

ACT YOUR WAY TO CAREER SUCCESS

STRATEGIES FOR EFFECTIVE COMMUNICATION

A STRATEGIC APPROACH TO COMMUNICATION

Take it from Ryan Gosling: acting is very serious business.

- Acting and the workplace are not so different.
- Treat every interaction like a performance.
- 6 resolutions to bring out your inner actor.

RESOLUTION 1: ACT WITH INTENTION AND PURPOSE

Five questions to ask in advance of any communication.

- Who am I?
- What is my relationship to the other person?
- What do I want – what am I fighting for?
- What's the obstacle?
- How am I going to overcome that?

RESOLUTION 2: EMPATHY FOR OTHERS (AUDIENCE FOCUS)

Five questions to ask about any audience, whether one person or one hundred.

- Who are they?
- What do they want? (And how does that connect to what YOU want?)
- What do we have in common?
- What is their mood?
- What are their doubts, fears and misperceptions?

RESOLUTION 3: LISTEN

Listening is the starting point for any communication.

- Concentrate ... but relax
- Don't interrupt
- Be patient – withhold judgment and just listen
- Come from a place of "yes"
- Take an improv class!

RESOLUTION 4: FOCUS YOUR MESSAGE

If you try to say everything, you end up communicating nothing.

- Determine your goal
- Beyond information and data: Know, Feel, Do
- Find the emotional core
- Three key takeaways and one walkaway

RESOLUTION 5: STRUCTURE YOUR CONTENT

A user-friendly template for (most) any communication.

- Define the issue/problem
- Offer a solution or approach
 - 3 supporting points
- Differentiate: explain how your idea/approach is better
- Call to action: ask for what you want
- See *page 3 for examples*

RESOLUTION 6: TELL STORIES

Stories — *real* stories — can help you break down walls, build trust and influence people to act.

- Study after study confirms the effectiveness of stories
- Our brains are hardwired for stories
- Stories stick, and they show instead of tell
- A story is:
 - A Character ...
 - In pursuit of a Goal
 - In the face of some Challenge or Obstacle
- For more, [see the full storytelling webinar](#) I did here in 2014.

ACT YOUR WAY TO CAREER SUCCESS

A roadmap for communicating more effectively.

- Acting is not about pretending or faking it. It's about stripping away the artifice:
 - Focus, plan and prepare
 - Be aware, listen and adapt
 - Be open. Put your heart into it
 - Ask yourself: WWGD?

CONNECT

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DON'T BORE PEOPLE: BECOME A MORE SKILLED COMMUNICATOR



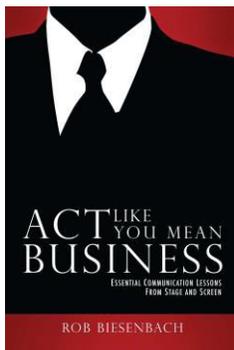
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Subscribe to my monthly email for regular tips and links to help you become a more skilled, confident communicator.

You'll also get my free guide: [7 Fatal Presentation Errors and How to Avoid Them](#).

[Sign up at RobBiesenbach.com](#).

FOR MORE LESSONS, GET THE BOOK



Act Like You Mean Business

[Act Like You Mean Business: Essential Communication Lessons from Stage and Screen](#) expands on many of the lessons in this session.

The book offers a wealth of advice for communicating more successfully in the workplace, the marketplace, and your everyday life. Available on [Amazon](#) and direct from [the publisher](#), Brigantine Media. Use code “act5” for \$5 discount.

ActLikeYouMeanBusiness.com

STRUCTURE YOUR CONTENT: EXAMPLES

Step	Scenario A: Appeal to Employees	Scenario B: Sell a Product	Scenario C: Pitch an Idea
Define the Problem/Opportunity	I know many of you are worried about our performance.	Like most people, you're probably worried about whether you'll have enough money to retire on.	Traffic congestion and pollution are major problems affecting quality of life for city dwellers.
Propose a Solution	Our new strategy is aimed at boosting earnings in the coming year.	This system will help you calculate exactly how much you need to retire and make sure you stay on plan.	Many cities are having great success with bike-sharing programs.
Three Key Points	We're pursuing cost savings, strategic investments, and new technology.	It takes an hour to set up, it automatically updates, and it sends you reminders when you're falling short of your goals.	Bike sharing offers commuters affordability and convenience and takes auto traffic off the streets.
Why It's Better	This is the recommendation of a six-month, exhaustive study by outside experts who have successfully turned other companies' fortunes around.	This system offers more options and flexibility than free versions on the market but costs a fraction of what you'd pay a financial planner.	This vendor has a strong track record of service in other communities and provides 24-hour fleet management and service.
Call to Action	To make these changes happen, we're asking you to offer recommendations for how your department will meet these goals.	You can try it for free for 30 days.	We'd like to do a pilot in three neighborhoods to show you how it works.

Become a more skilled, confident communicator.

Rob Biesenbach



▶ “A Charismatic Speaker Who Delivers”

Combining insights from 25 years in business with the performance skills of a Second City-trained actor, Rob brings energy, humor and a little show business style to the subject of workplace communication.

▶ Audience Takeaways

- Lead more effectively
- Strengthen business relationships
- Build customer trust
- Motivate employee performance
- Inspire teams
- Win more business

▶ Select Keynote & Workshop Topics

- Unleash the Power of Storytelling to Build Trust and Influence Audiences
- 11 Deadly Presentation Sins: A Path to Redemption for Public Speakers
- Ditch the Elevator Pitch and Tell Your Story Instead
- Act Like You Mean Business: Communication Lessons from Stage and Screen
- Script Your Career: A Framework for Communication Success

▶ About Rob

Rob Biesenbach is fighting to put an end to dull, ordinary communications. He has been working independently for 15 years, helping his clients cut through the clutter to engage employees, customers, the public and other audiences.



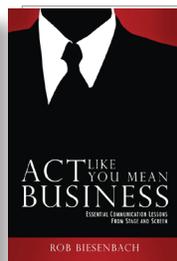
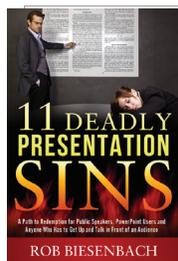
Watch Rob in action on [YouTube](#)

Rob is a former vice president at Ogilvy PR, press secretary to the Ohio Attorney General and a nonprofit and association executive. He is also a Second City trained actor and improviser who has appeared in nearly 200 stage and commercial productions.

He brings the worlds of business and acting together in his [workshops](#) and books, which are helping people become more skilled, confident communicators so they can enjoy more success in their careers and lives.

▶ Author

Rob's teachings are based on his popular books, available on [Amazon](#) and elsewhere.



What Others Have to Say

“ In the last session on the last day of our conference, Rob Biesenbach delivered an incredibly engaging and interactive presentation. I have already recommended Rob to other colleagues looking for a great speaker.
• *Emily Basteen, Feeding America*

Our high expectations were absolutely exceeded! I'm still hearing back from our alumni who are praising Rob Biesenbach!
• *Rachel Pridgen, Northwestern University*

A thoughtful and inspiring presenter!
• *Craig Davis, AARP*

Rob had us all engaged from his first words. His insights are original, actionable and entertaining. I look forward to seeing him speak again soon.
• *Chris Sculles, McGuffin Creative Group*

I've been in public relations for 26 years and I've had the chance to hear many fabulous presentations. This seminar is now at the top of my list.
• *Andrea Schafer, Public Relations Society of America*

Not only did Rob inspire our highest number of registrations yet, he brought high-energy entertainment while also giving realistic, tangible tips. I can't wait to have Rob back! ”
• *Annie White, Georgetown University*

▶ Contact and Connect



Rob can be found at the usual places online, and via a quick Google search.