

Being Memorable

You get one shot. Don't plan on another. So here's what you should do:

- 1 Be yourself and have fun.** Don't segment yourself into the worker person and the real you. The real you will always make a better impression.
- 2 Obsess about accuracy, but let go of precision.** Don't talk about the "process" it took to get there or the exact percentage to the decimal; be accurate but less detailed.
- 3 This is an opportunity, not a moment to be feared.** Either you're in charge, or the other "guy" is in charge. You decide.
- 4 Speak with conviction.** Don't excuse or qualify your point before you make it. Nuance and gray areas can be explained once you've set the stage, but ambiguity leads to doubt.
- 5 Be clear about your message.** What are the two or three points you want the person to learn or remember—not the 20 or 30 points. Test your message with a teenager or a neighbor. Do they get it? Are they "sold"? If not, try again.
- 6 Speak simply and clearly.** Leave your buzzwords and other jargon at home.
- 7 Know your audience.** Think about their perspective—what do they need to hear? What is in it for them? Be as specific as possible when asking them to do something.
- 8 Think action, not process.** A meeting or collaboration isn't an end goal, it's one step in a process. Talk about the ultimate goal when delivering your "ask."
- 9 The messenger is more important than the message.** Both are crucial, but don't underestimate the power of your personality and your delivery. It matters more than the content of what you have to say.
- 10 Tell stories—brief stories.** People are moved by stories and the emotion behind them more than they are by data.
- 11 Your interview or meeting is brief, not a seminar or lecture.** A typical face-to-face meeting, interview or chance encounter runs about 15 minutes – or less. You have about 3 minutes or less to make your point.
- 12 Anticipate tough questions and practice the answers.** You should almost never be caught off guard or surprised. Sometimes the hardest question is "how can I help." Know what you want them to do. Be prepared to make a plan and agree on next steps.

Remember, be yourself and have fun!