



## INTENTION

### NEW MINDSET

OLD MINDSET  
"I start certain conversations with clear intentions."



Relationships and ROI

**"I start EVERY conversation with clear intentions."**

I know my audience, and know the specific vision and values that align with theirs. I know the exact type of **ROI** that I seek from the members of my audience.

## PREPARATION

OLD MINDSET  
"My job title and responsibilities communicate trust."

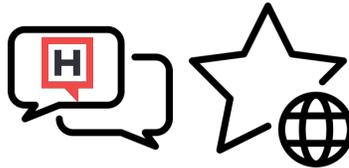


Communicating Trust

**"My vision and values communicate trust."**

In the beginning stages of every relationship, it is more important to "share "who you are" rather than "what you do". Share the foundation elements from our **Message Blueprint**, specifically your vision and values, in order to successfully communicate trust.

OLD MINDSET  
"Mastering my "pitch" is the key to generating support."



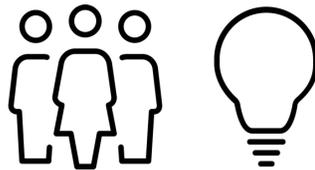
Generate Worldwide Support

**"I am prepared for many types of conversations with potential supporters."**

A pitch is one of many conversations that you will have to generate worldwide support. Master 5 types of conversations from our **Message Portfolio** to generate ROI from the entire range of potential supporters.

## CONNECTION

OLD MINDSET  
"Success is about maximum content."



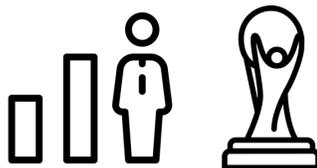
Connecting People and Ideas

**"Success is about maximum connection."**

The quality of the connections that we make is more important than the quantity of information we share. Learn the best practices from our **Connection Triangle** to connect to your audience, and connect your audience to your ideas.

## PRACTICE

OLD MINDSET  
"I'll rehearse if there is time in my calendar."



Consistent ROI

**"I'm committed to consistent practice."**

Consistent practice creates consistent ROI. Professional athletes devote time for the gym. Professional musicians devote time for the rehearsal studio. Global Impact leaders devote time to mastering communication best practices found in the **Connection Triangle**.