



# The Illumify<sup>®</sup> Method

## Your Leadership Opportunity

What is the strategic leadership purpose of this communication?

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### Who?

- Executive leader (s)    Direct Reports    Staff    Peers
- Clients/Customers    Potential Clients/Customers    Other

### How?

- Meeting    Presentation    Townhall    Conference Call    Other
- In Person   — In Person   — In Person
- Virtual   — Virtual   — Virtual



# The Illumify<sup>®</sup> Method

## Illuminate

What is now?

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What could be, should be, or must be?

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Where do you need to move them to through this communication, given the difference between what is now, and what could be, should be, or must be?

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## Amplify

Why does this matter to them?

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What's their current level of understanding and awareness?

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What concerns could they have about this right now?

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## Amplify Continued ...

KEY MESSAGES	GROUNDING: STORIES, ANECDOTES, FACTS
1.	
2.	
3.	



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## Unify

What do you want them to think and/or do after this communication?

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What request can you make of them? What by when?

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What could you offer them to satisfy their interests and concerns? What by when?

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