Ignite Change Through
Speeches, Stories,
Ceremonies, and Symbols

ILLUMINATE

Executive Summary

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Change is Critical

Businesses can choose to embrace change or ignore it—but they cannot stop it. When a company chooses not to change, the industry simply evolves past it.

To thrive, organizations must continually reinvent themselves by imagining and implementing new initiatives.

40%

of newly created companies last less than 10 years.

Source: www.businessweek.com

50%

of Fortune 500 companies will be replaced by new companies in 59 years or less.

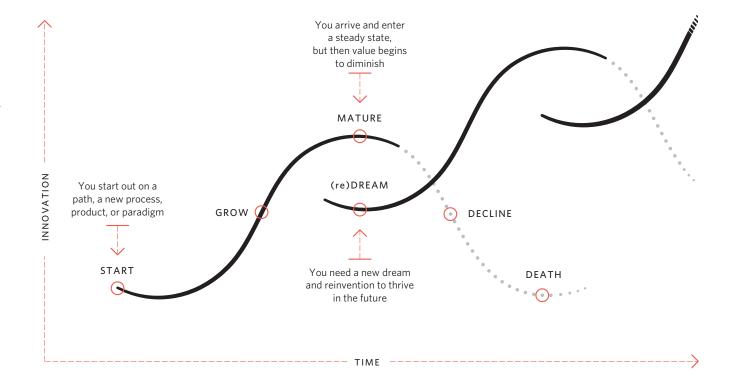
Source: <u>www.aei.or</u>g

Organizations Must Transform to Thrive

Transformation isn't easy, but it's necessary to maintain the health of an organization.

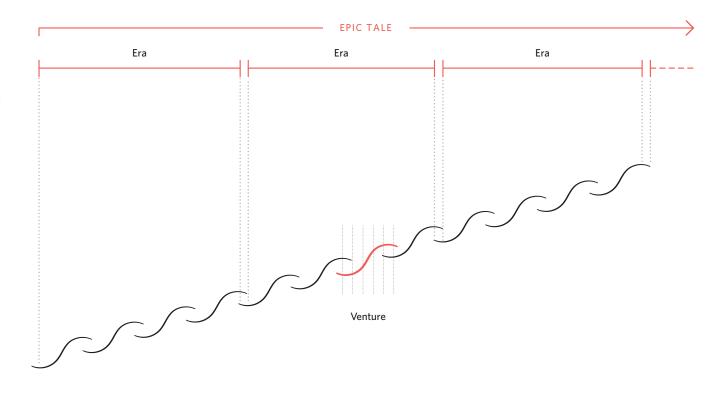
In business, the most common symbol of transformation is the S-curve. Each curve represents a new venture, tracing the path from its start through its growth and maturation.

Once an innovation reaches maturity, the business enters a steady state. Steadiness may feel like a relief, but that's where stagnation sets in. To avoid decline, or even death, a new S-curve venture must be launched.



Each Venture Leads to Another in an Epic Tale

Every new venture of transformation leads to the next, collectively creating epic movements that carry the organization from one era to the next. Each of these transformations must be led by a person who can imagine the future and inspire others to create it.



ILLUMINATE - THE LEADER'S JOB





Leaders Move Others Forward

Leaders aren't just the people at the top of the org chart—a leader is anyone who can see a better future and rally people to reach it. Whether you're an executive, entrepreneur, or individual contributor, you have the potential to motivate people through your words and actions.

As a leader, it's your job to anticipate the future. You have to stand at the border between "now" and "next," working to shape the future and bring it forth.

Leading people requires not only sensing when change is afoot (and when it should be) but communicating your vision in a way that motivates others to follow you there.

People, or "travelers" as we refer to them, will help you realize your dream if it resonates with them.



Movements Follow a Story Structure

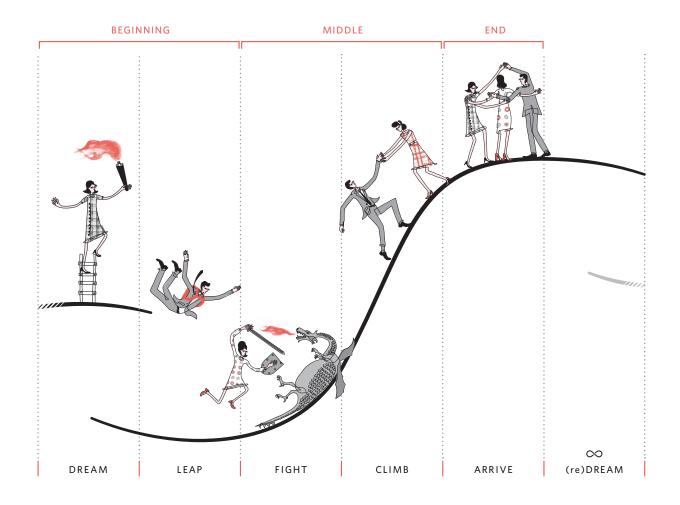
Movements share a common pattern that mirrors the structure of a story through five stages of transformation.

Leaders guide travelers through transformations using a series of galvanizing moments. Together these moments create movements, which mirror the structure of a story. It follows the classic three-act format, encompassing five stages of transformation.

In the first act, leaders ask travelers to commit to your Dream and cross the threshold to Leap toward it. Travelers tend to prefer their world as it is, so you'll need to coax them to move.

In the next act, travelers must Fight obstacles and Climb toward your goal. This is the hardest part because it's where the transformation happens.

In the final act, travelers cross the final threshold to Arrive at the goal. This is the time to reflect on what you've accomplished together before embarking on the next adventure.



It's Hard for Others to Make the Leap

Your success depends on others' support —whether you're trying to get your team to support an idea, asking investors to fund you, or convincing customers to buy your product. But inspiring change is tough—it takes creativity, tenacity, and very thoughtful communication.

You may see the path ahead with clarity, but it's ambiguous and scary to the people you need to convince. It's not easy for them to cross the threshold from the comfort of the present to an

uncertain future, no matter how sure you are that it's the right direction. Leaping into something new is scary, especially if the journey seems long and littered with obstacles.

To guide your travelers toward your vision, you need to see the journey through their eyes. Anticipate their reactions by imagining each step along the path as they might experience it, then illuminate the path by communicating clearly and empathetically.



Empathy Helps Travelers Cross Thresholds

Some stages of your venture will be easy to navigate, even exciting. In those moments travelers are more likely to Commit. Other stages pose more uncertainties, which can make travelers fearful and more likely to Resist.

It's your job to help travelers cross thresholds at each stage by empathizing with and speaking to both mindsets. Use Motivating communication to help travelers commit, and Warning communication to move them away from resistance. By emphasizing the costs of resisting and the rewards of committing, you'll keep your travelers motivated and your venture moving forward.



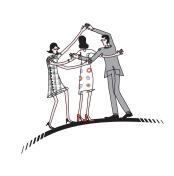
Moving Through the Venture Scape











DREAM

You kick off a vision, initiative, or product, which sets in motion a new season of transformation. Your travelers need to understand and find inspiration in the journey ahead.

LEAP

Now is the time for people to commit to change. You need your travelers to agree to take on new responsibilities in order to see the venture through to the end.

FIGHT

When battle looms, people need to rally so they are emboldened by the strength in their numbers. A battle cry helps prepare travelers for the fight ahead.

CLIMB

The journey feels bigger and longer than anticipated, so enthusiasm starts to wane. People are losing sight of why they started this journey in the first place. Travelers need help strengthening their resolve to finish.

ARRIVE

You have arrived! Your travelers have met a milestone or crossed the finish line, and it's time to declare and recognize wins – big and small. Travelers want to celebrate, bask in their accomplishments, and possibly let go of some frustrations.

The Torchbearer's Communication Toolkit

Through empathetic and inspiring communication, you can create galvanizing moments that sustain your travelers' energy so that they'll see the venture through to a successful conclusion.



Deliver Speeches to create longing for the future by comparing the status quo (what is) to the new norm (what could be).



Tell Stories to help travelers understand in their minds and hearts why and how you're wanting them to change.



Hold Ceremonies to mark where you are in the venture scape and express collective emotions.







Turn emotionally charged artifacts into powerful and memorable **Symbols** of key moments along the venture.

*Illuminate*Your Communication

To learn how you can ignite change with powerful, empathetic communication, order your copy of Illuminate today.

Amazon > Barnes & Noble >

Inside you'll find:

- A proven toolkit for moving people through change of any scale
- 10 in-depth case studies on some of the world's best-known brands
- Dozens of examples of effective speeches, stories, ceremonies, and symbols
- Powerful insights into movements incited by legendary leaders

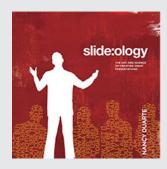


Lessons for Every Leader

We help leaders create moments that galvanize people. For twenty five years, we've helped business executives, government agencies, and non-profits communicate and create a groundswell of support for their ideas.

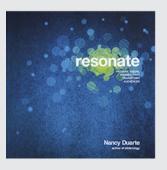
Duarte's suite of persuasive communication services provides highly creative, customized, and strategic support for every moment along your journey, large and or small.

We've studied the communication techniques of thousands of companies and leaders to learn what works and what doesn't. What we've learned, we've codified in a series of books to help leaders articulate, visualize, and deliver their ideas.



Slide:ology

If we know one thing it's that a story is best told with a moving voice and a strong visual. So why do so many presenters use visuals that create more noise than clarity? We set out to transform how people express their ideas visually and the result was our award-winning book on visual thinking, *slide:ology*.



Resonate

You may have a world-shaking idea, but if you can't communicate it well it will die. We saw *slide:ology* help people create impactful visuals, but we realized another barrier existed: the content leaders use. Our best-seller *Resonate* shares a set of core storytelling principles to transform the way people approach and deliver a great story.



Illuminate

We create moments that move people. Those moments are part of larger movements driven by leaders who envision a better future. The difference between a successful movement and a failure is often a leader who can inspire others. We studied great movements and wrote *Illuminate* to share the communication methods of mobilizing leaders.

Support at Every Stage

Engaging with Duarte











Writing

Duarte's talented writers have diverse backgrounds in journalism, debate, and marketing. They can create your entire story from start to finish, or, if you already have content, they can consult with you, provide edits, or enhance as needed.

Design

Whether you want to create a new presentation, improve an existing one, deliver a showstopping keynote, or uplevel your everyday presentations, Duarte's designers are up to the challenge.

Strategy/Planning

Key messages are the building blocks for your presentation. Duarte can help you develop a set of audience-centric messages, as well as the underlying strategy for communicating each of them across a variety of channels.

Events

Duarte has been part of hundreds of company events, from creating the theme and visual style to crafting keynote and breakout presentations. Onsite we offer coaching, support last-minute edits, and assist with A/V integration.

Multimedia

Sometimes your idea is best showcased and shared through multimedia, including motion graphics, videos, and animated demos. These elements can either be embedded in your presentation, or stand on their own.