



Your energy introduces you before you even speak



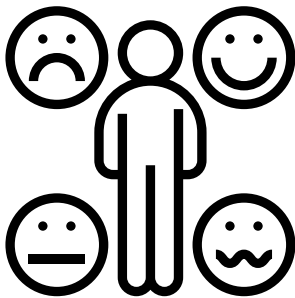
KFD : Know - Feel - Do

Most speeches and much of communication is to inspire or motivate a behaviour in the listener, try this 3-step framework to clarify the wanted action and then the steps to make it happen.



DO: What do you want your audience or listener to do, to action or to enact!

Example... I want my team to feel refreshed, positive and ready to engage in creative team meetings.



FEEL: So then, how does your audience or listener need to feel in order to...

>>> DO

Example... I need them to feel inspired and motivated when they came into the team meetings, energised to bring their ideas.



KNOW: So therefore, what do your audience or listener need to know and understand, so they... >>> FEEL

Example... I want to know the benefits of a walk outside in the fresh air. The benefits of movement on their creativity and resourcing of energy. They are encouraged to take personal time during the day to support their best work.

