

# GOAL FOR PIO'S

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- Get the **right** information
- To the **right** people
- At the **right** time
- So they make the **right** decision

# GETTING YOUR MESSAGE OUT

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- **72% of people would rather watch video than read\***
- **Short videos work best (30-60 seconds)**
- **Experiment with videos**
- **Practice making videos in “peace” times**

\*Source: Buffer Blog







# “THEY DIDN’T REPORT WHAT I SAID...”

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- **S**ingle
- **O**verriding
- **C**ommunication
- **O**bjective



# THE CCO TEMPLATE

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- **C**ompassion
- **C**onviction
- **O**ptimism

# VERBAL/NON-VERBAL EXERCISE TOMORROW

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