

## EPISODE 143: HOW THE EXPERTS MAKE YOU LISTEN

### 1. BEGIN WITH A STORY

- Daniel Pink, TEDGlobal 2009, “The Puzzle of Motivation” Over 22 million views

*I need to make a confession at the outset here. A little over 20 years ago, I did something that I regret, something that I'm not particularly proud of. Something that, in many ways, I wish no one would ever know, but here I feel kind of obliged to reveal. In the late 1980s, in a moment of youthful indiscretion, I went to law school. In America, law is a professional degree: after your university degree, you go on to law school. When I got to law school, I didn't do very well. To put it mildly, I didn't do very well. I, in fact, graduated in the part of my law school class that made the top 90% possible. I never practiced law a day in my life; I pretty much wasn't allowed to. But today, against my better judgment, against the advice of my own wife, I want to try to dust off some of those legal skills -- what's left of those legal skills. I don't want to tell you a story. I want to make a case. I want to make a hard-headed, evidence-based, dare I say lawyerly case, for rethinking how we run our businesses.*

- What makes this story work?  
Self-deprecating humor.

### 2. BEGIN WITH A PROVOCATIVE QUESTION

- Simon Sinek, TEDx Puget Sound, “How Great Leaders Inspire Action” 44 million views

*How do you explain when things don't go as we assume? Or better, how do you explain when others are able to achieve things that seem to defy all of the assumptions? For example: Why is Apple so innovative? Year after year, after year, they're more innovative than all their competition. And yet, they're just a computer company. They're just like everyone else. They have the same access to the same talent, the same agencies, the same consultants, the same media. Then why is it that they seem to have something different? Why is it that Martin Luther King led the Civil Rights Movement? He wasn't the only man who suffered in pre-civil rights America, and he certainly wasn't the only great orator of the day. Why him? And why is it that the Wright brothers were able to figure out controlled, powered man flight when there were certainly other teams who were better qualified, better funded -- and they didn't achieve powered man flight, and the Wright brothers beat them to it. There's something else at play here.*

- Why does this work?  
He poses seven questions in multiple topics.  
Power of reframe and repetition.

### 3. BEGIN WITH A PROMISE

- Amy Cuddy, TEDGlobal 2012, “Your Body Language May Shape Who You Are”  
52 million views

*I want to start by offering you a free no-tech life hack, and all it requires of you is this: that you change your posture for two minutes. But before I give it away, I want to ask you to right now do a little audit of your body and what you're doing with your body. So how many of you are sort of making yourselves smaller? Maybe you're hunching, crossing your legs, maybe wrapping your ankles. Sometimes we hold onto our arms like this. Sometimes we spread out. (Laughter) I see you. So I want you to pay attention to what you're doing right now. We're going to come back to that in a few minutes, and I'm hoping that if you learn to tweak this a little bit, it could significantly change the way your life unfolds.*

- Why does this work?  
She offers a benefit and demonstrates that she can deliver on her promise.  
It is very personal.

### 4. BEGIN WITH A POWERFUL VISUAL

- Cameron Russell, TEDxMidAtlantic, “Looks Aren’t Everything. Believe Me, I’m a Model”  
Almost 27 million views

*[She comes out dressed like a model: short, sleek dress, tall heels]*

*Hi. My name is Cameron Russell, and for the last little while, I've been a model. Actually, for 10 years. And I feel like there's an uncomfortable tension in the room right now because I should not have worn this dress. So luckily, I brought an outfit change. This is the first outfit change on the TED stage, so you guys are pretty lucky to witness it, I think. If some of the women were really horrified when I came out, you don't have to tell me now, but I'll find out later on Twitter....These heels are very uncomfortable, so good thing I wasn't going to wear them. The worst part is putting this sweater over my head, because that's when you'll all laugh at me, so don't do anything while it's over my head...So, why did I do that? Image is powerful, but also, image is superficial. I just totally transformed what you thought of me, in six seconds.*

- Why does this work?  
Visually compelling.  
Show and Tell.

### 5. BEGIN WITH AN INTRIGUING STATEMENT

- Julian Treasure, TEDGlobal 2013, “How to Speak so that People Will Want to Listen”  
34 million views

*The human voice: It's the instrument we all play. It's the most powerful sound in the world, probably. It's the only one that can start a war or say "I love you." And yet many people have the experience that when they speak, people don't listen to them. And why is that? How can we speak powerfully to make change in the world?*

- Why does this work?  
Intriguing observations and fresh language.  
Personal application.
- Pamela Meyer, TEDGlobal 2011, "How to Spot a Liar" Over 22 million views

*Okay, now I don't want to alarm anybody in this room, but it's just come to my attention that the person to your right is a liar. Also, the person to your left is a liar. Also the person sitting in your very seats is a liar. We're all liars. What I'm going to do today is I'm going to show you what the research says about why we're all liars, how you can become a liespotter and why you might want to go the extra mile and go from liespotting to truth seeking, and ultimately to trust building.*

- Why does this work?  
Pulls you in and also offers a promise.

**Sources mentioned in this episode:**

[Blog post: "How Great Writing Begins" in Better Humans by Jason Chen](#)

Are there other communication-related topics you'd like to hear the Communication Guys address? Let us know on our [Facebook page](#).