

Ep 317: Rhett Reese

Key Takeaways

Pitch the Outcome

A compelling pitch focuses less on your idea and more on the outcome it creates.

Lead With Care

In conflict, genuine care for the relationship and outcome can create greater influence.

Simplify the Story

Strong communicators simplify complex ideas while staying honest and focused on their audience.

Activity 1**Flip Your Pitch**

Take the opening of an upcoming pitch and rewrite it without mentioning your product, service, or idea. Instead, describe the problem solved and the outcome your audience wants. Does the new opening make your audience care before you explain what you're offering?

Activity 2**Change the Goal**

Think of a disagreement you're navigating. Before your next conversation, replace the goal of winning with a shared goal you both care about. What could change if your priority became solving the problem rather than proving your point?

Activity 3**The One-Sentence Pitch**

Choose an idea you're trying to communicate and explain it in one sentence without jargon or unnecessary detail. Then ask someone unfamiliar with the topic what they think you mean. What could you remove or clarify?

Today's Tip

In comedy, place the funniest or most surprising word at the end of the sentence for maximum impact.