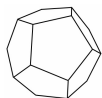


Communicate 2 Engage



© Gillet 1960-2060

CONTENT

FRESH FISH SOLD HERE

Words hunting



5 x 5

Rule of the Monkeys



Story Telling

Identification & Visualisation



Communicate Benefits

Rather than features



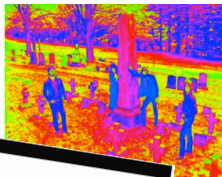
WHY

Sense Making > Why First!



So What?

Acid Test



**Boredom
KILLS**

CLIMATE

Keep Contact

Visual Contact



Check In - Check Out

Physical Contact



Visualisation - Anxiety reduction

Never go to a place where your brain hasn't been before



Eliminate Obstacles

No lectern, chair, ...



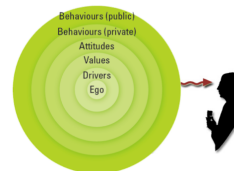
Rehearsal - Rule of 7

Prepare - Prepare - Prepare x7
Blood, sweat and tears



Onion Man

Public Behaviour matters



PROCESS

Hopes & Fears

Shared agenda, engagement



Questions, Questions, Questions ...

My idea is may baby → Ask questions



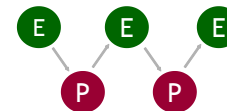
The cherry on the cake

Start with the conclusion



Exemple - Point

Socratic Approach



Call to Action

Must have, at the end



Mood-O-Gramme

Write your script as a music score ...

