

# MESSAGE BUILDER

## Lesson 4: Close with MAS

You're nearing the end of the meeting you called with your project team. There is five minutes left before the next group needs the coveted conference room. As you try to squeeze in five more minutes of information you notice the following:

- The team is starting to pack their things up
- They look at their calendars to see where their next meeting is
- Finally, before you know it, the next group is opening the door, "*Excuse me, we have this room now.*"

You hurry to thank the group and say you look forward to next week's meeting.

The very next day, you get an email, "*Hey there, what was it we talked about yesterday?*" Then the thought comes... "**WHAT! Were you not listening?**"

Sound familiar?

### **Close with MAS**

MAS is our formula at iSpeak for helping you close your message from your meetings/ presentations/etc. in a way that will increase audience retention and commitment levels. Use each of these pieces in your closings to create a powerful ending.

Keep in mind, MAS can be delivered in your closing in any order, MAS, ASM, SAM, MSA, etc. It will depend on your purpose and audience as to which you chose. Also, it should only take 5-10% of your total allotted speaking time (30-60 seconds for a 10 minute talk)

**MAS = Memorable + Action + Summary**



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## **Memorable**

This piece of the puzzle should leave the audience with something they will remember about your presentation or meaning. This portion should solicit a feeling within your audience, specifically, the feeling you outlined in your purpose (know, FEEL, do). You can do this by telling a quick story, give a strong statement, or use a quote.

## **Action**

The action portion of MAS is a challenge or call to action for your audience to do something with this information once the presentation or meeting is over. What we know, is if your audience doesn't have anything to do with what you said, your meeting was a waste of time. This is your chance to tell them what to go do.

## **Summary**

The MAS is the last thing your audience will hear as they exit your meeting or presentation. We want to make sure they remember the key points we discussed and give them the best chance to keep our ideas top of mind. Give a quick recap or summary to your audience of those key points.

The closing to your meeting or presentation will be the last impression and last thing your audience will remember as they are running to another meeting or simply getting back to work. In today's time, we are all very busy and have too much going on in our brains. Let's leave your audience with a closing message that will make them not only remember you and your message, but leave them, wanting MAS (more).

