

“Tuning Into WIIFM? Delivering Compelling Content with Real-World Relevance”

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We think about OURSELVES more than we don't, and our attention spans are very SHORT.

WIIFM? = WHAT'S IN IT FOR ME?

WDIC? = WHY DO I CARE?

If you and I can answer the WIIFM? questions for people *effectively, frequently, and consistently*, we're now placing ourselves in a powerful position of INFLUENCE.

A lot of people aren't as effective as COMMUNICATORS as they *could* be, or *think* they are.

A lot of people prepare content and deliver messages with THEIR OWN goals in mind.

In education is pays to compare and contrast:

Lecture vs. LEARNING

Syllabus vs. SUBSTANCE

Details vs. DISCOVERY

Pedagogy vs. PASSION

This subject of communicating is often COUNTER-INTUITIVE... It's about RECEIVING first.

An effective approach to take *when communicating* for impact = SELFLESS-SELFISHNESS.

As communicators, our thinking needs to shift from *self-centered* to OTHERS-CENTERED.

HOW do we tune-into this frequency to deliver compelling content with real-world relevance?

- Ask & tell (*open-ended questions & self-disclose*): This is the INFORMATION-SEEKING phase.
- Customize your approach (*content creation*): This is the DYNAMIC-DEVELOPMENT phase.
- Deliver the content (*what they want & what you need*): This is the EXECUTION phase.

KEYPOINTS:

1. Great COMMUNICATORS understand that the communication process is less about them and more about their audience... so is not about me; it's actually about you!
2. The most effective communicators are tuned into the WIIFM? frequency and are very AWARE that most others are *not*. This is a huge ADVANTAGE in any situation.
3. By employing principles of "*selfless-selfishness*" into your communication, you give your audience what they want FIRST... which gets you what you need NEXT.
4. The "success" of communication is based on the PERCEPTION of the audience. *Tune-in!*
5. "SEE" your students, yourself, and your communication from the perspective of others.

SELECT QUOTES USED IN PRESENTATION:

"The problem with communication... is the illusion that it has been accomplished."

~ George Bernard Shaw

"Talk to a man about himself and he will listen for hours."

~ Benjamin Disraeli

"A man is called selfish not for pursuing his own good, but for neglecting his neighbor's."

~ Richard Whately

"If you're not communicating trust to the world with consistency, intimacy, honesty and immediacy, your [audience] will pick someone else. Somebody cool. Somebody transparent. Somebody they feel like they already know. Stop telling your customers how you are and start showing them who you are."

~ Scott Ginsberg ("the Nametag Guy")

"A teacher is the one who gets the most out of the lessons, and the true teacher is the learner."

~ Elbert Hubbard

“Tuning Into WIIFM” Session Outline:

1. Uncover your true favorite subject:
<ul style="list-style-type: none">✓ Group survey & audience participation✓ Participate in the "3-of-a-kind" radio contest
2. Identify psychological reasons why most people aren't tuned-into WIIFM?:
<ul style="list-style-type: none">✓ Our short attention spans✓ Hollywood and popular music✓ Defining the "WIIFM?" & "WDIC?" broadcasts
3. Explore the benefits of tuning-into these frequencies ongoing:
<ul style="list-style-type: none">✓ The questions everyone's asking✓ The date, the interview, the conference room, the classroom✓ Lecture vs. Learning✓ Syllabus vs. Substance✓ Details vs. Discovery✓ Pedagogy vs. Passion✓ Great communication is counter-intuitive✓ Great teachers are great communicators
4. Learn how to effectively apply these strategies to deliver compelling content with real-world relevance to your audiences:
<ul style="list-style-type: none">✓ Embrace "Selfless-Selfishness"✓ Implementing persuasion principles✓ "Ask & Tell" – the information-seeking phase<ul style="list-style-type: none">○ Demographics?○ Open-ended questions○ Self-disclosure○ Storytelling
<ul style="list-style-type: none">✓ "Customize Your Approach" – the dynamic-development phase<ul style="list-style-type: none">○ Gauges & compliance tests○ Using emotional intelligence○ Recurring theme awareness
<ul style="list-style-type: none">✓ "Delivery of Excellent Content" – the execution phase<ul style="list-style-type: none">○ The power of change○ Empathy - Relevance○ Tell the truth○ "My, Their, Our"○ "Story of the a cappella Graduate..."○ <i>Stay tuned-in...</i>