

Winning the Hearts & Minds of Busy People

Equipping Today's Ministries to Be Heard in a Sea of Voices



Jim Endicott,
Distinction Communication Inc.
jim@distinction-services.com

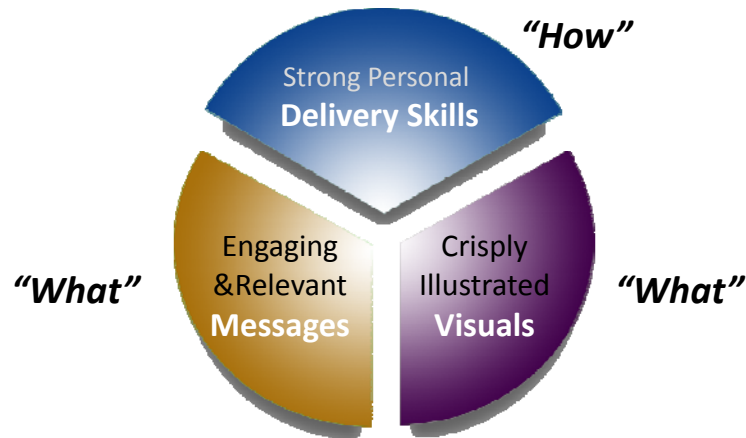
2 Simple Principles – 1 Practical Application

How do you want to be *perceived*?



What it takes to be heard today ...

Standing out from the sea of other voices



The “What” Challenge of Getting Through to Busy People

4 fatal flaws of in personal communication

Stakeholders actually ...

Understand what was communicated

Agree with what was communicated

Care about what was communicated

Will take appropriate action



Principle # 1

Understand what was communicated...



Mi MISSION
INCREASE
FOUNDATION



Principle # 1

*Great leaders...
(and great communicators)*



**Have a way of making the
complex simple**

You know how.... well we.... and the results are...

Principle # 2

Agree with what was communicated
Care about what was communicated
Will take appropriate action...



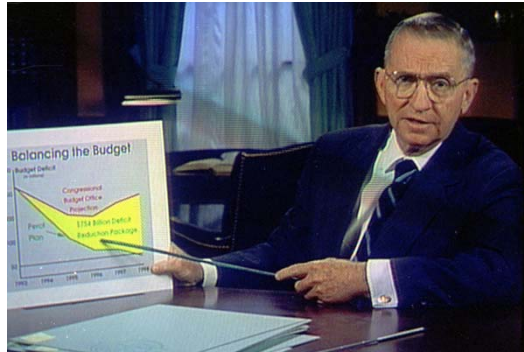
Principle # 2



Three Important Channels to Drive
Your Messages Deeper



Using intellect to change hearts & minds



Ross Perot
1992 Presidential Race

Three channels for leadership communication

1

Factual
prove/ inform/ justify



Bullets, charts, graphs
Intellectual material

↓
Processed **LEFT SIDE** of the brain

↓
Short-term memory
Difficult to change beliefs
Highly defensive-intensive

"Chloroform"

A case study in changing hearts & minds (persuasion)



What price do you put on your peace of mind?

Always there, always ready

Three channels for leadership communication

2

Emotional/Relational

move/ restrain



Stories, discussion, video, props.

Relational/sensory-rich material



Processed **RIGHT SIDE** of the brain



Long-term memory
Points made more quickly
Can bypass the defenses
Fosters decision-making

"Nitrous oxide"

A case study in leadership communication

Oregon State Beavers 2006 football season



"We're an all-in kind of team!"

Three channels for leadership communication

3

Symbolic

inspire/align/motivate
Meaning beyond the image



Principle # 2

*Great leaders...
(and great communicators)*



**Choose the right communication
channel for the right time**

Winning the Hearts & Minds of Busy People

Practical Application of These Principles
Being heard in a sea of voices



Mi MISSION
INCREASE
FOUNDATION



First, understand who the presentation is about

Revenue by Source

Government	15%
Commercial	25%
Industrial	20%
Residential	15%
Other	25%

ICD Fits into the Power Chain Message

Timeline: A History of Leadership and Innovation

1885	1906	1927	1953	1957	1970	1991	2000
First commercial "Power Chain" transformer	First "Power Chain" transformer	First "Power Chain" transformer	First "Power Chain" transformer	First "Power Chain" transformer	First "Power Chain" transformer	First "Power Chain" transformer	First "Power Chain" transformer

Reworking our approach to influential messaging

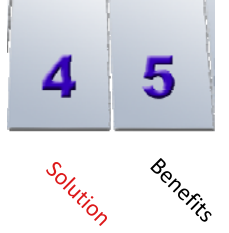
We must create meaningful context for the issues we're trying to resolve

Propose the Solution

Quantify the Value



Most presentations today



What we can learn from *The Shark Tank*



Why we're here

Pain/problem

effect

need

solution

benefits

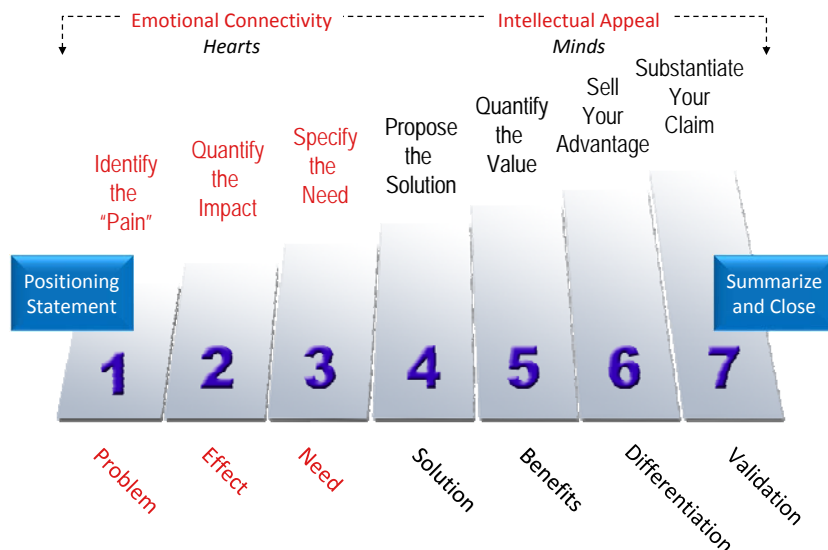
differentiation

validation

close

Getting through to busy and distracted people

Content without context is meaningless



A few things to remember...

- 1 Communicate your value in the **simplest of terms**
- 2 Choose the **right 'channel'** at the right time
- 3 **Passion** covers a multitude of comm. challenges

Questions?

Winning the Hearts & Minds of Busy People *Equipping Today's Ministries to Be Heard in a Sea of Voices*

Handouts available with posted audio

<https://www.missionincrease.org/index.cfm?action=general.webinars>

Jim Endicott, jim@distinction-services.com

Mi MISSION
INCREASE
FOUNDATION

