

QUICK GUIDE

FOR BEHAVIOR & MESSAGE ALIGNMENT

Make certain your behavior is supportive of your messages. No matter how beautiful your slides or how eloquent your message, if it is inconsistent with what the audience is experiencing, the messages will be ignored and worst still, you will lose credibility. On the other hand, when behavior reinforces messages, those messages become more powerful and believable. Review the guide below for some common examples where messages and behaviors will either support or conflict each other.



Messages	Conflicting behavior	Supporting behavior
We are creative.	Boring, outdated slides and materials.	Conceptual, fun, current images. An unexpected & different approach to the presentation.
We are experts.	Reading from slides/notes, hesitating when questions are asked, losing control of the meeting.	Confidence, examples and stories of how you have applied your expertise.
We are client-focused.	Content that is all about you /doesn't connect your products/services to the client's situation.	A presentation that is focused on the client's needs, problems and opportunities and how you will help to solve them.
We are tech-savvy.	Cumbersome demos, technology specialists, screen shots and technology demos that are not integrated into the experience.	Demos that tell a story and are focused on the user experience. Invitations to try out the software on their own.
We are fun to work with.	Boring presentation with no humor or human connections	Interesting and fun illustrations, team member chemistry, team member interplay.
We will make it simple.	Lots of jargon, taking the client through excruciating details and processes	Focus on the fact that you have proven processes – and show outcomes – not details.

