

STACEY HANKE INC
communicate with influence

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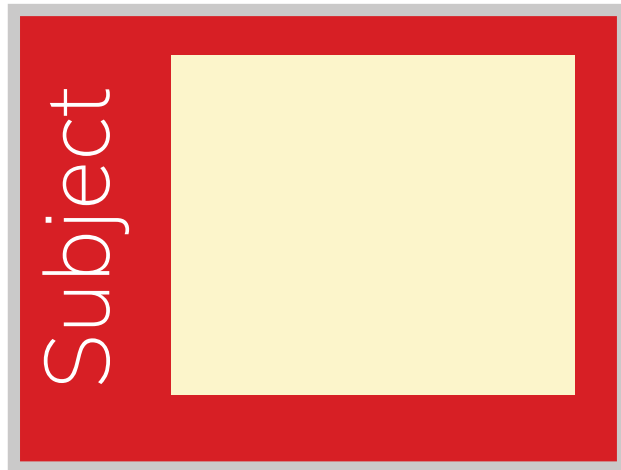
Communication Quick Start™

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Influence in 30 Seconds or Less

Knowing Your Listener

- Who are they?
- What do they know about your topic?
- What is their attitude?
- What do they need to know?
- Why is this conversation happening?



- 1.** Listener Analysis
- 2.** Opinion
 - What is your opinion of your topic?
- 3.** Action Steps
 - General
 - Specific
- 4.** Benefits
 - What is the value your listener receives?
- 5.** Key Points
 - Subpoints
 - Rule of Three
- 6.** S.P.A.R.K.™
 - Story
Current State, Defining Moment, Outcome
 - Pictorial
A picture is worth a thousand words
 - Analogy
A comparison between two objects
 - Reference
Referring to a podcast, blog or social media post
 - Quote
Restating a phrase or statement from a book, article or thought leader
 - Questions
Involve your listeners by asking open-ended questions
 - Keep Them Laughing
Humor increases interest

Deliberate Practice

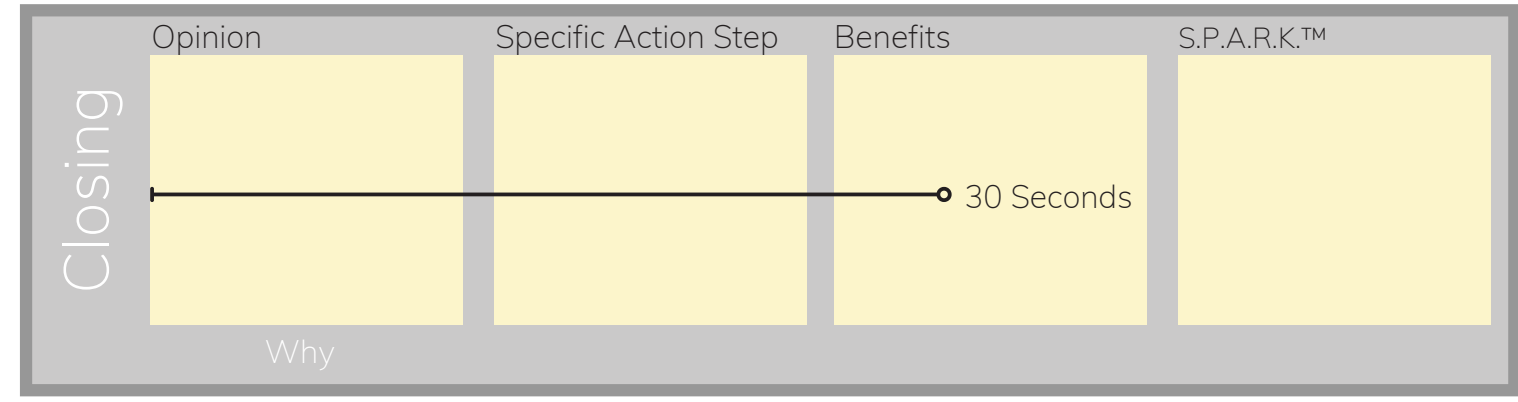
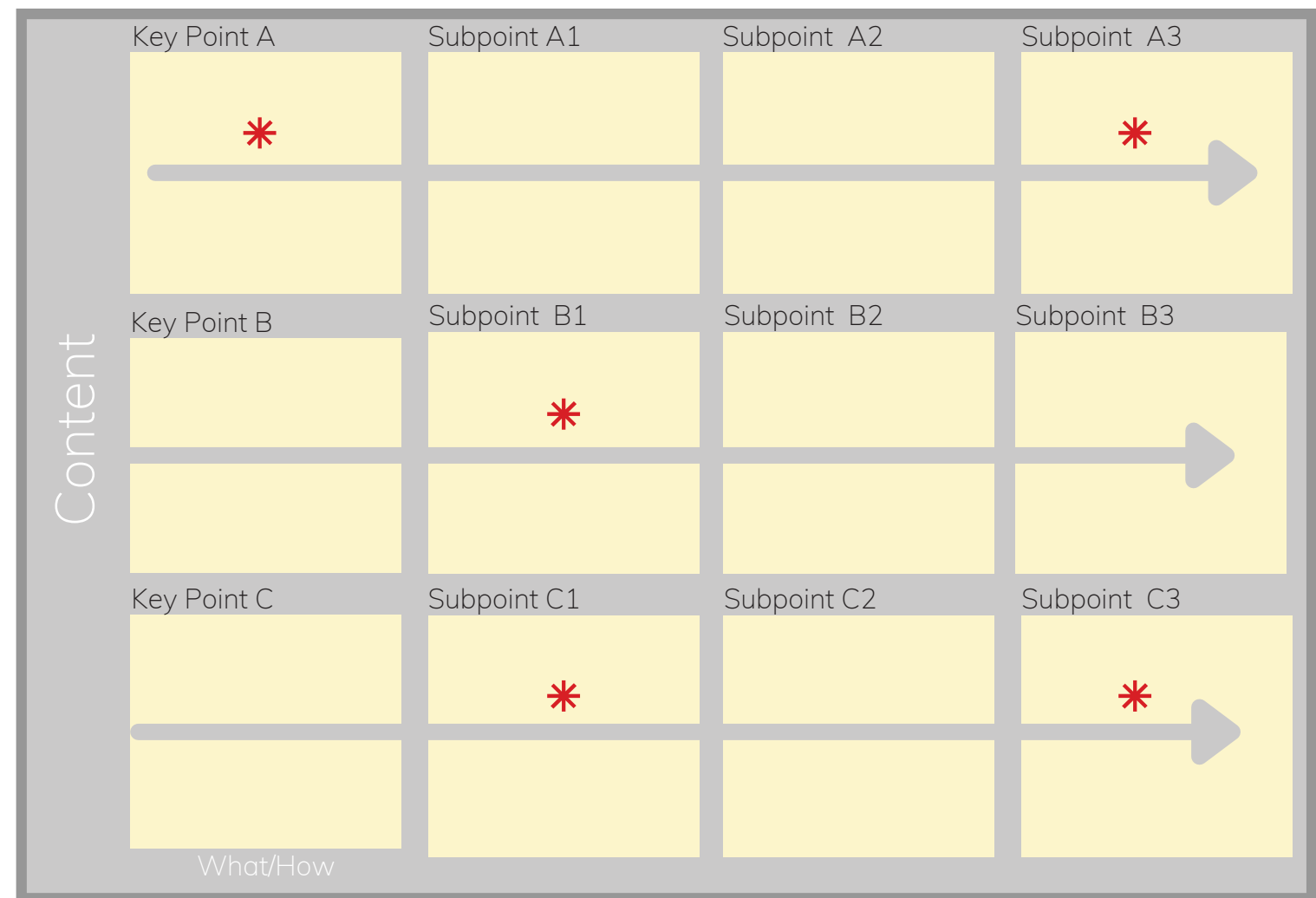
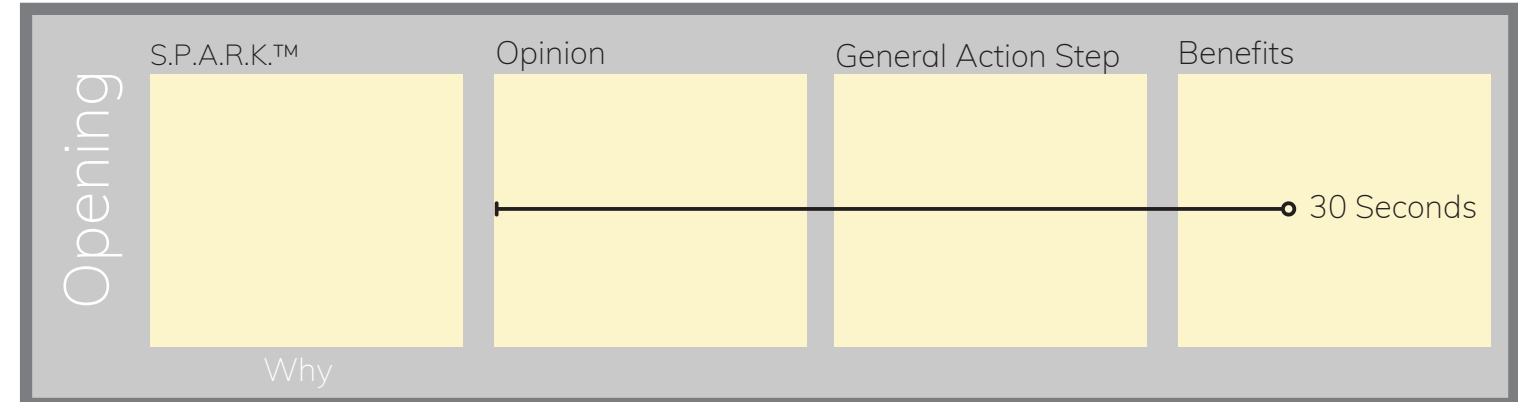
Audio & video **record** yourself and watch the playbacks.

Ask for specific **feedback** from your accountability partners **weekly**.

Get to the point by communicating with **brevity**.

Connect with purpose. Only speak when you see **eyes**.

Focus on continuous **improvement** rather than perfection.



* Pepper S.P.A.R.K.™ throughout your message to grab attention and increase understanding and learner retention.