

# How To Tell Your Story workshop

COUNTDOWN TED



**Briar Goldberg**

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Hi everyone! It was such a delight speaking with you this week! Thank you for your great comments, insightful questions and super inspiring stories! Here's a high level recap of all the different things we discussed. Good luck in the lead up to UNGA and COP! I hope our paths cross again!

## Audience Before Content - Always!

The best communicators always practice their **A.B.C's - Audience Before Content**.

- Doing this will help you put your audience at the center of your communication.
- In order to do this correctly, you have to understand your audience's goals and how they make decisions.

## Know Your Audience's Goals

If your goals and your audience's goals don't align, you're likely to have a miscommunication! Make sure your goals align by asking three key questions:

- **What does communication success look like for me?**
- **Why did my audience take time out of their busy day to listen to me speak?**
  - PRO TIP: Be honest in this evaluation!
- **Do I have a curse of knowledge?**
  - Make sure you're not talking over your audience's head - especially if they don't have the same level of experience you might have!

## Storytelling 101

All well told stories follow the same pattern of organization:

**Setting** → **Characters** → **Conflict** → **Climax** → **Resolution**

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## How Does Your Audience Make Decisions?

**Expert Audiences:** An audience that is familiar with your and/or the subject you're communicating about. Expert audiences are logical decision makers → use data, statistics and quantitative arguments to persuade them.

**Novice Audiences:** An audience that is not familiar with you or your topic. Novice audiences are intuitive decision makers → so they're more likely to be persuaded if they feel the messenger is credible.

**All Audiences:** All audiences can be emotional decision makers. So incorporate stories, imagery and humour as tools of persuasion.

## Building trustworthy communications

- If your audience trusts you, it will be easier for you to persuade them and keep them engaged. *Woo hoo!*
- If your audience doesn't trust you, they may make linguistic associations that are the opposite of your message! *Yikes!*
- So you can make your communications more trustworthy by focusing on **message clarity**.

## Message Clarity is KEY!

**Humanity begets humanity** - so be sure you speak and write using familiar and conversational language.

Avoid all **F.O.G.** - **F**act Deficient, **O**bfuscating, **G**eneralities

- EXAMPLE: Innovation is in our DNA!

De-FOG your messages by saying what you mean

- FOGy Message: Greenhouse gasses → De-FOGed Message: Pollution
- FOGy Message: Warming → De-FOGed Message: Overheating



**Climate Catalysts  
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## Message Clarity is KEY!

Just in case any of you really want to dive in deep, here are a few of Briar's favorite communication resources!



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### Influence

Robert Cialdini is one of the world's leading experts on persuasion. He's just come out with an updated version of his bestselling book and I can't recommend it highly enough!

He has LOTS of climate/environmental case studies in this new version!

### The Humour Code and/or Humour, Seriously

The fight against climate change is hard work, so make sure you still add some humour and levity into your communications! Both of these books will tell you how!

### Potential Energy

This is the organization that made the Florida Man video we watched during the session. They are my favourite resources for the latest and greatest information on effective climate communications!

Sign up for their newsletter!

### Non-Violent Communications

This is a terrific resource for effective interpersonal communications

→ especially when you're talking with people who don't agree with you!