

Moxie Moment: : Reverse-Engineer Your Communication



Whether you are ready to enroll a coworker in your big idea for your department before you present it to your boss, or you want to practice your words for an important sales presentation, find both your reasoning and your words by beginning with the end in mind — and then work backward to your start.

Directions:

As I demonstrated in this chapter, the first part of this process is to establish your call to action. What specifically do you want your audience to think, feel, and above all do as a result of what you have shared? Then reverse-engineer everything you are going to say (or ask) until you work your way back to the beginning.

Use the following two filter questions for each thing you intend to communicate:

- What does my audience need to hear from me right before?
- And how is this leading them toward my call to action?

Write/type your responses to this exercise in the spaces below.

What is my call to action?

Excerpt from *Step into Your Moxie: Amplify Your Voice, Visibility, and Influence in the World*

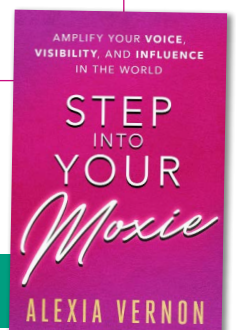
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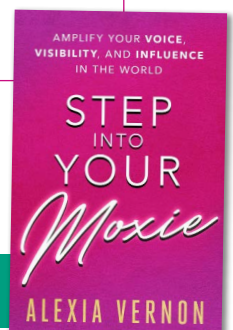
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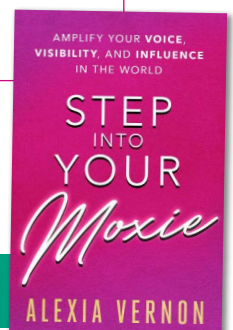
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What needs to come right before what I last said? How is this leading toward my call to action?

What needs to come right before what I last said? How is this leading toward my call to action?

How do I begin? How is this leading toward my call to action?



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Questions for Reflection

How was the experience of reverse-engineering your communication?

What, if anything, surprised you about how to move your audience to take action using this approach?

What will be the likely impact of reverse-engineering all your communication with respect to your influence and self-confidence?

