

Communicating With Messages

A Simple but Effective Geometric Strategy

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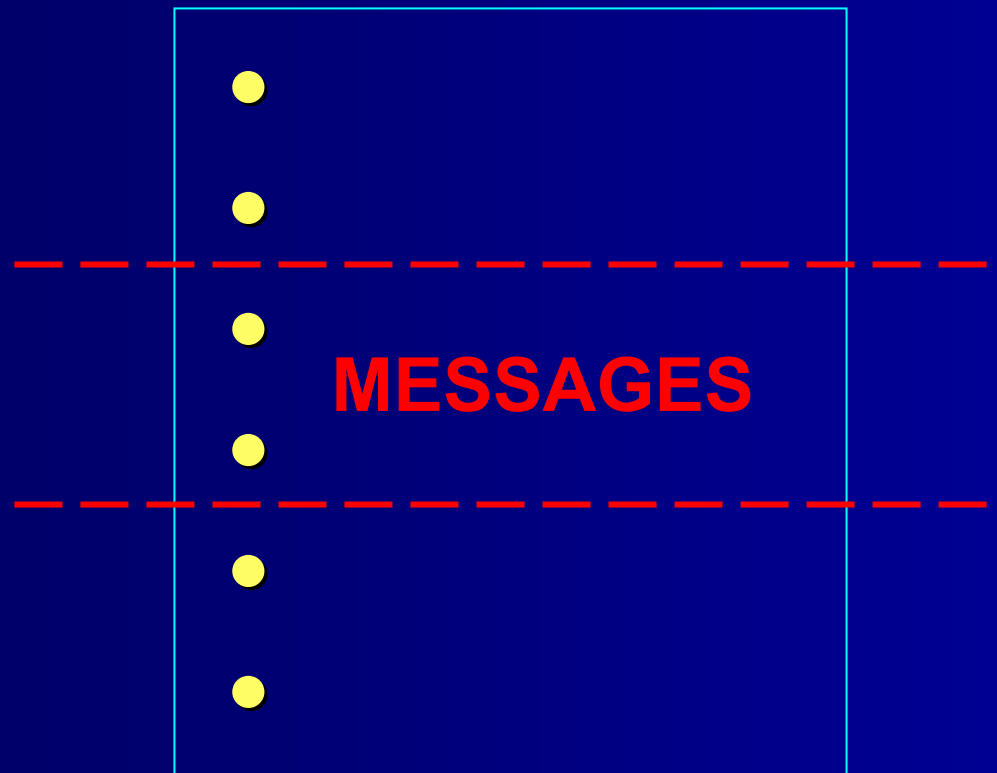
Successful Communications Requires Instincts that Can Be Counter to an Academic Culture

- Avoiding several fundamental and instinctive barriers --- without sacrificing credibility & personality
- Avoiding “talking points” which have several hidden and fatal flaws
- Using a geometric message strategy that achieves content focus, organization and parity

There are Five Instinctive Barriers to Communication --- With Consequences

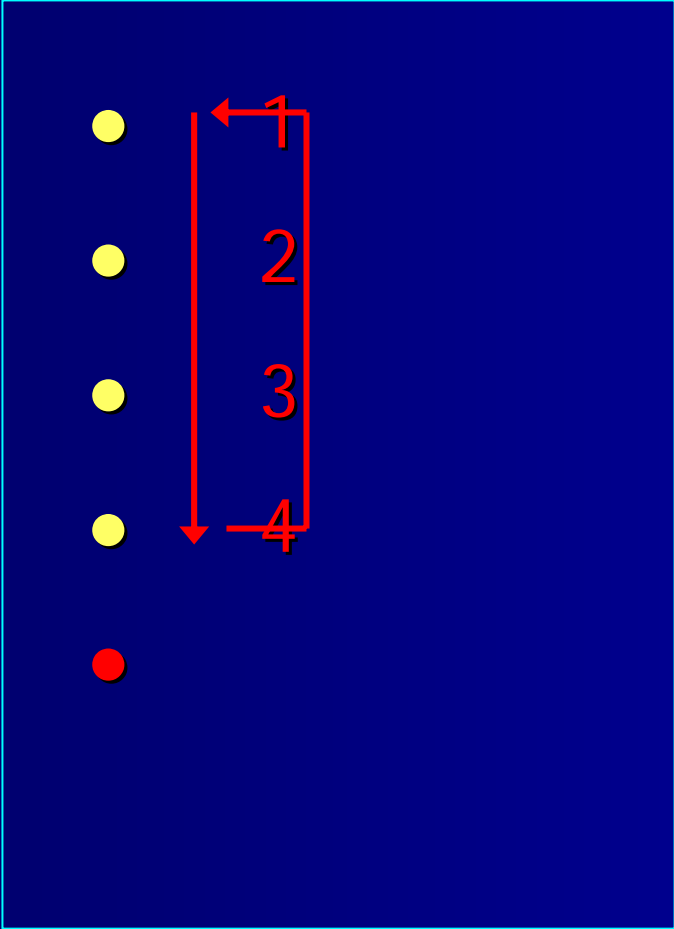
- Defensive
- Complexity
- Quicksand
- Silver Bullet / Broken Record
- Fudging

The Information in Talking Points Usually Exceeds the Audience Absorption Capacity



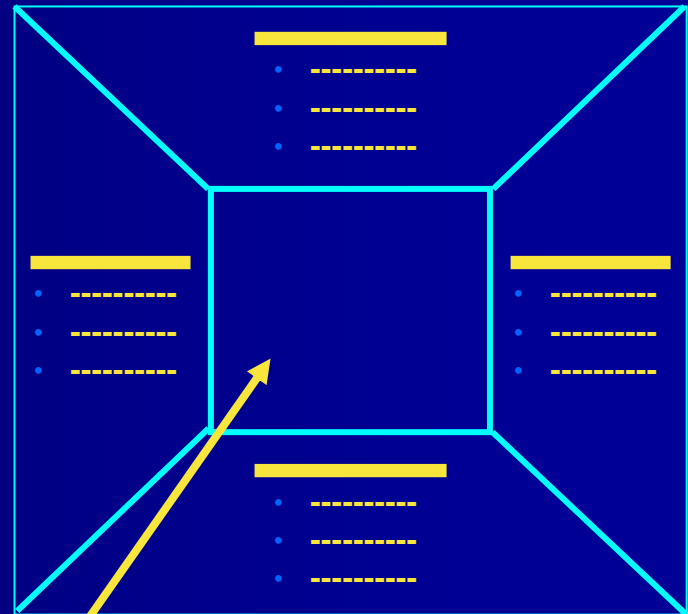
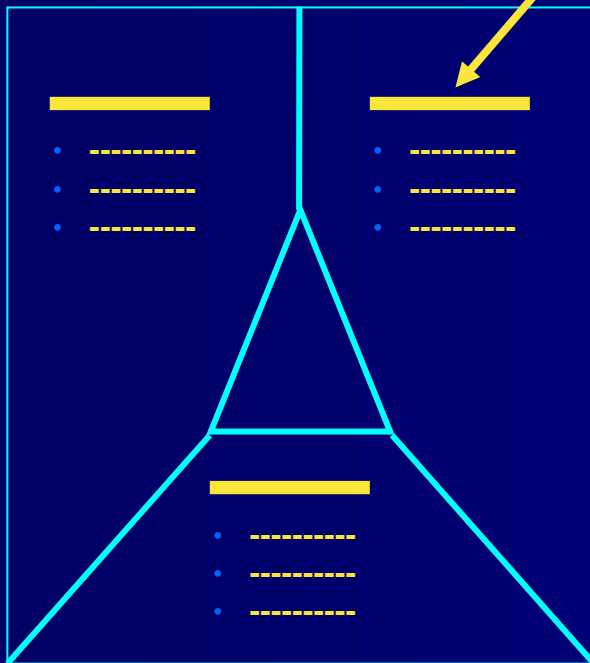
Messages Are Either a
3-Legged Stool or a 4-Legged Chair

Talking Points Have Several Fatal Flaws that Decrease a Speaker's Effectiveness

- -
 -
 -
 -
- 
- 1
2
3
4

The "Triangle & Box" Messaging Strategy Assures Equality, Non-Linearity and Focus

≤ 12 word message



≤ 7 word conclusion

The Success of a Message to Reach an Audience is Dependant Upon Certain Traits

S* **Simple**

U **“Uns”** {Unusual, Unacceptable, Unprecedented, Unparalleled ...}

C* **Common Sense**

C **Concrete Image**

E **Emotional Connection**

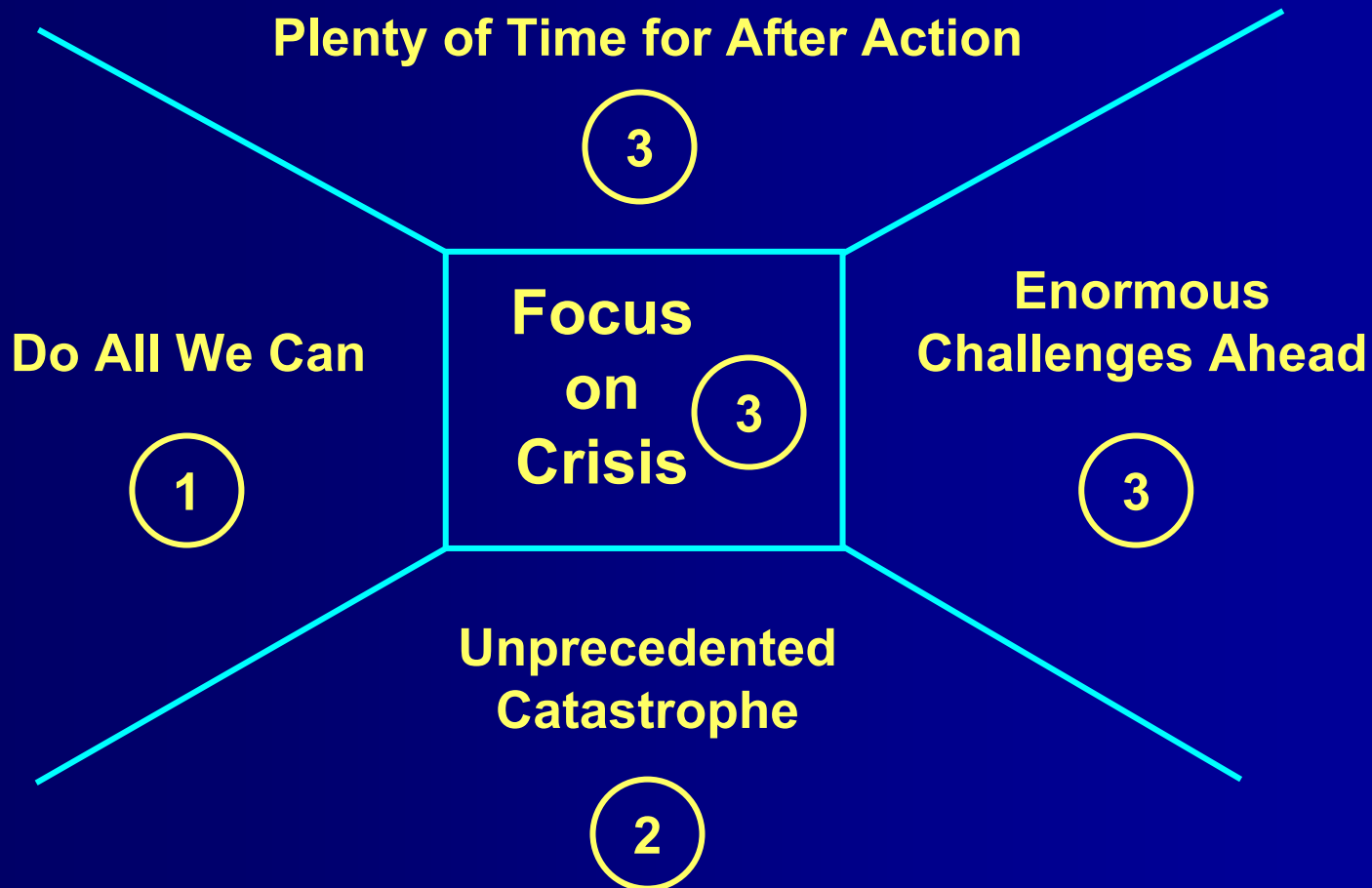
S* **Salient**

S **Story Telling**

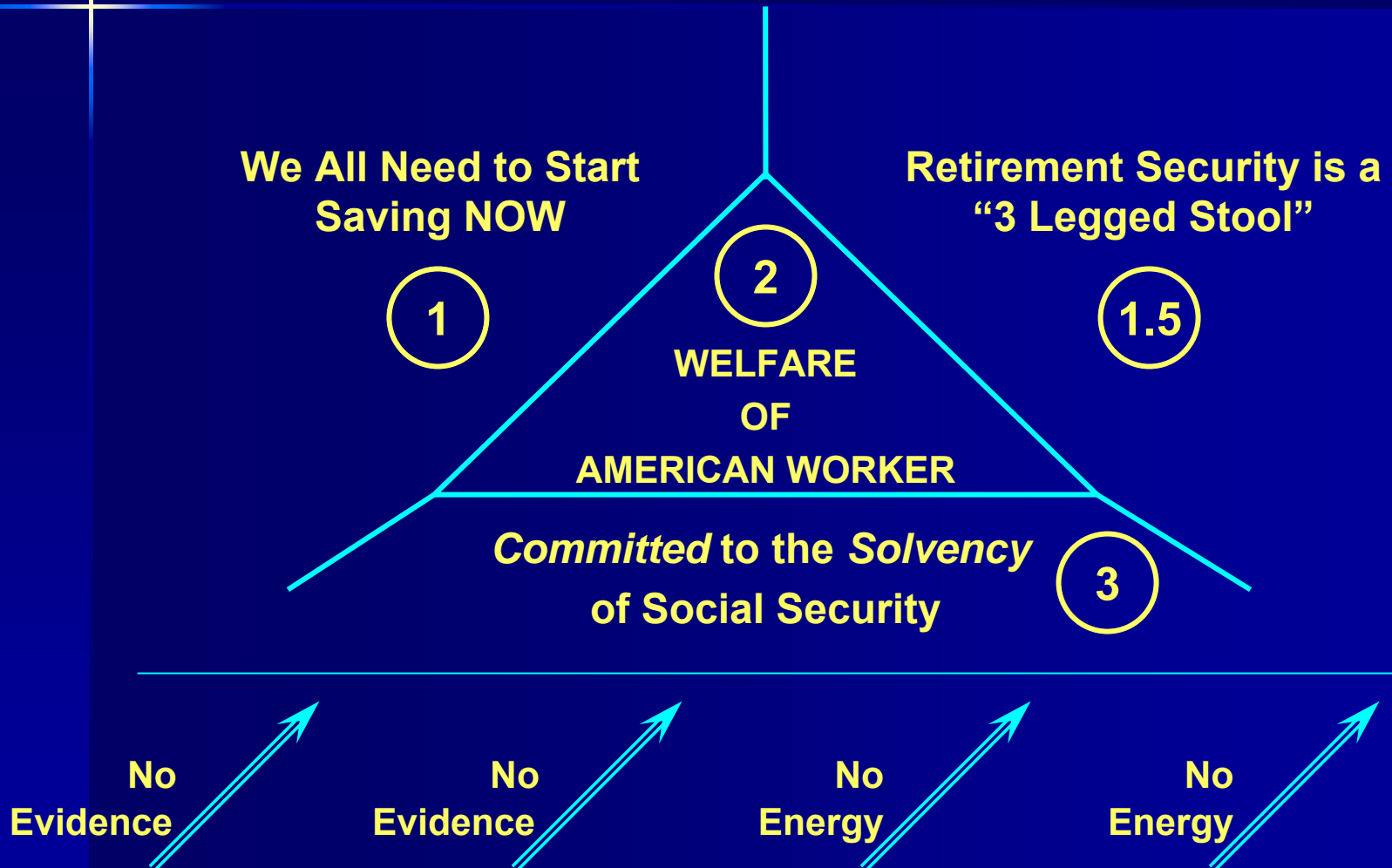
Using the Strategic Box/Triangle Messaging Under Q&A Requires the ATM Technique



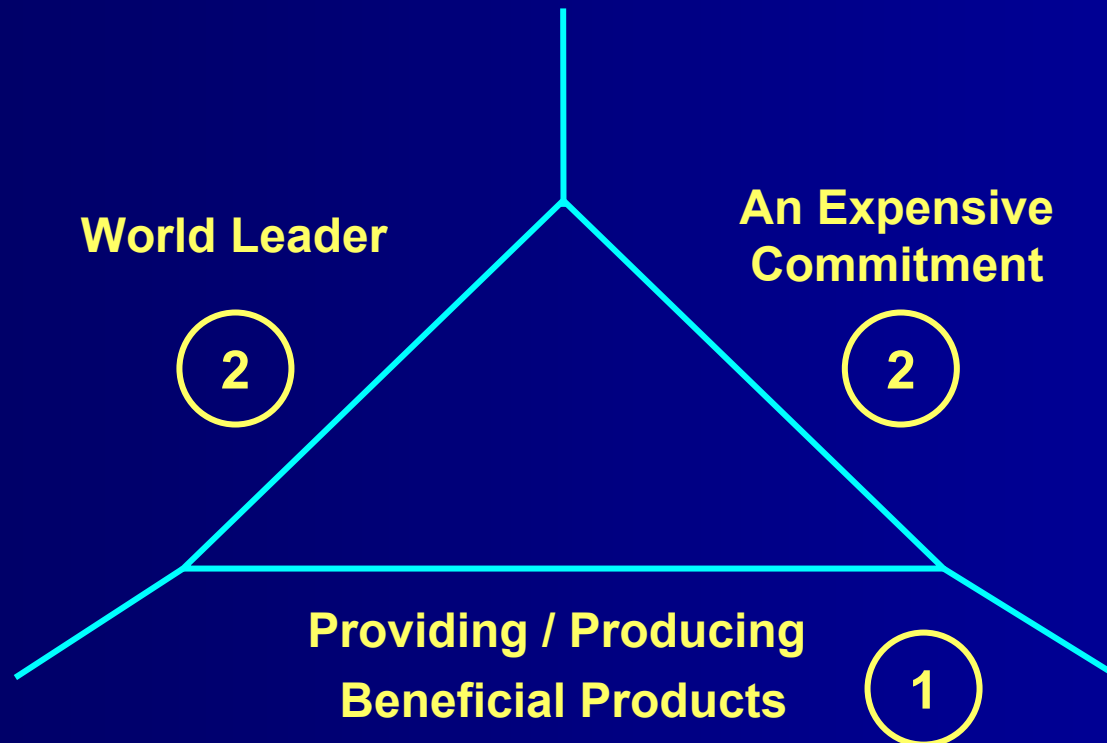
Secretary Chertoff Effectively Used a Box in the Immediate Aftermath of Hurricane Katrina



Secretary Hermann Used a Triangle to Discuss a "Saver Summit" & Answer Tough Questions



Ed Wollard Used "Story Telling" to Make His Messages Stick



- **Plastics for artificial limbs**
- **Nomax flame retardants for fire fighters**

Communicating Should be Guided by Strategic Messages and Response Strategies

- Communication barriers are common to all venues and have consequences
- “Talking points” have fatal flaws that dilute messages and emphasize a speaker's most ineffective instincts
- The geometric message box/triangle strategy is simple and effective --- it can be used in all venues with all issues. The ATM technique is essential for Q&A.