

# Brand Camp

— WORKBOOK —

## *Session 3: Video Script*



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VIDEO  NARRATIVE  
video. brand. web.

## AUDIENCE & THEIR STRUGGLE

[Amir, looking directly towards camera:]

There's no way around it...if you're a leader right now, you're in a challenging place.

[ Smile and pause ]

You have the same responsibilities of leading your team and the results you need to achieve, but you now have less resources, you're probably facing cutbacks, and you're making serious changes in the way you do your work.

[With a small smile]

And you probably have some serious concerns yourself trying to figure out how to motivate your team when you might not be feeling motivated yourself...

So here's the question we're all facing:

**How do I get my team to move to a new level of effectiveness *right now* when we need it most?**

Because the reality is that a crisis is the best time to build TRUST and collaboration in your organization.

*Audience:*

Amir names his audience and speaks slightly irreverently, which is his style.

*Struggle:*

He describes the challenge in their own words. (External pressure)

*Struggle:*

Internal Pressure

*Struggle:*

Germaine question with no additional improvements to be more accurate.

### Notes:

This script was written from a recording. The language remains intentionally conversational, even if a few words are repeated.

The more natural the words sound to the way you speak, the more the audience will believe what you say.

### Suggestion:

Speak your thoughts out loud and record them. Then, use the recording transcription to edit. (Otter.ai is the lowest cost transcription service.)

## STORY & STEPS FOR CHANGE

So...whether this is a good or bad thing, I've actually been in this situation quite a few times both personally and professionally. Throughout my career, I was deployed for 7 turnarounds in companies throughout the world. Some were mergers, a couple were companies that were completely tanking, and in one case, I was in a country where the currency was devalued by 50% literally within three days.

Every time, the companies were undergoing significant pressures to cut costs and we had to do things very, very differently to not just survive...but thrive in those situations. And we did! Every time, we were able to transform the situation and bring great results to the organization.

Here's what I learned during all of those experiences:

You will survive this. (Pause) But, here's the truth: Whether you THRIVE or not...that's up to you.

The thriving part, that's a process.

Over and over, we've seen it comes down to these five steps:

First, you're going to have to get creative and share a transformative vision that energies the whole team.

Next, you're going to have to be very authentic about the current reality, you'll have to let your team know, "I don't have all the answers," and...you'll need to engage everyone in this transformation effort.

The third step is to make it easy for your people to become a part of the solution and speed up how you address issues.

And finally, you'll have to develop a process so you can adapt to the changes you'll see in the coming months quickly, and build on successes along the way.

*His personal story:*

A leader says, "I've been here before," or "I've walked someone through this before."

It's either your story or a case study.

*Moral / Lesson:*

Every story needs to have a lesson or moral they can apply to the situation they are in. We sometimes forget to share the lesson before moving to the steps.

*Steps for Transformation:*

These are animated to the side of him as he speaks. Viewer is listening and reading at the same time to capture both auditory and visual learners.

## NEW RESULTS & CALL TO ACTION

Look right now, most of us are in survival mode. There's no way to downplay that.

But, when you set a new vision, every challenge you'll face in the coming months will be easier because you'll have the right context to place it in.

If you want to get clear about envisioning a new future for your organization and walking through these five steps, we want to make that happen for you.

You can book a strategy session using the link below. There's no cost for these sessions. We want them to be a gift. The session is designed for you to create a new mindset and think through the vision you'll put in place during this new challenge.

The other really cool news to share is that we are addressing those five steps to take with your teams every week through a series of 5 trainings. You can see the list and dates below.

So whether it's in person or one of these trainings, let's get together. Let's build a new vision that will motivate your team and transform your organization, rather than simply trying to survive the next two quarters.

Use the links below to schedule some time.

*Results:*

New outcome that will make the situation easier.

*Call to Action:*

Listing the no-cost step they can take to get these results.

*Call to Action:*

Linked back to the question they were asking themselves in the challenge section.

Notes: