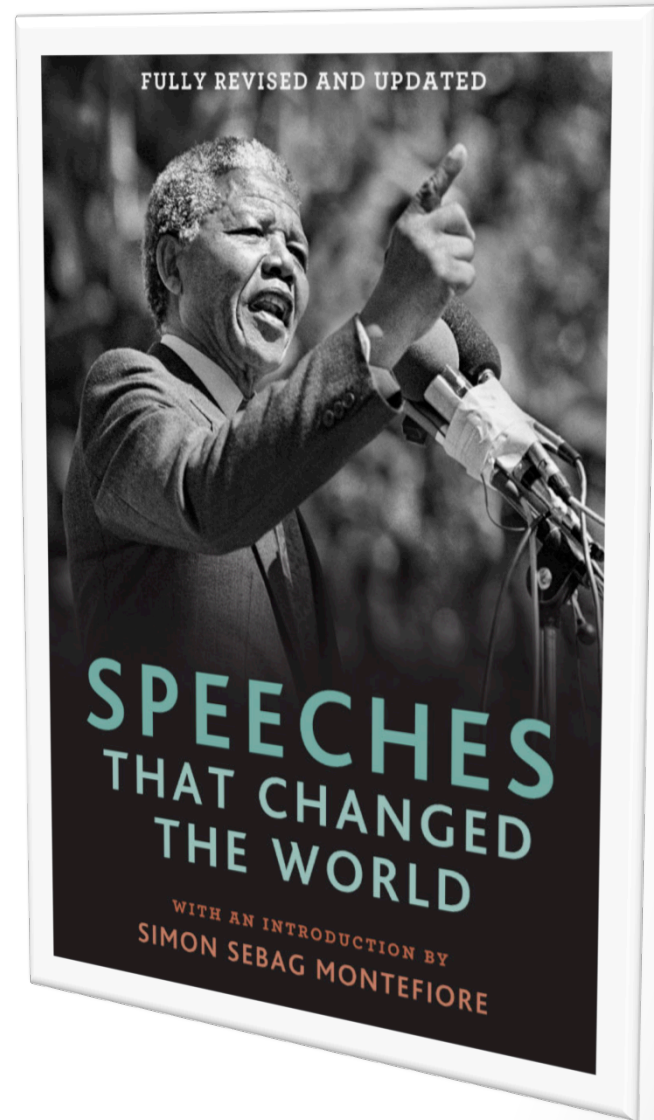


Words, Power & Influence





How to Harness the
Power of Words ...?

What Change Am I trying to Make?



What Change Am I trying to Make?

1. Unlock Mind
2. Communicate Better
3. Gift



Outline

1. Why are Words Important?
2. Why We Read?
3. How to Capture Attention?
4. How to Write Better?
5. Why We Write?



A Promise.

A Pledge.

A Pact.



Why are
Words
Important?

Words have the
Power to
Change the World...

For Better

Or Worse



The Knowledge Economy



“No matter
what people
tell you,
Words and
Ideas can
Change the
World...”



What will your Verse be?

WHY WE READ?

3 Main Reasons

- Informative
- Interesting
- Relevant

We need a Broader
narrative than the
above!

Exercise

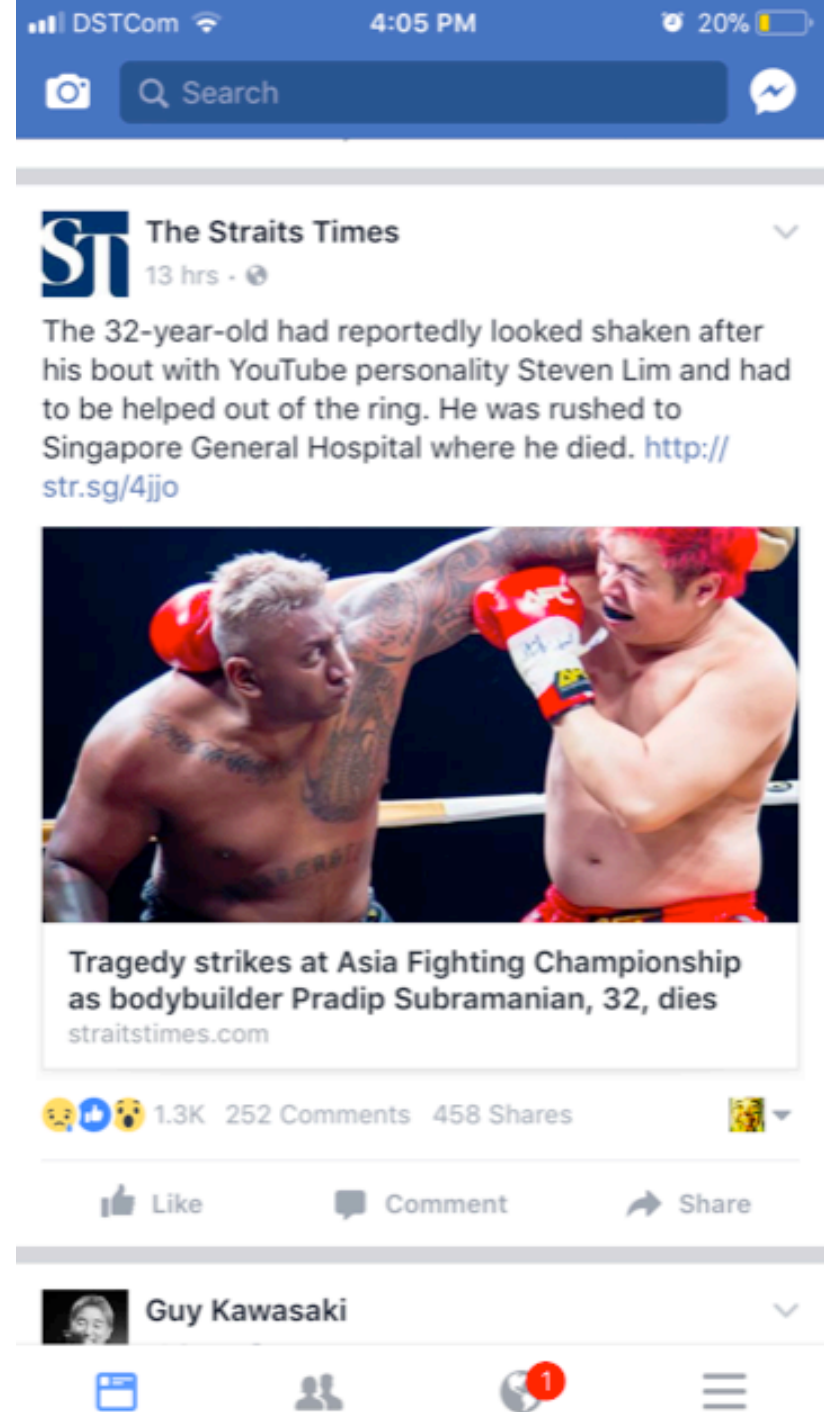
What did you last

Read, Watch, Like & Shared?

Meaningful & Inspiring



Fresh & Shocking



Sexy / Edgy

DSTCom 3G

3:38 PM

11%

205

12 Comments

19 Shares

Like

Comment


Share

Bloomberg

Bloomberg

14 hrs · ⚙

It's a stunner. And it's already sold out.




A First Look at the \$2.6 Million Aston Martin Valkyrie Hypercar

bloomberg.com

1K

128 Comments

178 Shares



Like

Comment

Share

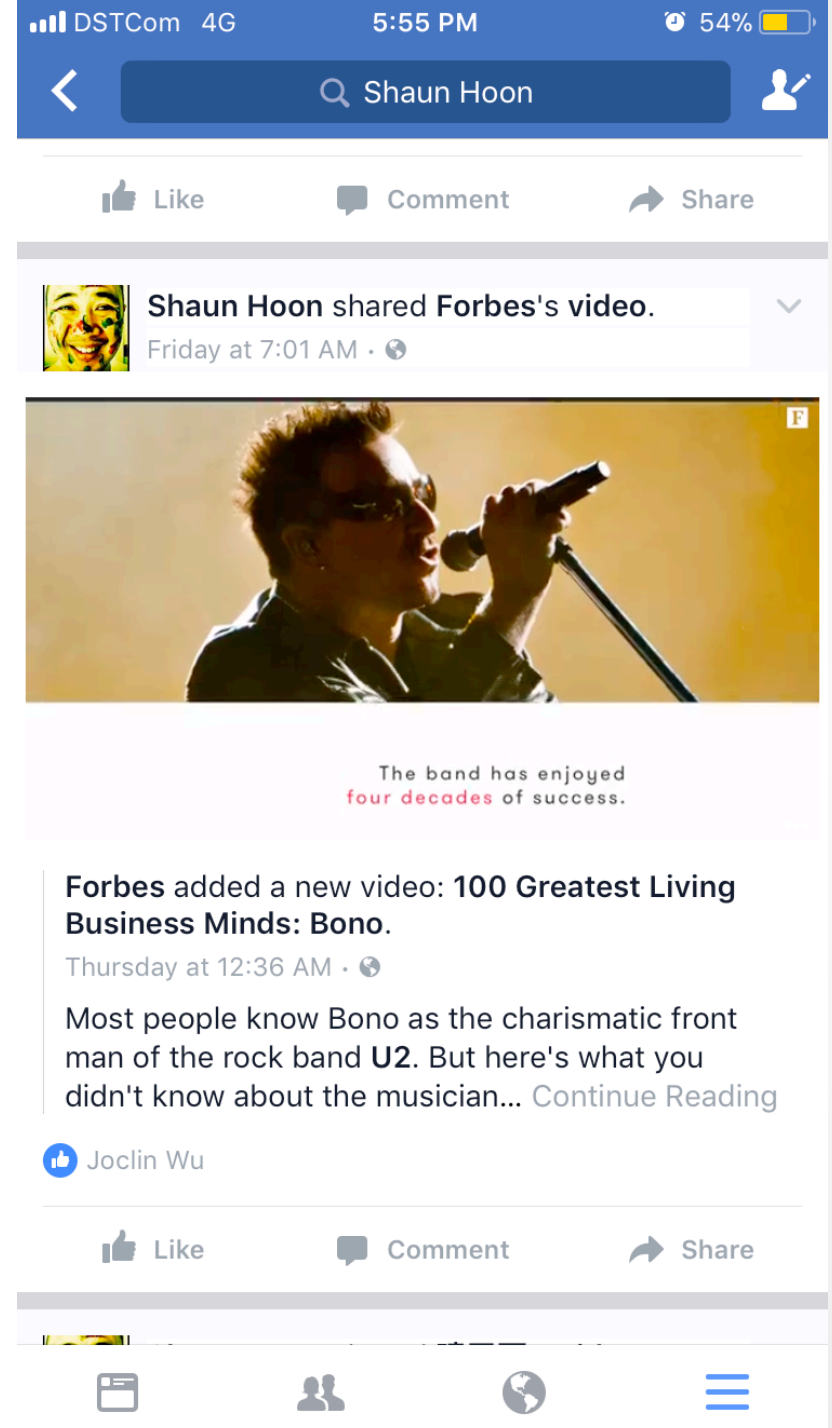
Suri Han-Tak Goo Filan, Deus Valentine Rweyemamu and 36 others like United Nations.

UNITED NATIONS

United Nations was live.

Sponsored · 🌐

Entertain & Learn



So What?!

DSTCom 3:24 PM 30%

5.9K 315 Comments 3.9K Shares 224K Views

Like Comment Share

Fortune
24 mins · 🌐

Meet the 35-year-old woman that just inherited In-N-Out Burger – and is now a billionaire <http://money.us/2pVf06k>

PHOTO: ORANGE COAST MAGAZINE

LYNSI SNYDER JUST GAINED FULL CONTROL OF IN-N-OUT BURGER.

Money

17 8 Shares 1.5M Views

Like Comment Share

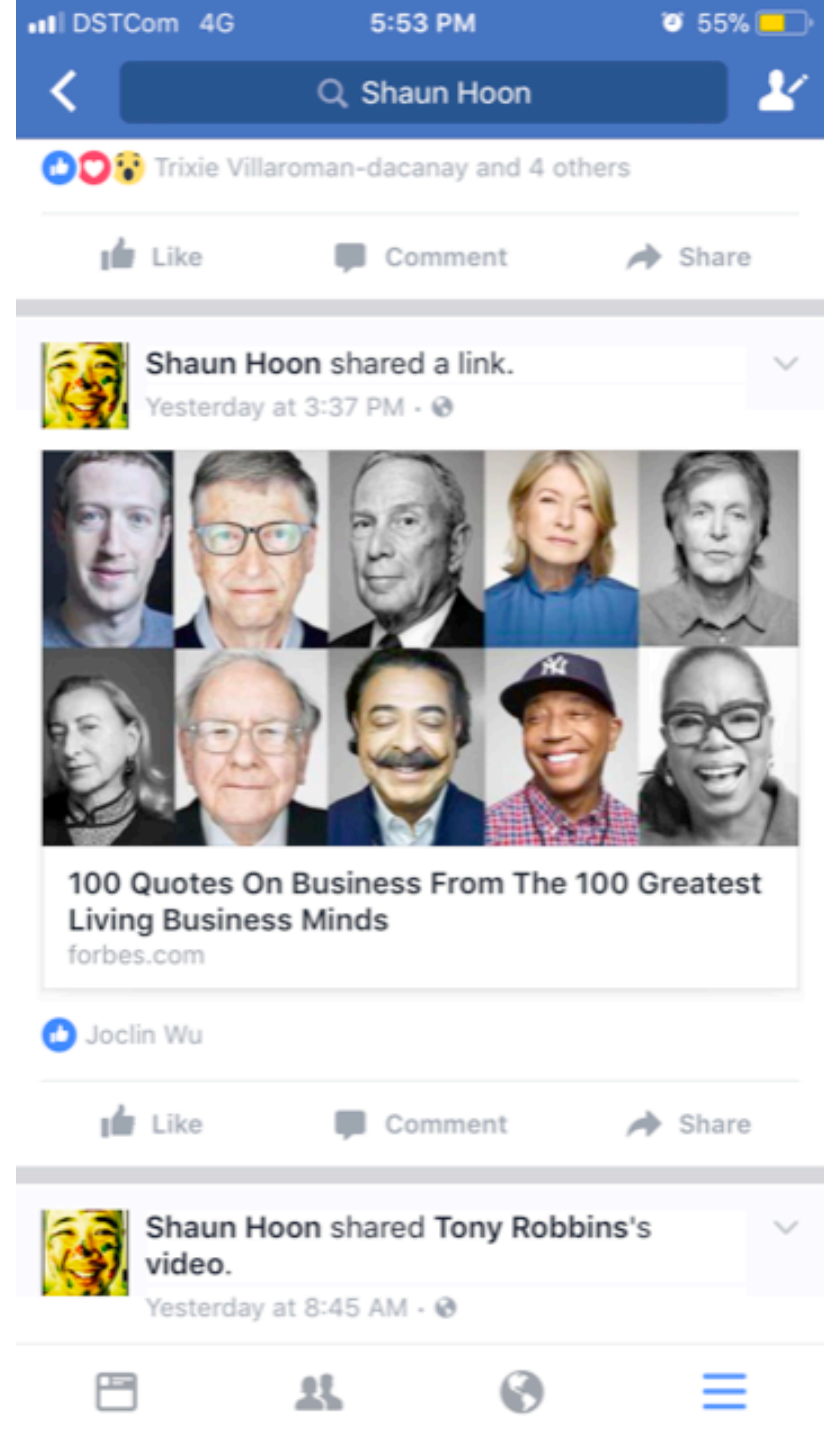
Xavier Fong shared Bright Side's video.
7 mins · 👤

📅 👤 🌐 ☰

Curious



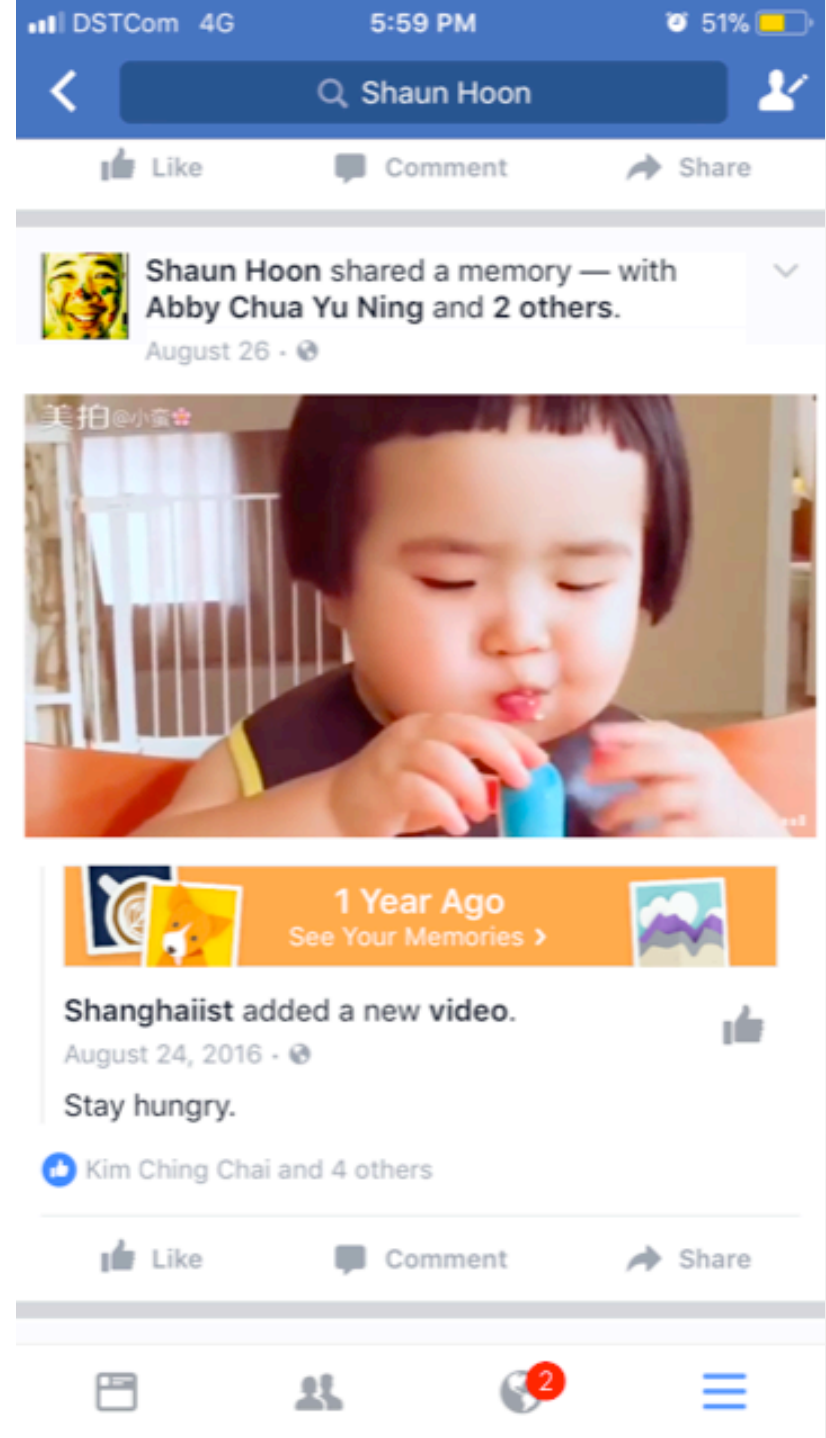
Substantial



Unconventional



Cute
&
Funny



Important

British Red Cross
September 8 at 4:06 PM

How to save a baby from choking

FIRST AID

0:02 -1:18 HD

Three out of four parents wouldn't be able... See More

4.4K 2K Comments 32.2K Shares 1.5M Views

Like Comment Share

Mental Floss
November 23, 2016

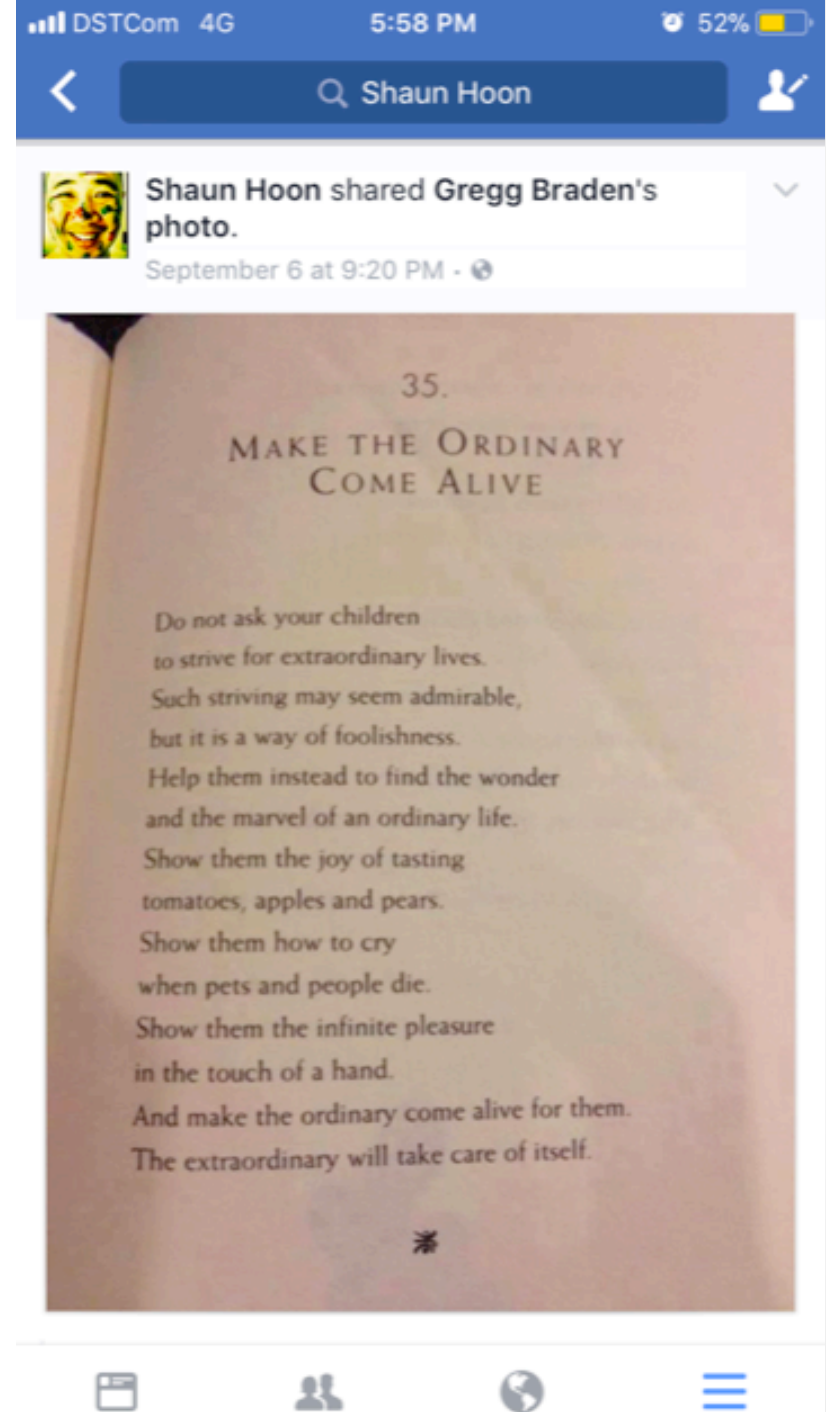
Educate



Touching...

But!

We No
longer
read this!



What Readers Want?

- Smarter
- Inspired
- Empowered
- Impress



"All the News
That's Fit to Print"

The New York Times

Late Edition

Today, a mixture of clouds and sunshine, seasonable, high 56. Tonight, clear, low 47. Tomorrow, sunshine, breezy, slightly milder, high 62. Weather map appears on Page B12.

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WE ARE ALL (Shallow) HEADLINES READERS



Once Unthinkable Takes Shape

By PATRICK HEALY and JEREMY W. PETERS

The American political establishment reeled on Wednesday as leaders in both parties began coming to grips with four years of President Donald J. Trump in the White House, a once-unimaginable scenario that has now plunged the United States and its allies and adversaries into a period of deep uncertainty about the

spired pleas of unity from his two biggest opponents, President Obama and Mrs. Clinton. At separate news conferences, they urged Americans to come together for the sake of the republic, and for the good of Mr. Trump's presidency.

"We are all now rooting for his success," said Mr. Obama, who

Attention is the New Currency



How to Capture Attention?



DANIEL FLYNN'S TED-X STORY

APR - JUN 2016

INSPIRE

BY AEWON

Exclusive Interview:

Guy Kawasaki

Author, The Art of The Start

Brunei's First
Kickstarter
Success Story
Lucy Bartlett

SOON LOO

*Brunei Born
Ten Outstanding Young
Persons of the World
by Junior Chamber International*

**IDEAS
INNOVATION
ACTION**

Newstand
BND 5.00
www.YesInspire.com

1. Create Better Headlines

Watch Guy Kawasaki Video on Mantra



2. Use
Pictures!





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HAPPINESS





PERFECTION!



(So Close)



MADE FOR ALL





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Los Angeles

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877.733.3305

DON'T BE LATE!

3. Eliminate!

Watch Drop Like Stars by Rob Bell from 58 Minute



What Do You See?





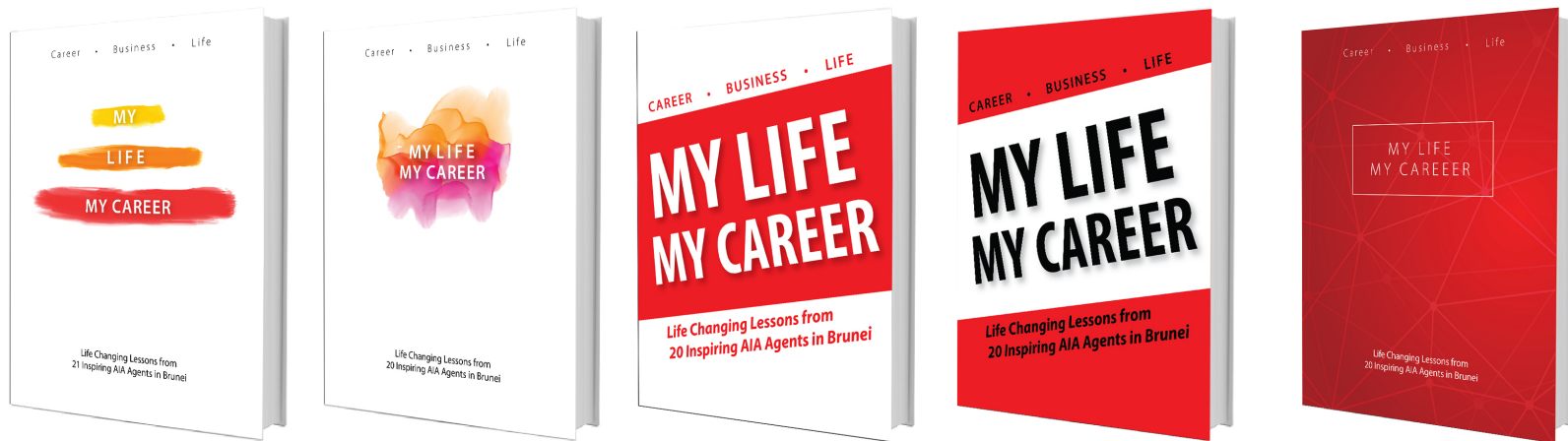
4. Take Risks

A photograph of a traditional Chinese calligraphy desk. In the center, a black metal brush holder stands on a wooden surface, holding five brushes with dark handles and white bristles. To the left and right of the brush holder are two rolled-up scrolls of white paper. In the foreground, a large, dark, irregularly shaped object, possibly a piece of stone or a large brush, lies on the desk. The background is a white brick wall, and green bamboo leaves are visible on the left and right sides. A diagonal shadow of a plant branch is cast across the upper left portion of the wall.

5. Write Better!

(Duh!)

How to Write Better?



1. Keep Refining

How to Write Better?

2. Find a good story
3. Steal!
4. Discipline
5. Exercise Good Hygiene
6. Have clarity



7. Ask Better Questions!

How to be a Great Interviewer?

1.
Don't
Judge



2. Go Deep!



How to be a Great Interviewer

3. Connect
4. Be Insanely Curious
5. Do Homework
6. Be Present
7. Have a Purpose
8. Address the Elephant
9. Shut Up

Why We Write?



Watch Neil Gaiman – Make Good Art

My Gift For You...



Find your Voice

Words have the
Power to
Change the World...



BE

IMPECCABLE

with your

WORD

What Change have I made?

1. Unlock Mind
2. Communicate Better
3. Given your Voice Back!



What have you learned?

1. Why are Words Important?
2. Why We Read?
3. How to Capture Attention?
4. How to Write Better?
5. Why we Write?

Exercise

- Write a Letter to your Younger Self.
- Turn Photos into live!
- Study 5 of the recent items you shared. Ask Why?

Home Work

- How has this session changed your perspective?
- What action are you going to take with this insight?

Keep in Touch!

Shaun@catalyst.com.bn