



The  
Lukaszewski  
Group

A Division of 

America's Crisis Guru®  
Crisis Management, Leadership  
and Organizational Recovery

---

## **BECOMING AN AUTHENTIC VERBAL VISIONARY: HOW TO HAVE A HAPPIER, MORE SUCCESSFUL, IMPORTANT AND INFLUENTIAL LIFE ©**

James E. Lukaszewski, *ABC, Fellow IABC, APR, Fellow PRSA, BEPS Emeritus*  
New Brighton, MN 55112

The Lukaszewski Group Division, Risdall, 550 Main St, Ste 100, New Brighton, MN 55112, 651.286.6788.  
Copyright © 2015, James E. Lukaszewski. All rights reserved. ISBN 1-883291-22-4.  
Previously published in *Vital Speeches of the Day*.

---

### **INTRODUCTION**

This monograph is about you, personally. It's about having a happier, more successful, important and influential professional life. It's about becoming an authentic verbal visionary.

Becoming an authentic verbal visionary is a powerful exercise in personal revelation, in clarifying who you are to yourself and how you can truly help others. This monograph is about what you believe, your integrity, your personal values. It's about who you are, want to be and become.

Today, the dominant force in decision making is verbal power – talking. As I watched over the years how decisions are made in the board room, conference rooms, committee meetings, by government, by neighbors, by customers, by employees around the world, in virtually every culture, it is evident that the world moves at verbal speed. In English-speaking cultures that means approximately 150 words per minute. Wherever you happen to live – whether it's South Carolina, the Bronx, northern California, Paris, or Caracas, Venezuela – your world moves at the local verbal velocity.

This is a powerful lesson for writers. Take a good look at the things you write, add up the number of words, divide by 150, and you'll immediately be able to tell just how long it will take someone to go through the documents you produce. If it takes the leader's brain's little mental reading voice more than just a couple minutes to read what you wrote, no one will be reading much of it. There just isn't the time. We don't read anymore. Instead, we listen.

The person with verbal skills, the individual with verbal power, can make things happen. As you'll see, an authentic verbal visionary is a pragmatist who understands that the world moves predominantly through verbal power.

### **WHY BE AN AUTHENTIC VERBAL VISIONARY?**

Why be an authentic verbal visionary? Because that's where the real power to lead is.

We live in a "tell me" world. The last time you presented a plan to your boss to accomplish something – that beautiful two-inch thick notebook with 150 pages, 31 tabs, and 5,000 well-chosen words, was it actually read? Or did your boss simply put his hand on it, look you in the eye, and say, "Show me what's in here and tell me how it's going to help us achieve our objectives." One powerful rule of visionary communication is to say less but make it more important; to write less but make it sayable and listenable.

### **VISION**

I define vision as a meaningful, useful, positive goal that many can willingly contribute to achieving. When corporate vision programs don't reflect this definition, no one pays much attention to them because they're simply not useful. In fact, many vision statements are not taken seriously by anyone.

A visionary is an individual who can get others to focus on some meaningful, useful, positive goal, which they can willingly contribute to achieving. An authentic verbal visionary is someone who is able to move people through the power of their speech. And, verbal power does move people to action.

Not everyone is an authentic verbal visionary. A non-visionary is someone who follows rigid rules; someone who's so emotionally attached to their own concepts and ideas that they can't possibly adapt what they're doing to the needs of others. A non-visionary has little tolerance for anything outside the patterns of their own beliefs; they test new ideas against consistency with the past and consistency with their view of existing culture. They are enormously focused on getting "stuff" done, but not on achieving strategies that might yield larger results. Non-visionaries are creatures of their own habits. Occasionally, they may sound like visionaries, but their behavior is the giveaway. Non-visionaries always return to type, sometimes with devastating affect.

Have you heard the story of the scorpion and the turtle? Both were watching the oncoming waters of a flood. The scorpion asked the turtle if he could hop on his back to out-float the flood. The turtle said, "Absolutely no way! You'll sting me and we'll both drown." "No, I won't," said the scorpion. "It doesn't make any sense. I couldn't possibly do anything so foolish. I don't want to die, but I surely will if I can't ride on your back." "If you promise you won't sting me, that we can ride this out together, I'll let you ride on my back," responded the turtle. "I promise," said the scorpion as he hopped on the turtle's back. About an hour into the flood, when the water was at its roughest and deepest, the scorpion stung the turtle. The turtle, startled and dying, looked up at the scorpion and asked, "Why did you sting me; you promised you wouldn't. Now we're both going to die." The scorpion replied, "I know I promised, but I had to do it. It's in my nature."

### **AUTHENTICITY**

David Grossman, ABC, APR, Fellow PRSA, describes what he calls, "the leader's platform of authenticity." He describes the leader's platform as a, "core set of messages and personalized stories that capture his or her business goals, case for change and overall narrative along with his or her personal

strengths, style, and expectations. It's used by leaders (and their communications teams) in formal and every day communications to drive alignment and accelerate performance." (David Grossman, 2015)

The goal of authenticity is to understand yourself, to be able to explain it others to help them understand themselves from their own perspectives.

Here is the platform that Grossman suggests as a way to begin and develop a better understanding of yourself.

- How did you get to where you are?
- How do you want people to know you? What makes you tick?
- What people or experiences in your career have had the greatest impact on you?
- What are your expectations of employees?
- What should they expect of you?
- On what do you want to put a stake in the ground?
- What's your vision? Why should various audiences believe in you and the vision?
- Who are we and what do we do?
- What are our business goals? Business strategies?
- What initiatives will drive the business today? In the future?
- What are the new behaviors you expect employees to perform successfully to achieve your results?  
How will we get the results needed?
- What does success look like?
- How will we measure success?
- What needs to change to make this happen?

My approach includes some additional personal exercises, described later in this paper, that will help you to further and more explicitly define key aspects of your own authenticity.

### **AUTHENTICITY FOR WOMEN**

Being an authentic verbal visionary is especially important for women. If you'll permit me to be just a bit politically incorrect, businesses today are still mostly run by middle-aged men. These male managers are much more powerful in verbal skills rather than writing skills. Men have a cultural head start on motivating verbal skills. As I watch women progress through corporate and business life, it strikes me that while the concept of a glass ceiling has received a great deal of attention, there are really two other very powerful and defining ceilings for women – the verbal ceiling and the porcelain ceiling.

The verbal ceiling is simply that, women's verbal skills are different from men's and since what comes out of the mouth and how it comes out are so important to advancement, to success, to power, and the ability to influence events, women remain at a disadvantage. Almost without exception women who

excel in corporations are excellent, if not extraordinary presenters. While they may not all by my definition be verbal visionaries, women who succeed focus intensely on their verbal skills because they recognize that the key to moving ahead is being able to vocalize powerfully, virtually on the spot. This skill is doubly important because of another powerful barrier women face, the porcelain ceiling.

Today's female executive plays a very lonely role, often being the only female in many meetings and gatherings. This may sound facetious, even silly, but when these meetings break, where are the women and where are the men? The guys go to the porcelain in that little room with M-E-N on the door. Women go some place else. I guess if you haven't been there, you'll simply have to take my word for it. The guys are standing there, facing the wall – at the porcelain – talking and deciding things. It's a critical opportunity for important verbal communication to take place during times of decision making. Women are not a part of that. The lesson is that when women and men are together making decisions, verbal skills become even more critical for women than for men if women are to overcome the porcelain ceiling.

*See Part 4 of “Becoming an Authentic Verbal Visionary, Can you discuss your...” in the worksheet pages at the end of this paper.*

### **VERBAL VISIONARIES UNDERSTAND WHAT PEOPLE VALUE**

An authentic verbal visionary understands people and what people value. Values, in my experience, are really protective personal beliefs. This may well be the opposite of how conventional corporate values are understood. Personal core values are almost impossible to change because they serve as such a powerful personal protective mechanism. I'm talking about health and safety issues, environmental issues, quality of life issues, work and employment issues, honesty, and integrity.

Individual values exist, person-by-person. Just look around and listen to what people are concerned about, want to protect, or want protection from. By the way, these are the true values of any organization. You can spend a lot of time PRing vision and values and mission documents, but if they don't directly relate to the personal, protective beliefs of the people directly affected, they're worthless and, in fact, cause people to distrust those who promulgate such ideas in writing or in words. When bosses and businesses try to change behavior using values-related concepts, hold on to your wallet, especially if the approach is fuzzy, flowery, and obviously meant to substantially change what people already believe. People have values already, institutions don't.

An authentic verbal visionary is a trustworthy person. Let me define the concept of trust. Trust is really the absence of fear. You trust someone because you feel safe around him or her. They won't hurt you or are unlikely to hurt you. Trust is frequently confused with credibility, so let me also define a concept of credibility because it has direct bearing on becoming an authentic verbal visionary.

Credibility is conferred on you by others based on their perception of your past actions. You might say that credibility is the future assessment of today's behavior. That's because past actions tend to predict future behaviors. If you don't have credibility with someone, it's because their perception of your behaviors, and perhaps your belief systems, doesn't support their allowing you to have an influence on them. Since credibility is based on your past activities, if you want to change your level of credibility, you have to change your behaviors in ways that are noticeable to those over whom you seek authority or influence. You have to build a new past today and tomorrow and every day.

Let me define another term – integrity. Because an authentic verbal visionary is not only trustworthy and a person with values, an authentic verbal visionary is a person of integrity as well. Trust and integrity are linked.

What is integrity? Integrity is the uncompromising adherence to a code of moral principles, utter sincerity, honesty, and candor.

A principle is generally considered a fundamental truth, or a fundamental assumption or law upon which other truths are based. A principle is a governing law of conduct, an opinion, attitude, or belief that drives both life-style and behavior.

So, we now know that an authentic verbal visionary is a person who is trustworthy; a person with integrity and credibility, a personal set of values, principles; and, in fact, someone with good judgment.

I was talking about judgment recently. Someone sent me a note with a little story explaining how one learns to have good judgment. It's a story about a man speaking to a wise rabbi. The man asks, "How did you become such a wise man?" The rabbi responds, "Study and hard work." The man asks, "What made you study and work so hard?" to which the rabbi responded, "A lot of experience." The man then asks, "How did you get a lot of experience?" The rabbi responded, "I have good judgment." The man then asked, "How did you get good judgment?" The rabbi replied, "A lot of bad experiences."

Yes, having had bad experiences is a prerequisite to being a leader and a visionary.

*See Part 1 of "Becoming an Authentic Verbal Visionary, Your last persuasive effort..." in the worksheet pages at the end of this paper.*

### **HOW DO YOU BECOME AN AUTHENTIC VERBAL VISIONARY?**

So how do you begin to become an authentic verbal visionary; or are you one already? What are the attributes of being an authentic verbal visionary? Your analysis begins by asking yourself some very difficult, but important questions. For example:

- What do you believe? Even though what you believe rarely changes, write it down. Say it out loud. I promise you, this is a surprisingly powerful personal experience.
- Who are you? Say it out loud. Write it down.
- What are your personal limits? What are the things you can't do and won't do?
- What are your aspirations? Who, what, where do you want to be? Write them down.
- What are your principles? What are the parameters of your life? Write them down.
- What is your destiny? Do you have an inner sense of where you are going? What do you want to leave behind? What will people remember about you? Write it down. Say it out loud.

Say all of these out loud. Talk these ideas through. Get in the habit of asking yourself these very important questions. Refine and test your answers against your experience and your expectations of yourself. Include the Grossman model included earlier in this paper.

*See Part 2 of "Becoming an Authentic Verbal Visionary, Analyze yourself" in the worksheet pages at the end of this paper.*

Benjamin Franklin, so the story goes, lived by what he referred to as 13 virtues. He kept a little book with him for more than 50 years. Each of the 13 virtues was printed on a separate page. Each day he evaluated his performance; every week he chose one virtue to focus and work on for that week. He read

it, worked on it, and lived it. His 13 virtues were temperance, silence, order, resolution, frugality, industry, sincerity, justice, moderation, cleanliness, tranquility, chastity, and humility.

It might be very useful for you to consider using Franklin's approach. An authentic verbal visionary lives and works his or her principles, values, aspirations, and vision every day.

*See Part 3 of "Becoming an Authentic Verbal Visionary, What are your virtues?" in the worksheet pages at the end of this paper.*

Those who will come to rely on you as an authentic verbal visionary will expect you to be able to express and discuss your principles, your aspirations, the foundation of your beliefs, where your thinking comes from, and your own internal destination. Anyone can offer advice, can guess with no particular basis of fact or knowledge. Being an authentic verbal visionary is understanding your self-concepts to a greater depth and being able to share those understandings with others.

What I'm talking about here is a whole new level of personal presence – to be able to explain your advice, your vision, and the vision you have for others based on your own belief systems, those things that motivate you. This ability is what builds respect. You have respect when those you advise honor you and hold you and your ideas in high regard.

You also have to understand the beliefs of those who rely on you:

- What do they believe?
- What motivates them?
- How can you help them achieve their objectives?
- What is obviously true?
- What is obviously untrue, silly, naive, or stupid?
- Where or how can you make the most important contribution for those individuals – from their perspective?

Write this information down, too. Then take another step. Contrast your beliefs directly with their beliefs. Contrast what motivates them with what motivates you. Contrast how they believe they can use your help with how you believe you can help them. Contrast what's true to them versus what's true to you. Contrast what's silly to them with what's silly to you. What is the most important contribution you can make to them, from their perspective? Can you make it?

*See Part 5 of "Becoming an Authentic Verbal Visionary, Understand those who rely on you..." in the worksheet pages at the end of this paper.*

One of the most satisfying and powerful aspects of being an authentic verbal visionary is knowing that the advice you offer and your ability to explore important ideas are genuinely helpful in terms of the other person's goals and objectives, personal beliefs and motivations, sense of reality, and priority of ideas.

### **WHAT DOES AN AUTHENTIC VERBAL VISIONARY DO?**

So what does an authentic verbal visionary do? First of all, an authentic verbal visionary is a counselor. What is a counselor?

An effective counselor is a pragmatist, a truth seeker, a Dutch uncle, a storyteller, an inspiration, and a motivator to others. What is a pragmatist? A pragmatist is an individual who defines reality by what will actually happen. In some ways you could say that a pragmatist is the

opposite of a dreamer. Most pragmatists bring the sense of reality necessary to help bring dreams to life. A pragmatist is someone who says less, but makes it more important; who writes less, but makes it more important.

A counselor is a truth coach – someone who avoids the trap of believing in narrow truths that ultimately satisfy no one. There is no single truth. Truth is based on facts interpreted differently by viewers, victims, and participants based on their individual points of reference. For example, let's say four individuals witness a car accident at an intersection, each from a different corner. Upon interviewing these four witnesses, you discover that they agree on only two or three fundamentally similar things and disagree on most everything else. They might or might not agree on the number of vehicles involved, depending on their point of reference. They might or might not agree on the weather conditions. They might or might not agree on the condition of the traffic signal at the intersection where the accident occurred. They might or might not agree on the number of people involved. After that, they agree on virtually nothing because each individual witnessed the accident from a perspective completely different from that of the others. Yet, the underlying facts are the same for each witness. Truth is complicated. Truth requires understanding and interpretation. Truth requires recognition of the viewer's point of reference.

The visionary counselor helps illuminate various points of reference so that the truth can be more clearly understood.

A counselor is also a Dutch uncle. If you've not heard this term before, you'll find it in a very, very large dictionary. If you look it up, you'll see that a Dutch uncle is defined as a "severe mentor" – in other words, someone who loves you enough to tell you the absolute truth, all the time.

If that truth is difficult to find, he or she will help build bridges to that truth, the whole truth. A Dutch uncle insists on candor, honesty, truthfulness, and asks the tough moral and ethical questions – before anyone else does. You can be a Dutch uncle if you care enough about other people and they know you care.

A counselor is also a storyteller, and storytelling is the second most powerful verbal technique in any culture. Even very experienced communicators often have trouble with the verbal conveyance of information through effective storytelling. Why are stories such powerful verbal tools? They're powerful because we all relate to stories more easily than to most other forms of communication except smell and touch. Understanding why stories are so powerful is very important. Stories are one of the verbal visionary's most powerful tools.

Successful stories are generally told in plain language; they're fundamentally positive; they're about people; they're relatively brief; and they have a recognizable beginning, middle, and end. Most importantly, stories have a moral, a lesson, what I call a self-evident truth or reason for being told that's recognizable to the listener without prompting. Stories help us learn from our own perspective, our own point of reference. We're motivated by stories, but from our own individual perspectives. No two people will be changed in exactly the same way.

Stories are powerful because they answer the questions we would ask about any experience: What happened? What was it like? How did it feel? Often it's the opportunity to get the answers to important questions that draws us to a storyteller, to an authentic verbal visionary. Stories clarify the confusion of our life struggles and the chaos of daily life.

A counselor is also a motivator and an inspiration. How do you inspire? How does one become a motivator? Is there a trick a person can learn to do this? My answer is very simple but also very serious. One becomes an inspiration to others and a motivator of others, on purpose.

---

*See Part 6 of “Becoming an Authentic Verbal Visionary, Authentic Verbal Visionaries are motivators and inspirers...” in the worksheet pages at the end of this paper.*

First, you must want to inspire, to motivate. You have to work on behaviors, model your skills, and share what you say in ways that are motivational and inspirational. This is a skill that is learned, must be practiced, and requires that you pay attention to what moves other people and what other people want. And you have to want to help others achieve their goals before you achieve yours or, better yet, adopt their goals and aspirations as your own so you'll achieve them together.

The people who are truly good at this are those who really want to have an impact on others and who really work at being successful, who work at being good, having an impact – generally a positive impact on other people. The kind of visionary you're likely to be will be reflected in those you see around you, or who themselves are visionaries today, or who at least have enormous influence on many people. Study what they do; pay attention to how they motivate, how they inspire. What inspires you? What moves you forward? A powerful, honest personal commitment to others is required.

My role is to reach into your belly, to squeeze a little, tug a little, push a little. I want to get your attention, to help you focus inside yourself to be inspired, to be motivated. How long the inspiration and the motivation will last is really up to you. I want to inspire you to think more seriously about the importance and value of your verbal skills and how important they are to your success. I don't want to enter your brain – because that's where most of your confusion is. Always start with the belly, the nose, the ear. The most powerful truths are usually very visceral. The human attention span really begins in the guts, the nose, the finger tips, or at the top of the legs.

An authentic verbal visionary is also wise. How does one become wise? Remember the rabbi story? What makes someone a wise person? What is wisdom anyway? My analysis of a wise person is that he or she does three critical things routinely.

First, the wise person uses verbal contrasts. In other words, when a wise person verbally analyzes a situation, problem, issue, or opportunity, he or she is able to verbally draw a dramatic contrast between good and bad, between bland and colorful, between emotional and factual. That's what people are looking for in terms of help. Useful simplifications lead to verbal contrasts, which lead to understanding.

Second, a wise person asks good questions. These are questions that are asked to help build understanding, not to attack, demean, diminish, or minimize. Good questions generate answers that help everyone within earshot.

Third, a wise person is generally constructively doubtful. That means in the absence of obviously conclusive evidence, ideas and purposes can be constructively analyzed, usefully dissected, thoughtfully examined and discussed – again with a focus on learning, with a focus on illustrating, with a focus on understanding, with a focus on gaining insight. It's insight that really leads to what we perceive as wisdom.

That's what wise people have, wisdom. Wisdom really is the dramatic and positive simplification of complex ideas and concepts. Wisdom is information that snaps on a little light in your brain. It's that powerful, momentary illumination of understanding or insight. Sometimes it's simply the blindingly obvious. You just couldn't see it without help. Simplification and focus are important parts of being wise and of sharing wisdom.

It's the fundamental truth sometimes referred to as Occam's Razor, after the mathematician of 500 years ago. He said that the more you shave away the complexity of a problem, assuming most other factors are equal, the simplest explanation is likely to be the correct explanation.

Individuals who are wise are very insightful. To me, a person who is insightful is a person who can extract intuitively clear ideas from complex situations. We listen to them or read their words, and we feel or we instinctively know they are right or that what they are saying has inherent value. A person who is insightful opens new doors or pathways by detecting useful information, clarifying misunderstanding, distilling simplicity from complex ideas and information. An insightful person can creatively illustrate a problem, idea, or issue; develop a quick, concise, and powerful analysis that affects the listener or reader with a sense of relief, surprise, clarity, or closure due to the utter usefulness of the ideas and thinking being shared.

An authentic verbal visionary is also candid. Candor is truth with an attitude. It's truth with meaning, truth with insight. It's truth with that pragmatic touch. That's why we appreciate candor more than truth. The individual who says "I'm sorry" about something can be acknowledged; but a person who says "I'm sorry" because it was a silly, stupid thing to do or it was a mean, unethical thing to do is a person who is being candid, who is helping us to have an understanding about the whole truth in addition to the facts of the truth itself. Such a person is also more believable, more credible. An authentic verbal visionary is candid almost to a fault. A person who's candid is a person who demystifies, who decodes, who decipheres, who de-emotionalizes, and who demythologizes complex ideas and truths. An authentic verbal visionary candidly interprets information in ways that are obviously helpful and obviously not self-serving.

An authentic verbal visionary is ethical, that is principled, and a person who lives by a set of rules and personal command behaviors all of us recognize as predominantly in the interest of others. An authentic verbal visionary is unassailable. The combination of candor, insight, simple direct logic, and pragmatism makes the verbal visionary very hard to argue with. An authentic verbal visionary is an advocate for honorable action, an individual who is morally assertive without religious fervor.

It's fun to be an authentic verbal visionary. People have difficulty arguing with you. You are what I call a fundamentally sound thinker, a fundamentally sound decision-maker. What I mean by this is that you make decisions and give advice that causes people to think and learn; not to raise eye brows, shrug shoulders, or look at the ceiling, sigh, and say things like, "Well, there he goes again . . . with another whack-o idea." What you say passes the laugh test, the smell test, the straight face test, always.

It turns out that a true verbal visionary is also extraordinarily strategic. A strategist is one who's able to analyze effectively, forecast pragmatically, focus realistically on issues and problems, interpret events and ideas and their impact candidly, and generate ethically and morally appropriate options for decision making, action, and progress.

A strategist is also one who is intentionally inconsistent; who looks at tasks, problems, and ideas from new angles and perspectives; who looks at every method, tactic, pattern, and technique as an option for discussion, rethinking, and evaluation; who looks to be different on purpose; who looks for the unexpected action, approach, or doctrine; who remorselessly searches for options and new actionable configurations; who works against all patterns.

One of my favorite stories about strategic, counter-intuitive, inconsistent thinking comes from Dr. Edward de Bono, the author of many books and articles on thinking and strategy. He describes the early days of World War II when Britain was experiencing extraordinary losses of its fighter planes. As the Royal Air Force attempted desperately to understand what was happening to its aircraft, all it had to study, of course, were the planes that returned from combat. When the mechanics saw what was shot away on the planes, their first inclination was to reinforce all the areas where equipment was blown or shot away by enemy action. Yet, their losses continued to mount. Slowly they realized that they weren't looking at the real evidence they needed. Someone woke up in the middle of the night with a blinding insight. "What if we reinforce the areas that aren't shot up? We can't really see what's left of the planes that haven't returned." It was done and the survivability of the planes improved dramatically. I call this deciding on the basis of negative evidence. There were no planes to verify the hypothesis; they'd all been

shot down. Yet, some logic and intuition combined with unconventional thinking led to a critically important solution.

The strategist, the strategic thinker is one who is intentionally different, intentionally inconsistent; one who questions and works against all patterns.

An authentic verbal visionary speaks and acts in broader truths constantly, the goal being to lift everyone in a positive direction. A strategic visionary is one who others expect to learn from, someone who is relentlessly positive and therefore continuously helpful.

Can you sense the power of an authentic verbal visionary? Can you become one?

An authentic verbal visionary is a teacher – a teacher of compassion, management decision making, of positive strategy, of integrity, and even of forgiveness.

An authentic verbal visionary is a coach, and a coach is someone who is committed to helping others more than helping himself or herself by usefully interpreting events and ideas, by illustrating new approaches, by exemplifying the very behaviors, the ideas, and concepts that will best help the individual being helped. A coach can forecast patterns, predict with a great deal of accuracy how organizations and individuals behave; and is the one who prepares everyone for the unintended consequences of their actions.

An authentic verbal visionary is also a mentor. A mentor is someone who starts from the other person's point of view or reference, always. A mentor is someone who helps others focus on goals that are worth achieving; who helps leaders build followership; a person who helps others see options they can't see for themselves. A mentor is someone who is outcome focused. By that I mean someone who's always focused forward, focused on the future. Ironically, that's also the predominant definition of a strategist. A strategist is someone who is focused on what's going to happen, what can happen, and what the possibilities are, who knows the lessons of the past as opposed to someone who is always looking back, who's trying to re-analyze, re-live, or re-define, or re-interpret history – the old should've, would've, could've analysis that helps no one.

Are you a mentor? Can you be outcome focused?

### **AUTHENTIC VERBAL VISIONARIES ARE INTENTIONALLY MEMORABLE**

Let me share one other powerful concept. An authentic verbal visionary is someone who's intentionally memorable. And being memorable is a skill that all of you can learn if you care to take the time and invest the effort. Being memorable is a key to being an authentic verbal visionary. Being memorable is up to you. No one else will remember unless you make them remember.

What do I mean by being intentionally memorable? One example is verbally shaping ideas so as to be easily quoted by others. One test of memorability is being quoted by others. Do people quote you? Talk in memorable language. Reflect your sense of destiny to the sense of destiny of those you want to help.

Being intentionally memorable means telling stories well enough so that your stories are carried on and told by others, often without any attribution to you. Your stories simply are so useful, so helpful, so illustrative, or so interesting that the people you tell simply adopt them as a part of their own behavior and influence pattern. Use stories that help define how others achieve their objectives.

There are other verbal techniques that help assure memorability. I told you that story telling is the second most powerful verbal technique. Now, let me tell you about the most powerful verbal technique for memorability and control. I call it verbal packaging and bundling. Very simply, it means numbering

the information you talk about. For example, you could say there are a number of ways to become an authentic verbal visionary. But that's not memorable. But, what if I were to tell you that there are four critical ways or four secrets to becoming an authentic verbal visionary? Simply using the number "four" takes that same concept and makes it much more powerful. It makes you want to listen, focus, and write the four tips down. Packaging and bundling can be virtually a mind-controlling technique. Try it. The number gives you control. The smaller the number, the greater your control. By the way, if you use the same concept in writing, more of your written information will be used. In fact, if you do only two things, verbally packaging and bundling information and using stories effectively, you'll be at least half way to becoming an authentic verbal visionary. But there are more ways to be memorable.

In addition to packaging and bundling and telling stories, being memorable means using great examples, those that really illustrate or illuminate useful information. Be repetitious – tell good stories over and over. Be positive in useful ways and build powerful verbal structures. When I say build powerful verbal structures, I mean that you should describe things in ways that are memorable. Use words that give what you say power, words like "powerful," "interesting," "crucial," "critical," "urgent," "new," "unique," "essential," etc. You get the idea.

Another way to be memorable is to apply process to complex concepts. Break the concepts up and make them more understandable; in other words, describe their parts, describe the steps, illustrate the elements, talk about the phases, and divide interesting ideas into sections. If you'll then number them – number the parts, number the steps, number the elements, number the phases, and number the sections – you'll have created verbally powerful and memorable ideas that people will be able to remember, take, and use whether they're able to take notes or not. They'll remember where they heard them, too.

Another powerful memorability technique is what I call verbal queuing. It's like having two conversations at once. One part of the conversation is the information you're conveying – the facts, the data, the specific information. The other is describing what the information means – why it's important, teaching why it's useful – as well as sharing it virtually at the same time. This is like having two conversations in the middle of a single conversation. And the fact is, a conversation with your audience, client, or listener is a much more powerful means of communicating than just laying out facts and information, no matter how logical your presentation might be.

Being memorable is a skill you can develop. What I'm really saying is that you're committing your life to being helpful from everyone else's point of view. It's an extension of the rather pragmatic ideal, the Carnegie notion that if you help everyone else get what they want, they'll help you get what you want.

## **HOW WILL YOU KNOW IF YOU HAVE BECOME AN AUTHENTIC VERBAL VISIONARY?**

How will you know if you're indeed an authentic verbal visionary? Here's a little quiz you can take to assess your progress.

- Do you act and speak in other people's best interests all the time?
- Are you quoted by those you respect and those who seek your help?
- Do people take action based on what you say? Do people tell you or talk about you as being a person of vision? Or as being a person of extraordinarily positive help?
- Do you feel like an authentic verbal visionary? Can you tell when you're actually moving people to action and helping them find the emotional energy to benefit themselves?
- Can you describe your own sense of destiny, your principles, your beliefs, your limits?

- Can you systematically go after the truth first? Are you a pragmatist?

The more "yes" answers, the more likely it is that you're well on your way to becoming an authentic verbal visionary. The more "yes" answers, the closer you are to being an authentic visionary person.

*See Part 7 of "Becoming an Authentic Verbal Visionary, Are you an Authentic Verbal Visionary?" in the worksheet pages at the end of this paper.*

You have role models in your life who can help you refine your verbal visionary skills – memorable people, whether they're relatives, friends, teachers, famous or not famous people. You remember them predominantly because of what you saw or heard, learned or felt.

Remember, it is fun to know you can have a really positive, useful impact on others. Expect this of yourself.

Go forth and become an authentic verbal visionary.



Please Note: James E. Lukaszewski owns the copyright to this material under United States and International Copyright Acts. No portion of this document may be reproduced, in whole or part, in any form or by any means, without the express written consent of James E. Lukaszewski. Any unauthorized copying or use of the information contained herein will be treated as a violation of applicable International, Federal and State laws.

### **Works Cited**

David Grossman, A. A. (2015, 09 01). To Lead Authentically, Leaders Must First Know Themselves. *IABC CW Magazine*.

# becoming an authentic verbal visionary

1. Your last persuasive effort...

How did it go?

Why did it fail?

Why did it succeed?

What did you learn?

## 2. Analyze yourself:

What do you believe? Who are you?

What are your personal limits? What are the things you can't do and won't do?

What are your aspirations? Who, what, and where do you want to be, go, get, achieve?

What are your principles? What are the parameters of your life?

What is your destiny? Do you have an inner sense of where you're going? What is your legacy?

What will people remember about you?

3. What are your virtues?

A.

B.

C.

D.

E.

F.

G.

**Ben Franklin's 13 Virtues**

Chastity	Cleanliness	Frugality	Industry	Justice
Moderation	Order	Resolution	Silence	Temperance
Tranquility	Sincerity	Humility		

4. Can you discuss your...

Aspirations:

Beliefs:

Expectations:

Principles:

Self-Concepts:

5. Understand those who rely on you...

Who do they believe?

What motivates them?

How can you help them achieve their objectives?

What is obviously true?

What is obviously untrue, silly, naïve, or stupid?

Where or how can you make the most important contribution for those individuals – from their perspective?

6. Authentic Verbal Visionaries are motivators and inspirers...

How do you inspire? Who inspires you?

How do you motivate?

Is it for you or them?

## 7. Are you an Authentic Verbal Visionary?

Do you act and speak in other people's best interests all the time?

Are you quoted by those you respect and those who seek your help?

Do people take action based on what you say? Do people tell you or talk about you as being a person of vision? Or as being a person of extraordinarily positive help?

Do you feel like an authentic verbal visionary?

Have you formulated your declaration of intent to become a verbal visionary?  
What is your personal manifesto?

Can you tell when you are actually moving people to action and helping them find the emotional energy to benefit themselves?

Can you describe your own sense of destiny, your principals, your beliefs, your limits?

Can you systematically go after the truth first?  
Are you a pragmatist?