

~~**A presentation on
communications strategy**~~

**STORYTELLING AND MAKING A RACKET
ABOUT THE THINGS THAT MATTER**

**People often think that
communications is about
obscuring the facts or
spinning a story.**

**Really, it's about unearthing
the truth.**

**But it's a noisy world
out there, so we need to
be really clear about
what we want to say.
And then go "all in"
when we say it.**

**The power of that one
thing.**

**Many organisations talk
about a Unique Selling
Proposition (USP).**

**We're thinking about an
Emotional Selling
Proposition.**

**Anger sneers.
Hope cheers**

**We can't persuade people,
but we can share our world
view.**

culture > strategy

Is it **useful?**

- the reverse test**
- oops. I've written a plan**
- do people understand it?**
- getting match-fit**