




MODULE 2: The Power of Words and Introductions

CORE CONCEPTS

-  Powerful Three-Sentence Introductions
-  Clear and Bold Language



Three-Sentence Introductions and Clear, Bold Language

 *NOTE: Pay attention to where you choose words that are unclear or uninspiring and identify NEW word choices.*

1 The first part of this exercise is done in pairs.

- Each person introduces the work of your organization in three sentences. These are not long paragraphs with lots of bullet points and a history lesson.
- Allow each person 30 seconds each to introduce the work of your organization.
- Do NOT use the name of your organization in any of your three sentences.

Your goal is to compel the listener to want to ask you questions about your organization AND want to learn the name of your organization.

2 Answer these questions in your group for a few minutes:

- Was the language in your introductions inspiring?
- Did the language used cause the listener to want to learn more or to ask the name of your organization?

3 As a group review this video:

<http://bit.ly/BlindManPowerOfWords>

4 Discuss the video for a few minutes answering these questions::

- Notice the word choices in the signage. Was it clear? Bold?
- Did it draw the passerby in? Why?
- The key here is to notice that YOU, the reader, is in the language of the signage. Language that causes us to notice, feel something and be drawn in, is language people pay attention to.



Three-Sentence Introductions and Clear, Bold Language

5 Separate into small teams to complete the next phase.

It's best to be in teams of 2–8 people per group.

- Using the *Clear and Bold Phrases* form (Worksheet 2.1), each team must come up with two phrases that are clear and two phrases that are bold that describe the work of your organization. (For inspiration see the samples below.)
- Review your clear, bold phrases as a large group. Determine which are the most powerful words or phrases to convey the essence of your work and inspire others. Make sure everyone creates or chooses from the list their own clear, bold phrases.

6 This phase of the exercise is done individually.

Using the *Three-Sentence Introductions* form (Worksheet 2.2), everyone now completes the three sentences using their own clear, bold phrases.

7 In pairs—different pairs than before—repeat the first step.

This time, introduce the work of your organization USING your clear, bold language IN the three-sentence format.

- Each person introduces the work of your organization in three sentences. These are not long paragraphs with lots of bullet points and a history lesson.
- Allow each person 30 seconds each to introduce the work of your organization.
- Do NOT use the name of your organization in any of your three sentences. Your goal is to compel the listener to want to ask you questions about your organization AND want to learn the name of your organization.

8 As a group, collect as many powerful, three-sentence introductions as possible.

- Brainstorm where best to use these separately or alone.
- The answers to these questions can be used in your appeals, on your website, in meetings.
- Have fun figuring out WHERE you'll start to share powerful new language choices with others!

Three-Sentence Introductions - Part I

FIRST SENTENCE

SECOND SENTENCE

THIRD SENTENCE



REMINDER: These are short sentences that will cause your listener to ask you questions. This is not the entire history or background about your organization; it's a teaser.

Sample Clear and Bold Phrases

CLEAR PHRASES	BOLD PHRASES
This is an organization that allows my child to live the life I dreamed.”	Fulfill dreams and change lives
We have inclusive conversation over good food to drive change.	An unprecedented unifying approach to breaking down barriers
We provide the opportunity for kids to have that “Aha!” moment.	Put children back into nature
We are the best kept secret in town.	Opening ALL eyes to different possibilities
We share human stories from the heart of the Asian-America experience.	We ensure people overcome obstacles.
We are the premier job creator for healthcare and manufacturing in our community.	
More than 85% of our scholarship recipients get jobs in their field.	We make higher education possible for those who thought it was impossible.
I have no doubt that if any organization can eliminate poverty in Duluth, it will be ours.	
I’m on the board of an organization that saves lives.	We alter perspectives by telling untold stories.
We help women and children survive domestic abuse.	No one deserves to be abused.

Three-Sentence Introductions – Part II

Use this clear value statement and introduce again: Choose a different partner to practice with.

“We are (who)?” _____

“We specialize in working with (whom)?” _____

“We help them (to do what)?” _____

Sample Three-Sentence Introductions

COMMUNITY ACTION ORGANIZATION

- We are an agency that helps people to overcome barriers to self-sufficiency.
- We specialize in working with people who need help and are dedicated to helping themselves.
- We help them learn the skills to move out of poverty.

COMMUNITY ARTS ORGANIZATION

- I'm a part of a local arts center that's recognized nationally for what it does with and for fiber art.
- People come here to get inspired by seeing our exhibits, learning in every level of our hands on classes, and making art that changes the way they think about fiber art, their world and their life.
- You won't believe what you find here!

SOCIAL JUSTICE ORGANIZATION

- We are your vision for tomorrow.
- We specialize in working with the voiceless.
- We help them realize their own radical activism.



NOTE: Please don't feel constrained by the three-sentence introduction framework. Be creative, passionate, clear and bold as you entice others to learn more about your important work.

