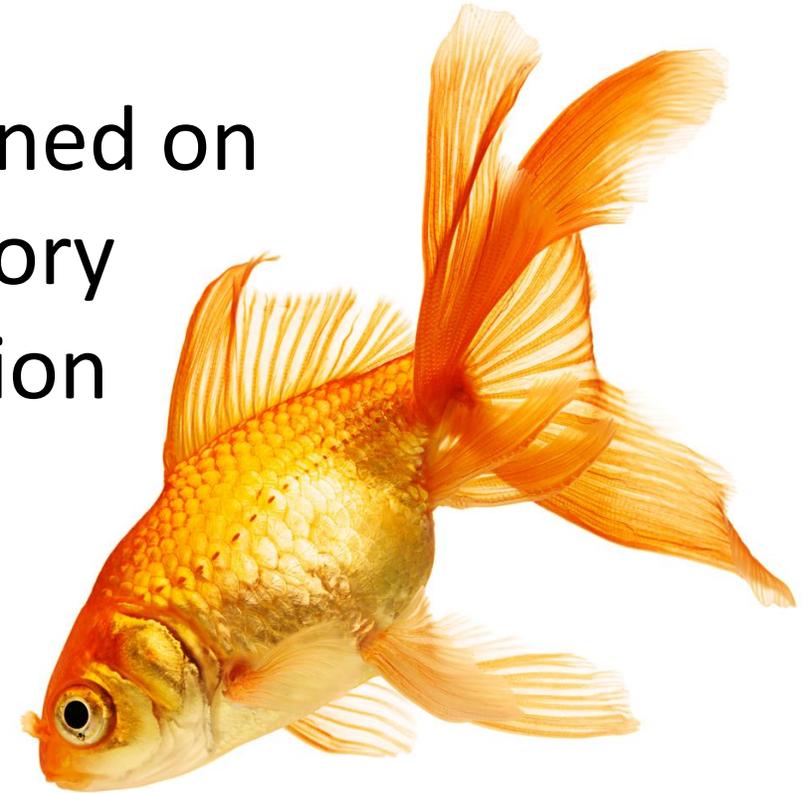


Helping good people
say important things!

Microsoft research:

– **human** attention span has fallen to 8 seconds [a **goldfish** is thought to attention span of **9 seconds**]

Telephone numbers [360 7728] were designed on research which found our short term memory could only **retain** than 7 pieces of information



Downsides to comms revolution

- Data overload – 221 decisions, whoscored.com, cycling
- Paralysis of public figures - celebrities, politicians,
- Impersonal - losing face to face and interpersonal skills
- Our response ...  ?

Outputs and Outcomes

The two words 'information' and 'communication' are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.

Sydney J. Harris
[American journalist and author]

Sales are won by people with the clearest message
...not necessarily the best product.



Get Brexit DONE



Mark Twain once said, “I don’t have time to write a short letter”.

To capture the essence of an organisation succinctly can be elusive, but also rewarding once you crack it.

I want to encourage you to think ‘who’ and ‘what’ you really are, so you can recognise and communicate the core essence of your business.

Eight words [or less] that describe your organisation's purpose:-

Narratives that inspire, are memorable and capture the unique essence of your business – what makes you special!



What does your business really do? :-

setting entrepreneurs free...changing lives...promotes wellbeing, saves the planet...innovative solutions...technical brilliance...creating value...bring families together...ending poverty and suffering...gives people a voice...friendship...quality of live...gives hope...healthy lifestyles...creates dreams, experiences...new beginnings...safer communities...release potential...makes the world a better place!

Elements to look out for

Spiritlevel Communications – “Helping good people say important things”

Action: “help....”

Target: “good people.....”

Impact: “say important things”



Memorable, stirs the **emotions** and the...**mind!**

100 word narrative:-

At SpiritLevel Communications we are passionate about helping good people say important things. We work with organisations to help grow their businesses through creative communications and effective marketing. We develop inspiring narratives and compelling campaigns to inspire the audiences that are important to your success.

We also act as consultants, working with you to develop sustainable solutions for your communications and marketing challenges, solutions that improve your business and bring about a positive change to the world and the lives of the people living in it.

“If you can't explain it simply, you don't understand it well enough”

Albert Einstein

- Inspiration before information
 - Brexit – emotions are key
 - Stories of transformation
- Relevant and contemporary – avoid ‘so what factor’



There's a new man in town!



Less is more...

- Web pages – 200-250 words
- Print – 300- 400 words and white space
- Emails – clear and succinct with compelling titles
- Videos – 90 secs max
- Meetings and interviews – First sentence

Success.



To summarise...

- Say it clearly
- Say it quickly
- Tell interesting stories