

# Exercise: Heart, Head, Hands



This exercise is a quick and practical way to refine your communication.

It is especially well suited to brief verbal presentations, of perhaps five (5) minutes or less, and brief written summaries such as an executive summary of a business plan or development plan.

**Exercise**

## 3Hs – Heart, head and hands

This approach focuses our attention on only three aspects of our organisation.

This is to:

- Help you organize your thinking easily
- Aid in your recall
- Aid in delivery of your marketing message
- Aid in the recall of your key points for your audience

Heart	
Engage your audience.	
Use a story, case study or emotional hook.	
Head	
Convince your audience.	
For instance go deeper with some statistics to back up the need. Basics of what you do. Something concrete to back up your impact.	
Hands	
Close / Have a call to action.	
Most people don't ask for anything. Be explicit and ask for something – a contract, a purchase, a meeting, a card, an opportunity to call.	

Be aware that this tool is intended to organise your thoughts into a logical and engaging way. It is **not** meant to provide a script that is the same each time you speak, present or write. To memorize your answers and use them parrot fashion will remove the spontaneity and passion from any presentation you make.



**Be Aware**