

Thaler Pekar & Partners

Heart, Head & Hand™ The Science of Communication

Even the smartest of leaders can forget that all communications is a means to an end goal. Too often, people continue writing, talking, or presenting in the hope that something – one of the myriad things thrown out – will stick with the audience. If you want your audience to take action, it's best that you remain focused on what you want them to do, and how you want them to feel prior to taking the action.

There are series of scientifically proven steps through which audiences must move before they can act. The proven communications process that I've named **Heart, Head, & Hand** works.

- Focus, first, on the **heart**. Establish trust with your audience. Tell an anecdote that offers up a glimpse of you, or your organization. Share a story about the inherent value in your mission or product. What is your listener most likely to find personally relevant?
- Now, and only now, provide reasons and data. Connect to the **head**, offering a rationale for your message.
- Don't forget the **hand**! Give the audience something to do – put something in your listener's hand and invite them to be part of the solution.

Be heard

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