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|  | **Section 1 of 3** [00:00:00 - 00:17:04] *(NOTE: speaker names may be different in each section)* |
| Lisa Osborne:  [00:00:30] | On March 25th, 1969, newlyweds John Lennon and Yoko Ono invited the press to join them in their honeymoon suite at the Amsterdam Hilton Hotel. The Washington Post reported that the couple was hosting, quote, "The century's most uncensored love-in," end quote. Understandably, the press was curious. Who wouldn't be? When they arrived, they definitely found John and Yoko in bed, just not as they'd expected. Sitting up, dressed in formal pajamas and surrounded by flowers, John and Yoko were the picture of peaceful protest. The press got the message, as did the rest of the world. "End the war." |
| Lisa Osborne:  [00:01:00] | John and Yoko's bed-in sent a clear message for social change. For social movements to get traction, they must appeal to our humanity. They understand that messaging is the foundation of any successful speech or presentation. You needn't be a world renowned speaker. You just need to know how to craft your message. |
| Lisa Osborne:  [00:01:30] | Hi, I'm Lisa Osborne, COO of Ignite 360, and you are listening to Story Masters. This month, we discuss spoken stories, specifically, how to craft a spoken message that will resonate with your audience. I recently had the pleasure of speaking with a true expert on messaging and spoken stories, founder and CEO of Communication Rebel, Dr. Michelle Mazur. Her latest book is entitled, Three Word Rebellion: Create A One Of A Kind Message That Grows Your Business Into A Movement. |
| Lisa Osborne: | Today, you'll hear practical advice about messaging you can start using right away, including the two most important parts of a speech you never want to give up. One of the first questions I had for her was about the distinction she makes between delivering a speech and delivering a message. Here's where we pick up our conversation. |
| [00:02:00]  Michelle Mazur:  [00:02:30] | When I first started my business, I was almost exclusively working with speakers, like helping them create their keynote speech, their speaker marketing, figuring out how to get them on stage. Then as my business evolved, I realized what I love doing most was the messaging piece, which is, which messaging, it's whether you are a small business owner or you're leading a team, is a completely different animal. Because it's not just about being on stage and speaking. It is literally, what are you showing up and sharing every single day so that people understand like what you're about, the change you want to create in the world. Eventually they just know, and they can repeat your message back to you. Messaging is a very different thing than just being a speech coach, because messaging is the foundation I think for any business and any brand. |
| [00:03:00]  Lisa Osborne: | Sure. Yeah, there's the distinction of being up there in a moment in time and offering up a presentation, versus your day-in-day-out message and- |
| Michelle Mazur: | Yes. |
| Lisa Osborne: | Okay. That makes sense. That totally makes sense. Why don't we talk more about the former for a bit, and then I would love to get into more around the messaging, and that sort of everyday showing up. |
| Michelle Mazur: | Yes. |
| [00:03:30]  Lisa Osborne:  [00:04:00] | In terms of presenting, in talking to some of my colleagues and to some clients about this topic, there seems to be this undercurrent of fear, I'll call it. Maybe it's tied to the general fear of public speaking, like we know people have that, but it feels like it might be more than that. I'm not sure people feel fully prepared to share their stories. It's not a required subject in school. There's a lot of mystery around it. I think some people feel like, well, and I think it is, there's an art to it, there's a science to it. It generally just feels like people, whether they are actually good at it or not, feel like they aren't, or can't get good. |
| Michelle Mazur: | Yes. |
| Lisa Osborne: | I'm just wondering if you've found this sentiment to be the case with the clients that you work with and the people you talk to? Where does this fear come from? What's getting in people's way when it comes to this? |
| [00:04:30]  Michelle Mazur:  [00:05:00] | Yes. I think, yeah, sharing your story can be incredibly scary, because it is a very vulnerable experience. You are putting yourself out there, you're sharing part of yourself, and then all of a sudden we get these little like mind demons. Our inner critic starts talking to us about like, "Oh, your story isn't that important, and nobody's gonna care about this. Why are you saying this? You're going to embarrass your yourself." We have a lot of negative self-talk when all of a sudden we're like, "Okay, I have something to say. I have something to share. It's important to me," which is another aspect that makes it scary. "Let me get up on stage, or get into a webinar, or post on social media about it," and all of a sudden we're like, "Oh my God. Should I actually be saying this? This doesn't feel good. I'm so terrified. Yeah. |
| [00:05:30]  Lisa Osborne: | I also feel like people pit themselves up against other people. There's always that comparison of, "I can't possibly do it as well or be as smart," or I don't know. It's just- |
| Michelle Mazur: | Yeah, or, "My story isn't that important. I didn't climb Mount Everest and almost die," like we do, we sit there and we compare ourselves to like, "Oh, well, look at Brené Brown and how she tells stories. I can never be that good." It's like, no. It's not about being Brené Brown. It's about being you and showing up with your story. |
| [00:06:00]  Lisa Osborne: | Right. Yeah. No, I totally hear you on that. Speaking of Brené Brown, I just saw her Netflix special. |
| Michelle Mazur: | Wow, it was so good. |
| Lisa Osborne:  [00:06:30] | So good, so good, which actually leads me to another question. That's really around great presenters. What do great presenters have in common? I know it's not about comparing yourself. You're not going to be necessarily the next Brené Brown, but are there qualities or characteristics, even techniques, that you've seen that contribute to a successful presentation or story-sharing? |
| Michelle Mazur: | Yeah, yes. |
| Lisa Osborne: | Maybe it's learning from the masters? I don't know. |
| Michelle Mazur:  [00:07:00]  [00:07:30] | Yeah. I think for me, some of the best speakers and presenters, number one, realize that speaking is not about them. It is always about the audience and how the audience can be changed by your story, by your message. I think what Brené Brown does really well with story is that, she invites us into her story, and we end up seeing ourselves in her story. That makes it meaningful and impactful, because we know she's just not telling her story because, "Oh my gosh, I have something to share that's so amazing." She's telling it to be of service to us. I think that is something always to keep in mind, that speaking is never about you. It's always about your audience. You have to remain laser-focused on how you're serving them and how you're changing them. |
| Michelle Mazur:  [00:08:00]  [00:08:30] | Then related to that, I feel like great speakers have one big idea, one message in their speech, because there is this thing with speaking where we feel like, "Oh my gosh, I have to give you all of the information." There's research studies out there that show most of us, we forget 80 to 90% of what we hear within 24 hours of hearing it. If you are a speaker and you realize that your audience isn't going to remember 90% of what you say, you have to be focused on, what is the 10% you want them to remember. One of the things great speakers do is that, they focus on that, that big takeaway. |
| Michelle Mazur: | For me, those are two big things that I see. It's like, they remember who the speech is actually for. It's for the audience, and to be of service to them, and they're really focused on the one thing they want their audience to remember and take away. |
| Michelle Mazur:  [00:09:00]  [00:09:30] | If I was going to give a third, this is my third one that's way more tactical. Well, all of these are tactical, but the intro and the conclusion are the two most important parts of a speech. Do not waste that real estate. I see so many speakers get up on stage and they're like, "Hey, how is everyone? Wow, I'm so grateful to be here, but man, wasn't the traffic bad this morning?" They do this weird chit-chat in the most critical time of a speech to gain people's attention. It is far more powerful to just walk out on stage, take a deep breath, and dive right in so that you are taking advantage of those precious first 30 seconds where the audience is making a judgment about whether or not they're going to listen to you for the next 30 or 45 minutes. |
| Michelle Mazur:  [00:10:00] | The same goes with the conclusion. I've seen too many speakers just be like, "Well, that's it. I'm done." They walk off. The conclusion, the last words you say, are the most likely to be remembered by your audience. Making that, those last few words, the most powerful few that reinforce the one thing you want them to remember. |
| Lisa Osborne:  [00:10:30]  [00:11:00] | Right, right. Oh yeah, absolutely. I'm curious. The point about, "It's about the audience, it's not about you," coupled with your comment about the real estate of the intro and the conclusion and not wasting that, and your example of coming out and doing a little warm-up chit-chat, whatever you want to call it. I think people so often are told, or have this impression, that you can't just be up there talking about data points. You need to make it warm and friendly. You need to, in some ways, insert your personality into what you're saying. I don't think you're saying that, in terms of the chit-chat piece or the, "It's about the audience, not about you," but would you talk a little bit about that and how your points are speaking to that, "Insert yourself into your message?" Does that make sense? |
| Michelle Mazur:  [00:11:30] | Yeah. Well, I mean, you can insert yourself, but it is in service of making a connection with the audience. When I start a speech, I know that I can be very inspirational, so that is what I am going for. I am throwing down the gauntlet and I am going to challenge you from the get-go. |
| Michelle Mazur:  [00:12:00] | The last speech I gave, my intro was all about how well-resourced women change the world. That was the gauntlet I was throwing down. Later, after I dropped this idea of, "Well-resourced women change the world, we've got to start making more money, so that we can support causes and support each other," then I could talk about why that was important to me. At first, it was all about the people I was reaching and getting them fired up to hear what's next before I started making that connection with them. |
| Lisa Osborne:  [00:12:30] | Okay. You have to bring them into the content that you feel is going to best serve their needs, and how to help them, before you're focused on inserting your own story, so to speak. Okay. |
| Michelle Mazur: | You can still start with your story, but then you have to quickly bring it back to, why does this matter to them? |
| Lisa Osborne: | Mm-hmm (affirmative). Yeah. It's so top-of-mind for me, with the Brené Brown special on Netflix. I was thinking just now about her story of her and her husband swimming in the lake. |
| [00:13:00]  Michelle Mazur: | The lake. |
| Lisa Osborne: | Yeah. That's very much her story, but she's so easily and deftly applies it to the overall message, and what she's trying to say and why it matters. That's what comes to mind for me. |
| Michelle Mazur: | Yeah. Yes. |
| Lisa Osborne: | You get a sense of her, but it's all in service of her greater message, it seems. |
| Michelle Mazur:  [00:13:30] | For me, like when she's telling that story, I feel like I am in it with her. Like, I am at the lake, or I've been in that situation where my husband misunderstands me or I think he misunderstood me, and I'm like, "What the heck is going on? That wasn't the response I was expecting." I mean, it's so easy to see like the universality of that story when she's telling it so we get sucked in. |
| Lisa Osborne:  [00:14:00] | Are there any other common mistakes that you feel like people tend to make when they're presenting or sharing their stories? Anything that jumps out to you that you're like, "Ugh, if I see this one more time, people, don't do it?" |
| Michelle Mazur: | It's so funny, because those are my big ones where I'm just like, "Oh my gosh, don't do that," like the bad intros, the bad conclusions, the making it all about yourself, the, "I'm not sure what your message is and you're overwhelming me." Those are honestly all of my big, big trigger points when I'm watching a speaker that just makes me go, "What is going on here?" |
| [00:14:30]  Michelle Mazur:  [00:15:00] | I think the other one is not having a well-structured speech, because this sounds a little bit strange, but when you are a speaker, you have all of the control, right? You are the center of attention, you are guiding the experience, and so the audience feels a lot of uncertainty around that, right? Like, "What are we going to be doing for the next 60 minutes? Is this person going to go over? Are they going to be boring?" They have all of these questions in their head. When people don't have a well-structured speech, where it's clear, like, "Okay, this is where we're going together on this journey," when that's not clear to the audience, I think it makes them anxious. |
| Michelle Mazur:  [00:15:30] | I really believe good structure builds trust. It makes your audience feel like they're taken care of, like you're going to be a great guide on this journey, because they know where they're going at all times. I think that's another one that, it builds that builds the relationship with the audience. I know it's about structure, but structure can build trust and build relationship and build connection and rapport with people. |
| Lisa Osborne: | Would you advocate setting off on a presentation with a roadmap or, "Here's what I'm going to cover," and- |
| Michelle Mazur: | Yes. |
| Lisa Osborne: | Kind of remind them at certain stages as to where they are and what's coming next? Is that something you would promote? |
| Michelle Mazur:  [00:16:00] | Oh, yes, because from a message processing standpoint, it makes it so much easier for your audience to stick with you and understand where this is going. Because in some ways, it's exhausting to process a speech. Everything that you can do to make it easier for them to understand why you're saying what you're saying and where you're going next, that will help them tenfold remember what your speech is about. |
| [00:16:30]  Lisa Osborne: | Yeah, absolutely. We talked a bit about Brené Brown, clearly a mutual favorite of ours. Are there any other speakers, presenters, out there in action that you would say, "Hey, if you want to learn, if you want to pick up and model some approaches or techniques," any others that you would call out the people should pay attention to? |
| [00:17:00]  Michelle Mazur: | Oh yeah. I would say Mel Robbins. She speaks on the five-second rule. She is an amazing speaker. She's like ... |
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|  | **Section 2 of 3** [00:17:00 - 00:34:04] *(NOTE: speaker names may be different in each section)* |
| Michelle Mazur: | ... 5 Second Rule. She's an amazing speaker. She's like the most booked female speaker of last year, so she really knows what she'd doing and she's super engaging, great storytelling. If you are more of the introverted type, I would say anything that Simon Sinek does is a great model for how to show up and present, especially if that's not necessarily your wheelhouse. |
| [00:17:30]  Lisa Osborne: | So I fall into the introverted-type camp and I know of Simon Sinek. I've read some of his work. What is it about him in particular that you say is connects with the introvert? Is that who he is? Or does he talk- |
| Michelle Mazur:  [00:18:00]  [00:18:30] | Yes. Yeah. Simon Sinek is an INFJ in Jungian or Myers-Briggs terms, so he is. He's very much a person who is an internal processor. You can tell it by the thought leadership he is constantly producing. So I think he's a great example of someone who ... he's in his head a lot and he receives more joy from having in-depth conversations with a couple people versus making small talk with the rest of the world, but he's a great speaker for people who feel like they are introverted or speaking is hard for them because he is very clear. He knows why he's showing up and what he's there to do, which is one of the things I really appreciate about him. And for introverts, I think speaking works well for them sometimes because they are ultimately in control of the conversation. |
| Lisa Osborne:  [00:19:00] | Yeah. Yeah, absolutely. What are your thoughts on this. As you were describing Simon Sinek, this came to me, the idea of size of audience and how if you have some control over that, sometimes we do, sometimes we don't, are there points to think about in terms of controlling the size to, say, a smaller audience versus a larger audience, the state that you're in, auditorium versus more intimate setting? Are there tips or things that people who are giving presentations, if they have some control over that, ways to think about that? |
| [00:19:30]  Michelle Mazur: | Usually, as a speaker, you never have control over size of the audience, or the venue or any of it. I mean, sometimes I feel like speakers are just like the outside help, you get what you get. I mean, you can definitely ask for things but audience size is definitely not one of those variable that you can control. |
| Michelle Mazur:  [00:20:00]  [00:20:30] | But knowing the audience size and what the room looks like helps you better plan your presentation and your speech. So for instance, if you know you're speaking to a room of 20 to 40 people, you know that that presentation can be way more interactive. You can ask more questions. You can have them get more involved because it's a smaller group and it's easier to manage that type of interactive presentation. But if you're in an auditorium with 500 people, facilitating that type of interaction is nearly impossible and will most certainly cause chaos in most cases. So you have to really step into that more speaker role. |
| Michelle Mazur:  [00:21:00] | With smaller audiences, you can be more that facilitator. You can have conversations and ask questions. But when you're speaking in front of a large audience, it's really about owning the room, like being the speaker. Because yes, you can still have them interact but it's more like, "Hey, raise your hand if ... " doing little polls that way instead of getting that more in-depth interaction. |
| Lisa Osborne: | How do you define or think about owning the room? And is that always the goal even in that smaller, more intimate setting? |
| Michelle Mazur:  [00:21:30] | Well, in the smaller, more intimate setting, you can have more of a relational quality. You can be more of a facilitator because there's a difference between a facilitator and a speaker. A facilitator is somebody who is checking in with the audience, asking the audience questions, getting feedback, getting real-time interaction with the audience. That's what a facilitator does. And so when you're in a room of 20, 30 people, it's easy to take on a more facilitative role where there's way more interaction. |
| Michelle Mazur:  [00:22:00] | When you are a speaker, you are literally a performer. All eyes are on you. You are guiding the whole journey that the audience is on with you. You can't check in with them and see if they're all understanding you. You can't ask a lot of long questions where you can get their feedback and their ideas. You are in charge. So for me, owning the room means you are fully in your power, you are taking a leadership position in the speech, and you are guiding that audience to the change you want to create for them. |
| [00:22:30]  Lisa Osborne:  [00:23:00] | Mm-hmm (affirmative), awesome. I'm dying to ask you this next question. So, many who are listening to us right now likely work in corporate environments, so mid-size, larger organizations, lots of layers of stakeholders and decision-makers. Many are likely insights or marketing professionals who are tasked with crafting stories, sharing presentations to varying audiences, making recommendations around business or brand changes, investments to make, things of that nature. And I think it's safe to say that influencing in order to have an impact and drive action are really critical desired outcomes. |
| Lisa Osborne:  [00:23:30] | So given this environment, given the audience today who might be listening, I'm interested to know if your clients, any of your clients, are working in similar environments? And does the work you do with them differ based on that type of context and setting versus "I want to build my business as a speaker," go out externally to do presentations and speeches? Does how you approach your work with them differ if they are working in that type of environment? |
| Michelle Mazur:  [00:24:00]  [00:24:30] | Not really. I mean, obviously I'm not talking to them about building a business, which is what I do with my messaging clients because I want them to make money in the world. But for them, I mean, the same principles apply. You need to be creating an audience journey so when you walk in the room, you know exactly what the challenges those stakeholders are facing, you have to understand what their resistances to change. What is the resistance to what you're proposing and what you're recommending? You have to be thinking about all of that. And that's the same thing I do with my speakers and even with my business owners who I'm doing their brand messaging for because we have to be inside of their heads and we have to be prepared to talk about their resistance, to talk about their challenges, to meet them exactly where they are. So that part of it doesn't change. |
| Michelle Mazur:  [00:25:00]  [00:25:30] | The parts of having a good intro, a good conclusion, that doesn't change. The parts about being really clear on what you want them to act on or even ... It's like if they remember nothing else from this presentation, which they probably won't after you leave, what is the one thing you want them to remember? What is the one thing you want to act on? Especially if you're giving them a slew of recommendations, what's the one most important thing that will actually make all the other things you're recommending easier to do in the future because that's where the focus needs to be? So what gets deleted gets deleted. So in my work obviously, when I work with business clients, but with corporate, it's the same principles. These principles of communication are universal. No one's a special snowflake is basically what I'm saying. |
| Lisa Osborne:  [00:26:00] | No one's special. I like that. Do you have any best practices or ways to approach the idea of getting an understanding what that resistance to change will be, or what your audience needs or is looking for? Are there certain approaches that you take as you think about how to do that? |
| Michelle Mazur:  [00:26:30]  [00:27:00] | Well, I mean, when I'm working with businesses, I'm like, "Talk to your clients. Find out why did they hire you? What was their any objection or resistance to making that decision?" But when you're on the client side in the corporate world or you're servicing, working with people, you actually can have conversations about that before you go into the big presentation. You can talk to your point of contact. You can talk to the other people that you've been working with on this project that you're presenting and asking them for what they think. "Is there anything that people are going to struggle in here accepting? Or they're going to roll their eyes because they've heard this before." And "Blah, blah, blah. Once again, we spent $50,000 on a project that gets us nowhere." Talking to your people who are your points of contact, I think that is a crucial piece. |
| Lisa Osborne:  [00:27:30] | Mm-hmm (affirmative), mm-hmm (affirmative), yeah. And going back to a previous point that we covered around sort of inserting yourself or your story obviously, in service to your audience, I'm interested if that insertion of self, I'll call it, when you're in a corporate setting, does that look differently? Should it look different? I think there might be some worry or fear around putting yourself into the message or putting yourself out there, given certain organizations and certain cultures, corporate cultures. And I would love to pick your brain a little bit around that idea of inserting yourself or telling maybe your story in service of your audience and how that might look different or not. |
| [00:28:00]  Michelle Mazur:  [00:28:30] | Yeah. I mean, you'll tell a different story because it needs to be relevant. You don't want to tell them about how in 8th grade everybody made fun of you. That doesn't make any sense with the work that you're doing. So for instance, when I was still doing market research, I was presenting this shopping study and I started that presentation with this memory that I had of my stepmom would only go to the grocery store every two weeks and she would do this massive grocery trip. And if we ran out of milk during those two weeks, well then too bad, she wasn't going back. |
| Michelle Mazur:  [00:29:00] | And for me, and then I transitioned and it's like, "Yeah, and that kind of mom doesn't exist anymore. Moms are always at the grocery store, sometimes making several trips a day." So it was a really cute, personal story about this memory I had growing up, but then it was like, "Bam! And this is how things have changed and that's why it's relevant to you." So it's about picking the story or, especially with qualitative research, you get all these great stories from your focus group members. You can share some of that and your insight that you had when you were interviewing this person. Maybe this person gave you a big aha moment about the project you're working on. So sharing that story of you and this other person could be appropriate. |
| [00:29:30]  Lisa Osborne: | Yeah. I love that. I mean, we talk about that often, the idea of "How do you bring your consumer, your constituent, your customer front and center, and hear from them directly?" So it's kind of similar to "It's not about you; it's about the audience." And for the audience, it's about your customer or your end consumer. Yeah, yeah, absolutely. |
| Lisa Osborne:  [00:30:00] | Let's talk more about 3 Word Rebellion and that awesome book, which I absolutely loved. But for those who are not familiar and have not yet read your book, can you share a little bit about what the significance of the three words in the 3 Word Rebellion is? What is the rebellion you're prompting readers to take? |
| Michelle Mazur:  [00:30:30] | Oh yes. So the 3 Word Rebellion at its core is a one-of-a-kind message that encapsulates the change that you want to create for your audience, for you people, for your clients, for your customers. And where this idea came from, it happened when I was completely burned out working with speakers. I think I was done. I didn't want to be talking about how to get paid for speaking anymore. |
| Michelle Mazur:  [00:31:00] | And I noticed a really interesting pattern. I noticed that social movements did such a great job at encapsulating the change they want to create in the world in just a few words, whether it's Black Live Matter, Me Too, Time's Up, even Make American Great Again. It's so clear what they want to change. |
| Michelle Mazur:  [00:31:30] | And then I also had this aha moment that the speakers and entrepreneurs and business owners that I most admire, that I most was influenced by, they did the same thing, whether it was Simon Sinek and Start With Why or Mel Robbins and The 5 Second Rule. They're able to encapsulate what the change they create in just a few words. And I'm like, "Oh, oh, that's so interesting." |
| Michelle Mazur:  [00:32:00] | And then I thought, "Well, what if I used some of the questions that come from social movement theory and how to build a movement and just let my clients free-write around this, and see if I could help come up with their message?" And so I experimented, with their permission, and it worked. And I was helping people find their message so much faster because messaging is this thing that we constantly struggle with as business owners or as ... Actually, communication is one of those things you're constantly struggling with, like, "How do I say this so that people understand, so that people are curious, so that people take action?" And when I realized this, I was like, "Oh, I think I have something here, something to share." So that's where the 3 Word Rebellion came from. |
| Michelle Mazur:  [00:32:30] | And why I chose three words is because well, how human beings process information, three is optimal. Three allows us to form a pattern. Three is also a very significant number in our culture, so father, son, holy ghost. Deaths always happen in threes. All of those things are around three because three is the ultimate pattern. |
| Lisa Osborne:  [00:33:00] | Mm-hmm (affirmative). So the goal or the idea is that each person has a powerful message or needs to identify or find their message. And that message should be able to be communicated in three key words. Is that correct? Or am I- |
| Michelle Mazur: | Yeah. And I would say I actually give you some wiggle room. It's like two to five words because we can remember up to five, but if it's any longer than that our brains can't hold that much information. |
| Lisa Osborne:  [00:33:30] | Right, right. So going back to the previous comment around the environment and that corporate environment that many listeners might be living in and dealing with right now, is 3 Word Rebellion something that can be applied to those who are dealing with that corporate culture? |
| Michelle Mazur:  [00:34:00] | Absolutely. Especially if you're interested ... If you feel like you're an entrepreneur in your organization or you feel like there needs to be change that is made, then your three word rebellion can actually help you lead that change. Instead of being the person who's always saying, "Oh this ... " |
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|  | **Section 3 of 3** [00:34:00 - 00:48:49] *(NOTE: speaker names may be different in each section)* |
| Michelle Mazur: | That change instead of being the person who is always saying, oh, this should be different and complaining about what's wrong in the organization, if you actually have a three word rebellion that is about the change that you want to create for that organization, you understand why it's important, how it benefits the organization, it is going to be far more effective for you to be leading that change. |
| Michelle Mazur:  [00:34:30] | I think going back to our conversation about speaking and telling your story like if you're hired as a consultant and you're doing research, having a three word rebellion to have them buy into the change you want to create or the change they need to create to move their business forward, I think is key because now it's not about you saying it, it's about having this message that is leading the change. |
| Michelle Mazur:  [00:35:00] | I think this is a great time to go back to the whole idea of leadership. That's why when you have a three word rebellion, it's requiring you to step into your leadership and own your power and doing your duty of spreading that message so as many people who need to hear it so that it can have the impact that you want to make. |
| Lisa Osborne: | Mm-hmm (affirmative). Yeah. Yeah. |
| Michelle Mazur:  [00:35:30] | I think there is an ethical way to do it. Right? The three word rebellion can be used for evil. I talk about that in the book because it is hugely important to me but I do think there is a power when people understand and talk about your message. For instance, the last couple of events I have gone to I have walked in a room and someone has pointed at me and said, you're the three word rebellion woman and I'm like, yes, yes, I am. Then one of their friends is like, oh, what's the three word rebellion and my new found friend just happily talks about it. |
| Lisa Osborne: | Nice. |
| [00:36:00]  Michelle Mazur: | And I think that's really the power of having that kind of message that makes people curious and interested and makes them feel a part of something that is bigger than just themselves. |
| Lisa Osborne:  [00:36:30] | Right. Right. And it's almost necessary that you're not the only one spreading the message and talking about it. It does require engagement and it requires other people to speak for you in some ways. |
| Michelle Mazur: | Yeah. Yes. Yes. |
| Lisa Osborne: | I think the tenets behind that, that I go to is in order for that to happen there's a lot of ingredients that go into that but one that feels very important is your story has to be memorable. It has to be clear and simple enough to allow people to understand and internalize it and then sort of replay it and spread it. |
| Michelle Mazur: | Yes. |
| [00:37:00]  Lisa Osborne: | I wonder if you have any tips or tools to help make sure that people are getting that stickiness. That there is some way to be clearer, simple and memorable to allow for that to happen. |
| Michelle Mazur:  [00:37:30]  [00:38:00]  [00:38:30] | Yes. I think part of it is like the exercises in the book. So, in the book there is a lot of free writing, I ask questions like, what are you rebelling against? What change do you want to create? What ticks you off? And I think the first tool or tip I have is getting all of your ideas out of your head and onto paper where you can actually deal with them because with finding out what that message is that we want to lead with, we're so up in our heads and so very close to our message that we can never see it or we try to over complicate it. We use our branded language or we use words that nobody understands except us and then people are like, I don't understand. So, it does have to ... Getting everything out of your head and onto paper I think is a key tip of where to start to find that simple, clear message because I believe that your three word rebellion already exists. It's in what you're saying every single day as you talk to your clients and your customers and other people in your organization so it's just about capturing that and pulling it out and finding it and then after that I think for, the power of the three word rebellion really lies in it's ability to create curiosity because it's that initial like, woo, tell me more. |
| Lisa Osborne: | Mm-hmm (affirmative) |
| [00:39:00]  Michelle Mazur:  [00:39:30] | For instance, I think about [inaudible 00:39:02] start with why. That's a super simple statement but what it does, it makes you go, oh, I should start with my why and then go what the heck is my why and how do I find it? I don't know. So, it draws you in because it gets you thinking about what's next and so anytime you can create that curiosity factor where you're telling people, I talk about that there is two different types of three word rebellions. There is the rallying cry which starts with a verb like start with why we're telling people exactly what to do but then beginning to think about, how do I do that? Or there is the naming the change that you want to create. Whether that's the five second rule which is literally her whole message. She's made millions of dollars from this message. She counts backwards from five and takes an action. That's it. Five second rule. |
| Lisa Osborne: | Nice. |
| [00:40:00]  Michelle Mazur: | But I've created so much curiosity, right? So, I think you want to put the words together in ways that create curiosity that open a loop that make people go, huh, that sounds cool but what is it? Tell me more. |
| Lisa Osborne:  [00:40:30] | Right. Right. Yeah. When I hear the notion of the memorable, simple, clear, creating curiosity, I instantly go to avoiding jargon and avoiding technical terminology and things that might get in the way of your story. Like, how can you simplify? How can you make it clearer? |
| Michelle Mazur: | Yes. |
| Lisa Osborne: | Use an analogy. Bring in a metaphor or do something that people can go, oh, okay. This applies to me. It's not just some mumbo jumbo that I don't understand. |
| Michelle Mazur: | Yeah. Yeah. Because especially in the corporate world I think there is a lot of attachment to jargon. |
| Lisa Osborne: | Yeah. |
| [00:41:00]  Michelle Mazur: | And acronyms and all kinds of things and that's not where a clear simple message starts. It never starts with any of that. |
| Lisa Osborne: | Mm-hmm (affirmative). Even if it's the group of corporate people who all know the language. I assume. |
| Michelle Mazur: | Yeah. Yeah. |
| Lisa Osborne:  [00:41:30] | The other space that I go to, hearing what you have to say is have a point of view. You're not just spewing data or a string of facts or we heard this or our research told us this. Have a point. What is this information in service of? What's the goal? What's the impact? What action are you personally advocating? And in that way I think you have to put yourself into the message as well. |
| Michelle Mazur:  [00:42:00] | Oh, yeah. Organizations don't hire you to come in to do research to be like, oh, 53% of the people said blah. No. They want your interpretation of what that 53%, what does that mean for them. What should they do with that which means you do have to have your strong point of view which maybe polarizing to some people. Like people may want to debate you on that and there is nothing wrong with that conversation but if you're not taking a strong point of view, in some ways I don't think you're being of highest service to your client. |
| [00:42:30]  Michelle Mazur:  [00:43:00] | I remember doing client side research, like market research back in the day. It was like, I don't know in some ways you're told not to lead. Like, you should just please the client. Tell them what they want to hear but sometimes that is not in service of them. If the data is showing you something else and the story says something else and you're like, that's really going to make them angry. We shouldn't do that. We want a happy client. I'm like, no. That's when you really need to lead because that whole organization needs to face the truth. |
| Lisa Osborne: | Are there any sort of mindset shift or practice that people can do so that they're getting themselves into that space where they truly are embracing and grabbing ahold of that role as leader? |
| Michelle Mazur:  [00:43:30]  [00:44:00] | Yes. Yeah. It's so interesting because I do face that with some of my clients and the work that I do like even in my own content and my own messaging I talk about how we kind of shy away from that because ... Oh, and especially women. I know you have both women and men who listen to this but we don't want to be seen as too much or too bossy or telling these people what they should do and from part of it is realizing that people pay you for your leadership. They want to see you, hopefully, not all organizations but they want to see you take some type of initiative and share your opinion and have your strong point of view and I think it's always about reminding yourself of that because I guarantee you even if the big decision maker doesn't agree with your point of view they'll probably somebody that comes up to you afterwards and say, hey, thank you for saying that because it's been something I've been thinking forever and I haven't been able to say it. |
| [00:44:30]  Lisa Osborne:  [00:45:00] | Right. Right. Lots of great, I think take aways from our conversation and I have jotted many of them down as we have been talking. So, it's not about you, it's about your audience. How are you being single minded and clear and like what is that one key point that you're trying to make? Don't try to jam in a million or even five different things in your message and the other one that I think is so great is the intro and conclusion are the most important parts of your speech and don't waste that prime time, that prime real estate. |
| Michelle Mazur: | Mm-hmm (affirmative). |
| Lisa Osborne:  [00:45:30] | Any others or maybe if what you think are the most, absolutely most important things that people who are listening right now should take away, keep front and center as they go forth to improve their impact with the stories they're telling. If there is only one or two key things that they should take away from the conversation today. What would those be for you? |
| Michelle Mazur:  [00:46:00] | I think number one as we were just talking about this because this is so important in the work that I do is don't be afraid of your audience saying no or their resistance. Like, that's something to be talked about, nurtured, cherished even. Don't be afraid to have those conversations and treat it as a conversation not just like I'm telling you what to do. It's like, no, I want to know what you think so that you can talk about that resistance and help people around it so that the organization can change in a positive direction. So, that would be one of my big ones. |
| [00:46:30]  Michelle Mazur: | I think number two, simplifying. The three word rebellion is all about simplifying so that you create curiosity. So simplify, simplify, simplify. |
| Lisa Osborne:  [00:47:00] | Simplify and my take away from creating curiosity is don't necessarily tell them everything and every detail and there is kind of a teasing element too. I would assume where you have to create that curiosity of I want to listen more. I want to stick with this. I want to hear what else they have to say. |
| Michelle Mazur: | Yes. |
| Lisa Osborne: | I think so often we just want to jam everything into your point. How do we not do that? How do we avoid that? |
| Michelle Mazur:  [00:47:30] | Yes. Yes. Because when we jam everything in and we overload people we're not giving them the space to actually think and the way our message gets remembered is by others thinking about it and applying it to their business, their life, their project they are working on. |
| Lisa Osborne: | Yeah. Awesome. Awesome. Michelle, thank you so much. I'm so glad that we got a chance to connect and you are sharing all this wonderful information and I know everybody that's listening is going to get a ton out of it. So, thank you so, so much. |
| Michelle Mazur: | Oh, you are so welcome, Lisa. This was so much fun. |
| [00:48:00]  Lisa Osborne:  [00:48:30] | Thanks for listening to our Story Masters Series. Be sure to check out Mazur's latest book, Three Word Rebellion. Available on Amazon.com. It's an excellent resource for spoken stories and crafting your own rebellious message. The next time you find yourself preparing for a presentation, I challenge you to access your inner John and Yoko. They knew their audience. They had a clear message. They were totally themselves. Artistic and a little weird but totally themselves. In a time of Instagram artifice I find their message refreshingly real. For more information and inspiration, let's start a conversation. Email us at hello@ignite-360.com and until next time, I'm wishing you a day filled with amazing stories and clear messages. |
|  | **Section 3 of 3** [00:34:00 - 00:48:49] |