



Illumify

THE Illumify METHOD

LEADERSHIP OPPORTUNITY:

AUDIENCE:

- Board Members
- Executive Committee
- Direct Reports
- General Staff
- Peers
- Clients/Customer(s)
- Government
- Media
- Community
- Other

TACTIC:

- Meeting
 - Conference Call
 - Presentation
 - Town Hall
 - Other
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ILLUMINATE

WHAT change do you want to ignite?

Powerful Declaration:



AMPLIFY
WHY does it matter – to them?

Audience Interests & Concerns (at this moment in time):

Shared Background of Understanding:

Language & Level of Complexity:

- Basic Moderate Complex

THE Illumify METHOD

Illumify = Illuminate x Amplify x Unify©



X



X



3 Key Messages

Assertions: Grounding Facts & Narrative Devices

1.	
2.	
3.	



UNIFY

Requests, offers: What by when?



STRATEGIC CONSIDERATIONS

Illuminate:

- What meaningful change do you want to ignite?
- What would be the optimal outcome that results from this communication?
- What is it that you need listeners to think, feel and/or do as a result of listening to you?

Amplify:

- Are you expressing this in the way that matters to those listening?
- What level of understanding or awareness does your audience currently have on this issue or subject?
- Have you matched the prevailing level of complexity with the way in which you express yourself?
- Do you believe that the way in which you are communicating will add clarity to their understanding of the issue(s)?
- Have you identified 3 key messages you want the audience to be able to identify, understand and act upon?
- Will these messages help ignite meaningful change? Will they compel listeners to think and/or act in the way(s) you require?



- Will these messages resonate with your audience members? Do they reflect their interests and concerns, at this moment in time, on this issue? Are they compelling enough?
- Of all the information you convey through this communication, will these messages stand out just as headlines do? Can they be easily identified by your listeners?
- Will these messages be emphasized throughout your communication? Will they be repeated sufficiently enough to be remembered so they can influence the way listeners think and act?
- Do you have just enough facts to ground what you're saying? Or do the facts dominate this communication?
- Have you included a story or anecdote (example) in this communication? One that when remembered could encapsulate what you need them to know or understand to ignite this meaningful change?

Unify:

- Are you making an explicit request, or an offer that speaks to the interests and concerns of listeners?
Is it in the form of a "what by when"?
- Will it help realize the desired outcome of this communication, the change you want to ignite?

