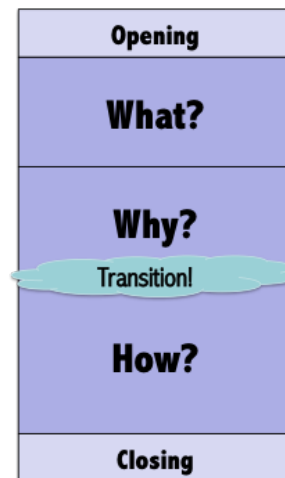


MESSAGE BUILDER

Lesson 7: Quick Start Model: What Why How

The body of your message is where you do the heavy lifting. Moving an audience from Point A to Point B will be a challenge if the body of the message is not framed properly. A simple but powerful model we teach is called the “What – Why – How” model. Simply answering these three questions for the audience can keep the audience engaged and help you achieve your objective.

When you use a simple formula like “What – Why – How” you can prevent lapses in attention due to the audience being lost or disengaged. That’s because there is a natural transition when you move from one question to the next. This natural transition occurs because the audience wants to hear the answer as if their brains are solving a puzzle. There is also a strong audience engagement as you transition from the “Why?” to the “How?” questions because the presentation is often-times switching from the past to the future.



Let’s look at an example:

Presentation Goal (Point B): Encourage the audience to support the change to the new customer engagement model

What?

We are introducing a new customer engagement model which will reduce customer service cycle time and also reduce our expenses.

Why?

This new system will help improve our customer relations, reduce our expenses, and ultimately, increase sales. We took on this project as a result of our customer feedback results which have been declining over the past two years. Improved customer relations will lead to increased repeat purchases, and more revenue.



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How?

Over the next three months IT will install all servers along with the client software on your laptops. While your laptop is being upgraded, everyone will attend a 1-day training program on how to use the new system. We will pilot the rollout starting with the Midwest Region on May 15th. All the other regions will go live on June 17th.

The “What – Why – How” structure is a simple, but powerful model that you can use to deliver an engaging presentation. In fact, when we teach our Message Builder workshop, it is our student’s most popular choice for Quick-Start Models.

What is your homework? Using your presentation example, think about how you could construct your message using the “What – Why – How” model?

