

Your Cheat Sheet & Guide

S

is for
Stories



Ferruccio was a manufacturer of agricultural tractors. He also loved nice cars. Over and over the clutch on his Ferrari gave him a hard time, and he had to get it fixed. Eventually, he realized that the engine in his Ferrari was similar to that of his tractors and he decided to build his own car. That car was the very first Lamborghini.

Provide enough details to make your stories feel real.

The phrase, "Let me tell you a story," gets people to listen.

Stumped? Ask yourself:

- What happened on my commute this morning?
- What did I do last weekend?
- What lessons did I learn earlier in my career?

...and relate it to your content! Can you use your story to explain your point of view?

H

is for
Humor



A company with a four-year product development cycle said, "It was taking us longer to introduce a new product than it did to fight World War II."

Take advantage of unplanned humor!

Humor works best when you customize it to your audience.

Note: This is not joke-telling.

- Can you turn a tech glitch into a moment of levity?
- Share a funny aside?
- Can you be self-deprecating?
- Consider photoshopping your face or a teammate onto a familiar character to add playfulness? (Lack design skills? Hack jobs are even funnier!)

Stay within the bounds of good taste (yes, this should go without saying, but we have to say it).

A

is for
Analogies



Everyone seated in an exit row is required to review the safety card and make a verbal commitment that they will assist the crew in the event of an emergency. Ask your team for an "exit row response" and get them to commit out loud to your project or initiative. (If the answer is no, well, you'd be happy to reseat them, right?)

When it comes to analogies, keep it simple and familiar so the audience can have a quick ah-ha! Don't over-complicate it.

Ask yourself:

- Does this situation parallel something bigger?
- Can I relate it to a product or service?

Use analogies to convey a complex point quickly. If it takes a lot of explaining, consider a new angle.

R

is for
References
& Quotes



"I like to imagine the world five years from now. Or imagine what I want the world to look like five years from now."

Brian Chesky, CEO of Airbnb

"Growth and comfort do not coexist."

Ginni Rometty, CEO of IBM

"A person who never made a mistake, never tried anything new."

Albert Einstein

Someone already said it best?

There are infinite references and quotes (plus, it's super-easy to search for them online).

When you share these, remember to give context by explaining who the author is, the time period, the landscape, etc. It gives them (and you) credibility!

P

is for
Pictures
& Visuals



Pass out a map of the local sports stadium with the seating capacity filled in with the number of clients you have and blank spaces for the growth you anticipate.

A picture is worth a thousand words!

Whether you build it into your deck or think outside the slides to whiteboards and flip charts, images can help your audience visualize your message.

Other ideas:

- Video clips/GIFs
- Graphs
- Bold, ahh-inspiring numbers
- Props
- Photos (Scroll through your phone, even. What illustrates your key point?)
- Screenshots (An email from a client, a social media post or a funny text messaging thread)