

INTEGRATIVE LEADERSHIP INTERNATIONAL

"Helping individuals and organizations become integrated."

Lessons on the Path

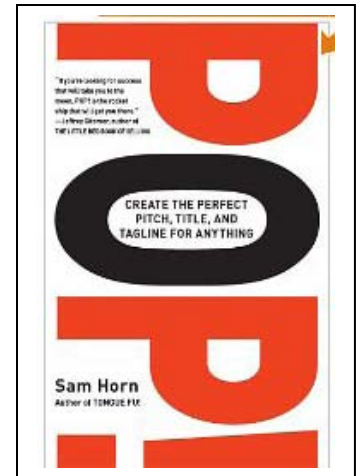
June 1, 2012, Volume 2; No. 5

"POP! Goes the Message"

Richard John Hatala

OBSERVATION: EXPERIENCE

A couple of weeks ago I attended a seminar one Saturday morning sponsored by CAPS—the Canadian Association of Professional Speakers—of which I am a member, that featured Sam Horn as the facilitator. Sam, which I assume is short for Samantha, labels herself as the Mom of POP! POP! stands for purposeful, original and pithy. The workshop was based on her book of the same name that was published in 2009.



Pithy, is not the indigestible part of a fruit as I originally thought, but was defined by Sam as also meaning precise, meaningful, forceful and brief. An example of a pithy comment from Bertrand Russell is: *"Most people would rather die than think. In fact, they do."* Or another pithy comment from Mark Twain about bringing humour into your writing or talk: *"Against the assault of laughter nothing can stand."*

Sam Horn, in developing POP! felt it was not enough to have a great idea, a well-written manuscript, a viable business, a valuable service, a beneficial product if nobody would buy it. She felt that if you can't quickly capture people's attention and convince them that what you have to say or sell is worth their investment of time and money, they'll move on. She studied for years how some succeeded, and others did not, and as a result, produced a 25 step-by-step series of techniques that can help people create a one-of-a-kind approach to help anyone, as Ken Blanchard suggests in the One Minute Manager, "get heard, get remembered, get results."

What impressed me about Sam Horn as a speaker and facilitator was her use of simple tools to help us get clear on our message and make it stand out from the crowd. What also impressed me, as an entrepreneur, was that she has worked for the past ten years with company founders, helping them make their pitch or elevator speech POP! The result was her helping raise over \$5 billion in seed capital for these entrepreneurial ventures. Her methods also work for individuals who are 'intrepreneurs' within existing organizations who are attempting to introduce a new project, product, service, idea or business into the organization in a memorable and often original way.

Three techniques that Sam Horn shared that morning stood out for me: (1) How to evaluate a topic using her 5 C's approach; (2) How to draw on your own experience to make the topic unique using her 4 A's; and (3) How to collect original organic information about your topic by interviewing others about your topic using her 5 W's.

The first technique is, when examining your chosen topic, use the 5 C's: Is the topic Clear, Congruent, Commercial, Current and Compelling? Can you deliver your message clearly in 60 seconds or less? Does it have congruence with other ideas or beliefs of you and the listener? Is it commercially viable, for without a financial incentive, why would you do it? Is there something happening currently in the world that you can hook your topic into and hinge it into your pitch? Is your story compelling in a way that makes the listener want to know more?

A second technique is to examine your topic using the 4 A's: Avocation, Achievement, Adversity and Attitude. Does your topic relate to your avocation where you were at your best, enjoying life and feeling alive? Does it relate to an achievement you were proud of from your past, since people often live vicariously through the stories of others? Does your topic relate to an adversity you faced or a challenge you have overcome that would help others do the same? Does it relate to an attitude about life or a worldview or prevailing paradigm that is a unique perspective on life?

The third technique involves examining your topic by interviewing others using the 5 W's: What? Who? When? Why? Where? What is your definition of [your topic]? Who is the walking, talking role model or shining example of [your topic]? When did you do [your topic] right and reaped all the rewards and benefits? When did you do [your topic] wrong and reaped the consequences? Why would someone want to do [your topic]? What are the possibilities of doing [your topic]? What are the obstacles of doing [your topic]? And finally, where and when were you given advice on how to do [your topic]? Was it useful or was it useless advice? How is your way associated with [your topic] better or more effective?

I left the Saturday seminar wanting to know more about POP! In the following week I bought her book, visited her website, and reviewed her talks on youtube.com. I wanted to know more about how to clearly, concisely and compellingly tell the message of any topic of my choice in a way that was original and memorable.

Would you like your message to go POP! rather than fizzle in the minds and hearts of your listeners? I do.

APPLICATION: This week try to apply one of the three techniques we discussed on a topic you are working on in your life or work. How can you make your topic come alive? How can you make it more purposeful, original and pithy and POP! in the minds and hearts of others?

INSPIRATION: "The difference between choosing the right word and the almost right word is the difference between lightning and a lightning bug." **Mark Twain.** "When you can do a common thing in an uncommon way, you will attract everyone's attention." **George Washington Carver.** "

INFORMATION: Horn, Sam (2009) "POP!: Create the Perfect Pitch, Title, and Tagline for Anything." Perigree Press. Or visit: www.samhornpop.com

Adding and Deleting: If you are interested in removing your name from our distribution list, adding a name, or sharing with us your personal experiences on the path for possible use in the newsletter, please send a note to iliInfo@IntegrativeLeadership.ca .

Reprinting: Reprints are encouraged with the following attribution: From the "Integrative Leadership International: Lessons on the Path": Copyright 2012 by Rick and Lillas Marie Hatala. **E-Mail:** iliInfo@IntegrativeLeadership.ca .

Contact Information: Integrative Leadership International Ltd, P. O. Box 22204, Bankers Hall, Calgary, Alberta, Canada T2P-4J5. **Phone:** (403) 441-9959. **E-Mail:** iliinfo@IntegrativeLeadership.ca. **Website:** www.IntegrativeLeadership.ca