

## Message Mapping

Message Mapping is a simple and useful way of developing your message. Listeners tend to remember only three to four points so structuring your message this way helps you as a speaker to organize your thoughts and the listener to remember the key points. Carmine Gallo presents Message Mapping in a Forbes article. View it at: <http://youtu.be/phyU2BThK4Q>

Here's how it works:

- Start with your core message or "Twitter feed" (it can be longer than 140 characters).
- State two, three or four key points that support your core message.
- For a longer speech, add two or three sub points under each point to support your key point. The sub points may consist of data, stories, or information that expand or clarify the point.
- Always be sure to close your presentation powerfully.

Here's an example of a message map that I have used for a three-hour workshop. I add examples, data and exercises under each key point.

- I. **CORE:** Women are more competent in their careers than ever but often feel less confident when challenged. We need to present our messages effectively and powerfully. This workshop will provide tips and strategies to help us lead confidently and authentically.
  - a. **POINT:** You must have an **intention** every time that you speak so that your message is meaningful to your audience (WIFM).
  - b. **POINT:** You must have a **presence** that has listeners trust you the minute that you walk into a room and begin to speak.
  - c. **POINT:** You must open your throat and speak with a pleasant voice that is heard and diction that is clearly understood.
  - d. **POINT:** Your message must be brief, strong and purposeful for your audience.
  - e. **CLOSE:** Begin to communicate consciously. Choose three behaviors that you would like to modify starting today. Develop an action plan and track your progress over the next week. Practice makes perfect.

Here's an example from a physician to her chairman.

- I. **CORE:** I know that our budget is tight for salaries and marketing dollars. However, I'm the 2<sup>nd</sup> largest producer in my Division. Having my own nurse will get patients to the OR sooner and will boost patient satisfaction.
  - a. **POINT:** We will increase revenue by increasing visit productivity and decreasing OR wait time.

- b. **POINT:** We will increase patient satisfaction by providing good follow-up which will increase patient confidence and improve post-operative care.
- c. **POINT:** We will increase Departmental visibility by satisfied patients sharing their good news with others.
- d. **CLOSE:** I appreciate your rapid consideration of this so that we can start recruitment soon.