Communicating Your Idea

Kyle Henson
Goals when communicating

• Make people remember you
• Inspire Action
People don’t remember what you said. People remember the way you made them feel.
Connect with emotions

• Start with the problem
  • Make them understand the pain that you’re alleviating
  • If you can, make people laugh!

• Communicate your solution in terms of benefits instead of features
  • Seriously.
How to Inspire Action
Make your audience internalize your beliefs.
People don’t buy what you do, they buy why you do it.