

# GET to the POINT



**CONCISE COMMUNICATION** & **RESPECT**  
shows you have a clear understanding of the topic for people's **TIME**.

It enables you to be more influential

&  
**BE** heard  
through  
the world's **CHATTER**.



## Know the point you want to make.

Focus on making one point - if your audience can only take away one thing what would it be? You may share more, but this forces clarity.

**100%**  
more memorable

## Make your point in an interesting way.

- » Tell a brief & relevant anecdote
- » Use a quote
- » Make an analogy
- » Define a word
- » Use a statistic



## Tell stories.

Storytelling is a powerful way to express significant meaning in a short period of time. Plus, stories help us connect more deeply with the communication.



## Summarize what you hear.

Reiterating what you hear increases your chances of understanding & responding on target. Plus, it buys time to formulate a response.

**Abc\_**

## Dial back the detail.

The brain does a good job of filling in the blanks, so share less detail & then confirm understanding.



## Shorten your sentences.

Keep them brief & tight. Check out these **killer fillers**.



## Pause BEFORE you respond.

A delayed response shows thoughtfulness & control.

References: [quickanddirtytips.com](http://quickanddirtytips.com) | [writetribe.com](http://writetribe.com) | [articlesfactory.com](http://articlesfactory.com)