles can you get out of their way?

Dedicated Training Time

Requesting EC approval to block time on calendar/reschedule conflicts

Requesting EC support to ensure staff participation.

Summary:

Reserve a two-hour block each week for training offered/coordinated
Resources. Department/committee meetings and other events will not
conflict with this time.



Photo courtesy
Kenning Arlitsch