

Thought Leaders

Scientists, Doctors, CEOs, Psychologists, Psychiatrists, Professors, Authors,
Entrepreneurs, Writers, Speakers, Teachers, Education Administrators, Activists,
Advocates, Community Leaders, Technology Professionals, You

Three Steps to Being Clear

Visible is the New Clear

PowerDeck by Chavah Golden

You and Your Audience

Your audience **wants to *act*** on an issue.
but they haven't yet.

You **want to *tell the truth*** of the issue and
Inspire your audience to act,
but you haven't yet.

...a **Standstill?**

Now's the Perfect Time

Your audience is “down in the dumps.”

The moment is **ripe**.

You can't lose...

Just **care** – **about** your audience

Make it **matter**, be **clear**, be **visual**

Your audience will be **transformed**.

Sensory Stimulation vs. **Sensory Deprivation**

It's a **pity** that only a few thought leaders capitalize on the visceral power of sensory stimulation; whether speaking to a large audience, to 6 people, or conveying in a book or article.

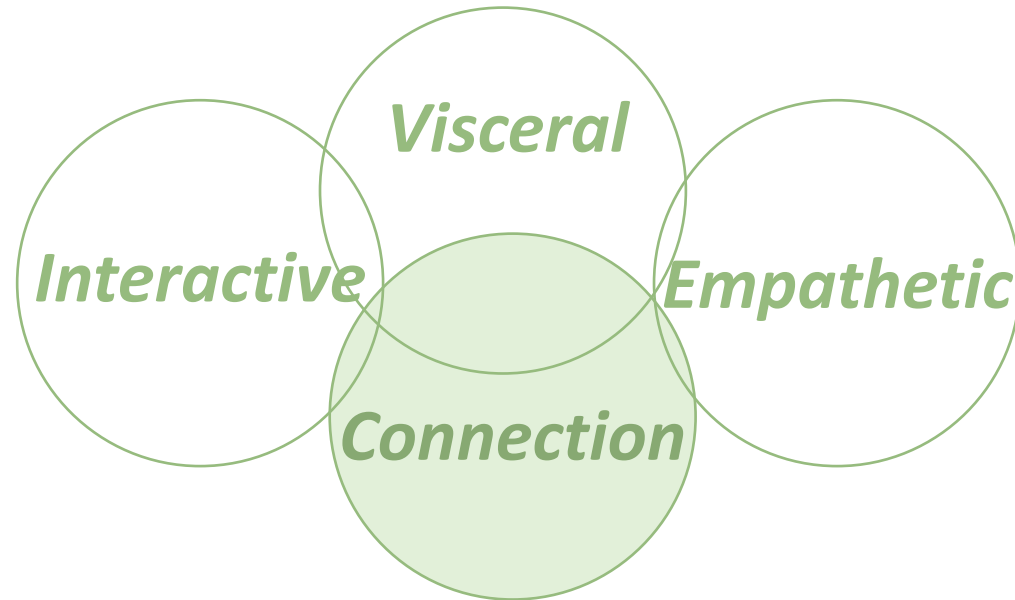
There's a **simple** reason for a **lackadaisical** response, but it's **not obvious**.

What Thought Leaders Don't Add

Your audience is **stuck**. They want to **move** again.
They are unable to **act** -- even on their **greatest** desires.
Most thought leaders deliver **information** because it is **important** to themselves – it's a source of **pride**.
Very few thought leaders are **focused** on delivering what's of **primary importance** to their **audience**:
Your audience wants to **move** -- to **act**, to **connect**.
Offer them an **experience** that **permeates** them and **moves** them to **act**.

The Missing Ingredients

What your audience most **wants** and **needs**, is a:



It **warms** their **TRUST** and **moves** them to **action**, which is what **they** want most.

Lack of Trust and Connection

You can see what comes from the lack of **trust** and **connection**.

You don't need reminders;
people are acting out.

Without thinking, people hurt each other at all levels, ranging from hurtful anger and insults, to the ultimate...

A downward spiral compounds debilitating emotions.

You may not see it on their faces,
but you can see what's happening.

Is Anyone There? Does Anyone Care?

Loneliness is an epidemic

Anxiety is freezing people in place. They're stuck.

Crime is rampant

People have resigned from work

Nothing makes sense in their *one-dimensional world*

They don't find meaning

Your audience doesn't feel relevant.

They don't know who they are. If they did, would anyone care?

Is Anyone Listening?

Your audience **wants to listen**, but how can they?

They're **blocked** by “**noise**;

Daily news is **dire**

Dis- and misinformation **overwhelms** them.

Social Media says, “Why aren't you **smiling** like everyone else?”

Your audience feels **under-valued, tired**, and **useless**;

They don't **get it** (if there's an “it”).

They're **anxious - wondering**, “*Where did my future go?*”

The Answers are Out There, But Your Audience Can't Sense Them.

Your audience is not getting what they crave:

Sensory Stimulation

Clear, Visual, Moving...

That **uplifts** them and
feeds their essential hunger.

Sensory Stimulation

Give Them More than they Expect

Your audience **rarely** experiences *Sensory Stimulation* from a professor or a scientist.

Issue it!

Captivate them for hours with:

- ~ Surprise and delight
- ~ Appreciable Value
- ~ Long-wanted Relief

Your Audience
Internalizes what you say,
and they **don't forget.**

Sensory Stimulation vs. Sensory Deprivation

Your audience gravitates to **visual, palpable** words
and their crystal **clarity**
to **feed** their essential hunger for relief.

They **crave** a sensory experience.

Create for your audience, **palpable, visual clarity**
about a point that matters a lot to them.

The point will be “**gotten**,” and it will be **memorable**.

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But You've Already Tried That, and Nothing Happened.

*You **delivered**.*

*You **thought** you were **clear** and **stimulating**, **until...***

*You **looked** out and **saw**
a **room** full of **blank** stares...*

*Sensory Stimulation is a **big mountain** to climb!*

*You're exhausted, too. You feel like putting it off --
Letting someone else do the heavy lifting,
then tagging on.*

An Audacious Idea: Interrupt the Noise!

Your audience wants to **see** and **hear** what you have for them.

“Ring the wake-up call!”

Interrupt the noise.

Make it **matter**, be **clear**, be **visual**

You have their **attention**; you have **seconds** to keep it.

Prove you have **exactly** what they want and need.

Show them! 🗨️

Feed Your Audience's Hunger

Demonstrate beyond a doubt that you **care** –
What comes from the **heart** will enter the **heart**.

Mold your point *to fill their needs*.

Say what **matters to them**.

Convey it **palpably**,
and **penetrate** the thickest fog.

Your audience will **be moved**.

It Matters to Them It is Clear and Visible

Focusing on what **matters** specifically to them
is the **road least traveled**.

Being **Clear**
is **rarely achieved**.

Being both **Clear** and **Visible**
almost never happens.

Can You Do it? Mr. Gutter says YES...
“Just Don’t Be a Flat Screen”

“I’ve spoken in front of thousands of people, and here’s what I’ve learned:

Be **interactive** with your audience. When you show **true empathy**, empathy comes back to *you*. It’s cathartic both ways.

Don’t be a flat screen! *You’re **telling a story!***”

-- Pinchas Gutter, 90 year-old Holocaust survivor (4/26/2022)

The Motivational Power of Visible

“The point **you shape** should be more **visible** than the narrative that **currently motivates your audience**, or they’ll always fall back into the **distractions** that **lure** them.”

~Chavah Golden

Step 1: Craft Your “Main Motivating Message”

Your “Main **Motivating** Message,” is the message you deliver, which **matters** most to your audience.

Step 1:

Write your “Main **Motivating** Message,” one that **matters greatly** to your audience:

Step 2:

Make Your Point Visible - first to you...

Visible is the New Clear

Make your motivating point **visible** to you.

Make sure it's **clear** -- not **fuzzy**, and not **abstract**.

For example, *which is **clearer** to **see** what to **do** next?*

How to Get Healthy

- a. "Eat Better."
- b. "Have a handful of nuts every day, and you're already healthier."

Step 2 continued:
Write Your Point Visibly and Clearly to you...
Visible is the New Clear

Step 2:

Write your motivating point so **clearly** that you can “**see**” or **visualize** it (if it’s not clear and visible, what **exactly** will you move them to to achieve?):

Step 3: Be Rare.

Be Unique and Sought After.

You did **Step 1**: Crafted a “Main **Motivating** Message” that matters greatly to your audience.

You did **Step 2**: Made your “Main **Motivating** Message,” **clear** and **visible** to you...

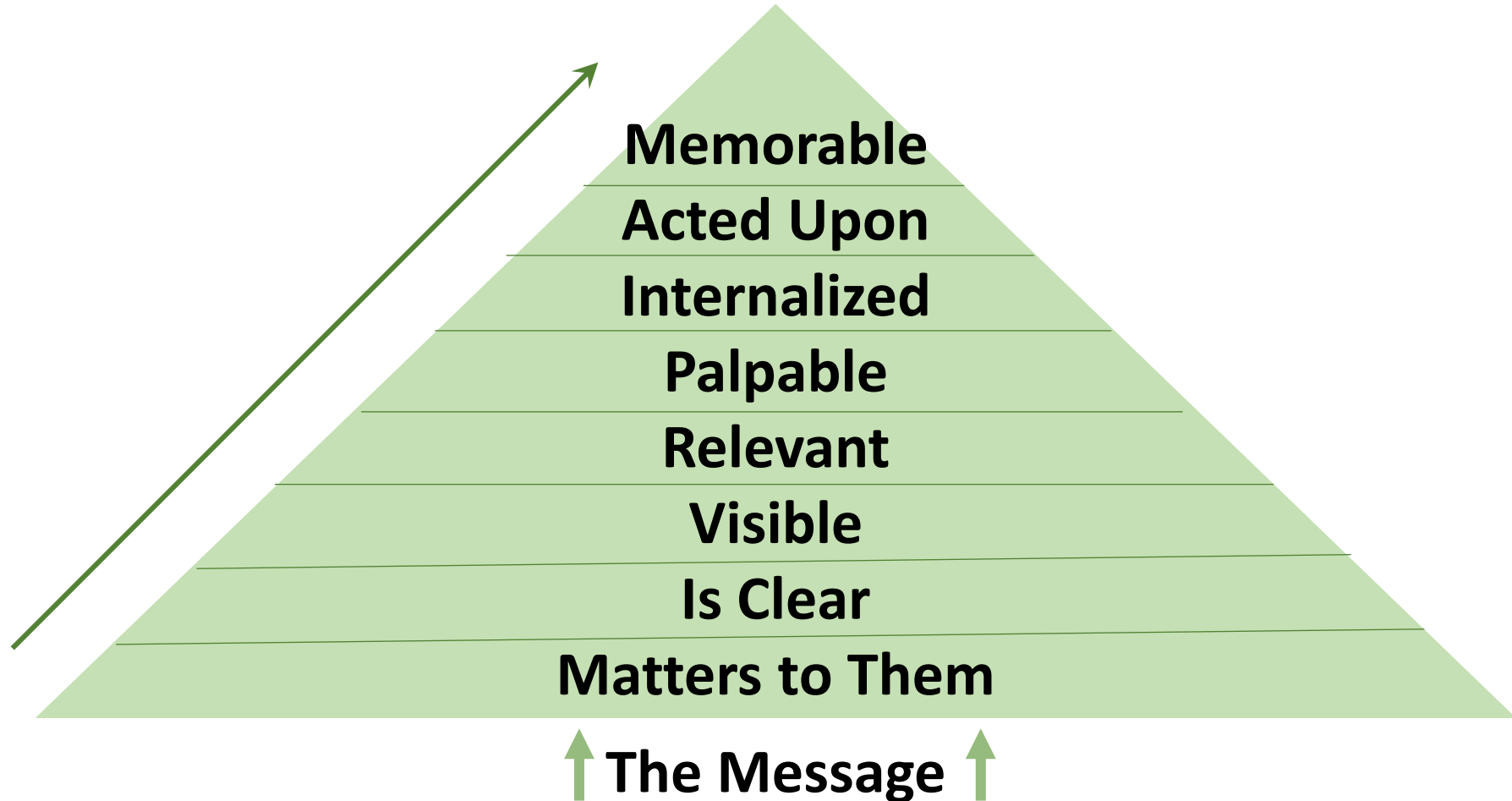
Now Step 3: Choose words that repeatedly show you **care** about **what matters** to your audience:

- They Resonate
- They are Clear
- They are Visible

Remember: Clear, visual words that matter are palpable.

THE WORDS PENETRATE, and THE MESSAGE STICKS

Heightened Clarity Accelerated Impact



Overwhelm and Distraction morph into **Clarity**

When your audience **sees** your point, and it **matters** to them,

*You hear a **palpable Aha!***

*Things that once looked **Dire and Overwhelming**
Are now **Clear and Manageable.***

They **Sigh Relief**

*“Resolution of doubt is the
greatest possible relief.”*

~Unknown

Other Instant Rewards

Transformation – activated

Truth – conveyed

A **Point that Matters** – internalized

Truth that Spreads

Motivated to Action

Attribution to You

Your Audience's Gain: Something They've Wanted for a Long Time

Clarity

Agency

Bonding

Trust

Surprise

Newness

Certainty

Relevance

Your Aspirational Wins

You **sliced** through the noise.

Your audience **saw** your point.

They **get it**.

It **matters**.

1. Your Audience **acts to serve** the **global society** and **improve their own lives**.
2. You **increase your communication agility** by continually **Heightening Clarity** and **Accelerating your Impact**.

Do You Want to Talk?

30 min. free... No obligation at all.

I want to know more about you. In turn, you will experience me.

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Let me know if you prefer Z👁️ m.