

TMM Audio #1 Script

Selecting a Key Statement that gives meaning to a wealth of content

From the ICON9 Learn As You Go Audio series

Welcome to the first session in the TWO-MINUTE MESSAGE module of the ICON9 Learn As You Go audio series.

Remember that the TWO-MINUTE MESSAGE is always used within a MAP. That is, before writing my TWO-MINUTE MESSAGE, I first have to define my Objectives and visualize my Audience.

Remember also that the order in which I do all of this is not fixed. I may start with my Audience, then go on to My objectives, for example. And within the TMM itself, I can take the four components in the order that suits me best. In fact, we will see an example of this today.

For this session, we'll follow the usual 3-step process where I'll start by suggesting an example, then lead you through one of your own.

In my example, I am an Applications Engineer working for a company that sells leading-edge factory robots. They are designed to literally replace humans on production lines – they're roughly human sized, have hands, arms, legs and so on, and they learn new tasks quickly, without complex programming.

I'm preparing a pitch to give to a German automotive components company. It's an old, conservative, family-owned outfit.

My objectives are to:

- Get them to change perspective and see the strategic (longer-term) importance of working with us
- And, if possible, to get them to agree to a meaningful trial

So, you see that I just described my Audience before setting out My objectives. Similarly, in this case, before I can work on the Key Statement, I first need to consider the various messages that I wish to pass in order to decide which is the main one. In other words, I need to review the points that will eventually make up my Supporting Statements.

In this case, I can imagine a number of points. For example:

- We have the very best Artificial Intelligence technology
- The ability of our robots to learn quickly is a key advantage
- The fact that our robots can directly replace human operators is a key advantage
- We have a close collaboration with the Fraunhofer Institute
- And so on

All of these are important, but they are not **Key** to My objective of changing the customer's perspective with regards to a long-term relationship. And so I finally settle on the following:

*Although we are proud of our technology – we almost take it for granted - **it's the strength of our industrial partnerships that matter most.** They guarantee that we will have solutions for you not only today, but for the foreseeable future also.*

Note that this Key Statement is absolutely singular – it does not attempt to combine a message about our great technology with one about our partnerships. Notice also that, having

made such a statement, I have a “backbone” that will hold together the rest of the pitch. It is a message that I can refer back to as I introduce various points in support of it. The fact that I have chosen a *single* Key Statement makes it easier to bring in these other points, not more difficult.

Now for your example ...

What’s the context - what kind of pitch are you preparing and why? Choose something simple!

<pause>

Who is the Audience - the person or group concerned? Just think about it, and write it down if you wish.

<pause>

What are your objectives for the encounter?

<pause>

Now, without going into too much detail, what are the most important points to make with the pitch?

<pause>

Great! Now choose one point as the basis of your Key Statement! (don’t worry about making the *right* choice right now – this whole process is quite fast so, if your first choice doesn’t work out so well, you can always change your mind and redo the Key Statement)

<pause>

Having chosen the main message, now capture it as a full-blown sentence! What is your Key Statement?

<pause>

Of course, it is hard to get this right first time, and you shouldn’t expect to. Just consider what you came up with and check a few things.

- Have you managed to capture the main point in an intelligible phrase?
- Is your statement really singular?
- On a scale of 1 to 10, how happy are you with it?

<pause>

If you are not completely happy yet, then that’s almost reassuring! You would expect to have to make a few iterations and, as I mentioned earlier, even change the main point that you are making. But I hope you see that, by focusing on the Key Statement in this way, you are putting yourself in a position to succeed.

In the next session, we’ll work out Audience Context Statement that can be used to introduce the Key Statement.

See you then.