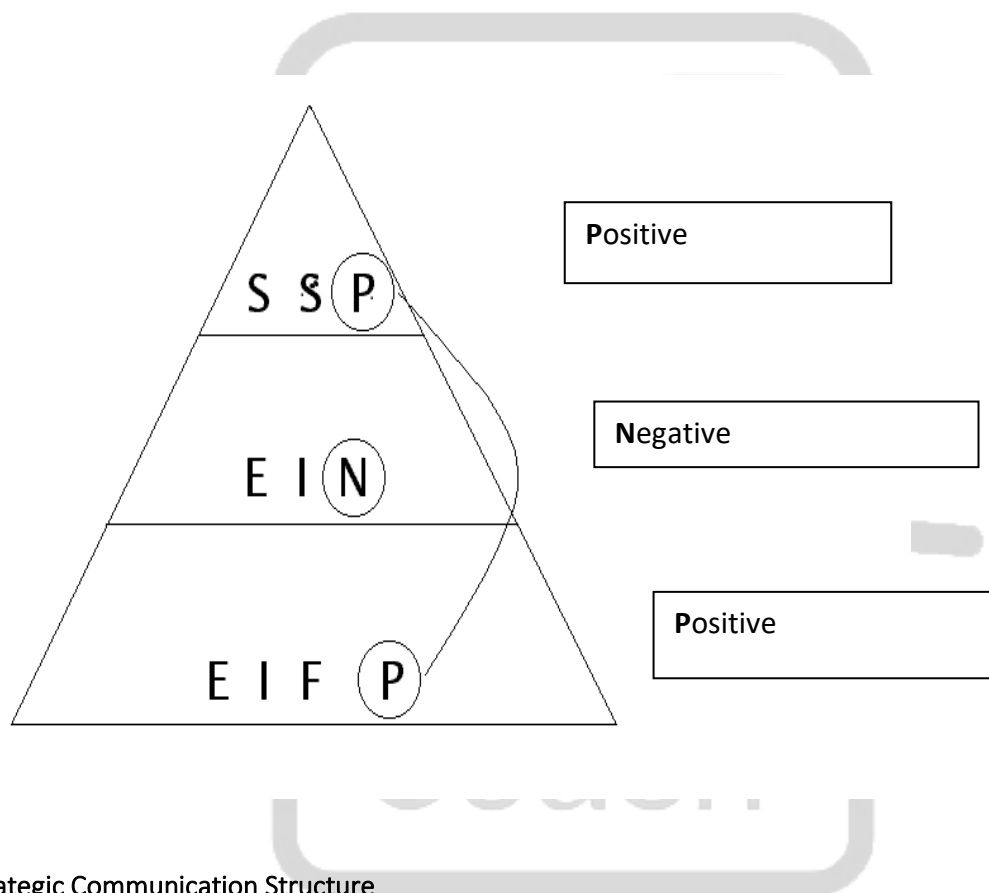


## Selling of Ideas

### Strategic Communication – the art of selling ideas

The following formula has been used by many successful communicators including Barack Obama. The formula consists of structuring responses in an optimal way to enhance or amplify your objective. It is based on the way in which retain information as a listener. The key is never to omit the difficult or negative response but to place it in the middle of the answer – in that way you amplify your positive start and a positive end. The listener is less likely to want to focus on the negative components of the communication. This does not mean that we omit telling the truth. One should always be truthful, but the way in which you structure your responses can mean the difference between success or failure. Effective communication is an art. Applying this technique can be one of the most influential strategies one can utilize.



### Strategic Communication Structure

#### 5 Key Retention Devices

We remember information in the following ways:

1. First things – never forget the primacy effect; critical first impressions
2. Last things – if well used, can influence the outcome of decisions
3. Enthusiasm (remember the 85/15 rule – we respond 85% emotionally and 15% rationally)  
Enthusiasm is conveyed through animation, non-verbal behaviour and effective modulation
4. Links (a link that the listener can relate to, understand or make an association with)
5. Powerfully, descriptive language (Free of jargon)