

The Intricate Relationship between Speaker, Listener and Message

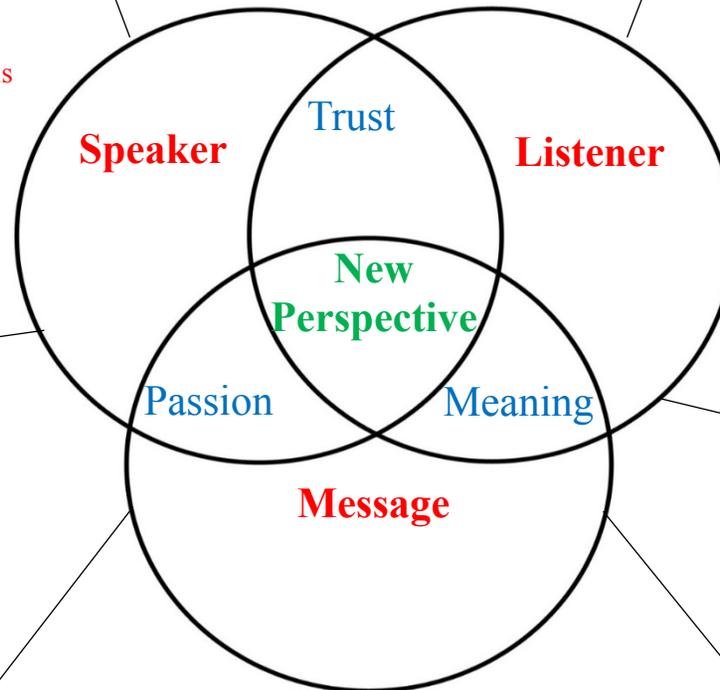
Who are you as the Speaker?

- What is your own background story that leads you to be the right person to tell this story to this audience?
- Why is this audience important to you?
- Why is this message (story) important to you?
- What are your goals and intentions in bringing this listener (s) to this message?

The relationship between the Speaker and the Listener is direct. The Speaker must elicit the trust of Listeners for them to engage and follow where the Speaker leads.

Who is your Audience?

- What is your relationship to these Listener(s)?
- Why do they think they are here to listen to you?
- What are their pre-conceived ideas on this topic?
- What do your Listeners want to hear, expect to hear, and need to hear?
- How far can you take them outside of their comfort zone without losing them?



The relationship between the Speaker and Message is direct. When the Speaker is passionate about the Message, the Listener will care as well.

What is your Message?

- What is your most important message and where do you hope the listener goes with it?
- What do you want the listeners to know or feel at the end of this story?
- What is the best story you have to make this happen?
- Is it a personal story, a traditional tale or an organizational story?

The relationship between a Listener and the Message is indirect. The Speaker needs to engage the Listener and provide enough context and information to make the connection to the Message meaningful.

When Speaker, Listener and Message are all thoughtfully in alignment, it can lead to new perspectives, insight and change.