

# SHOW BUSINESS FOR BUSINESS

I first heard the word edutainment on a Boogie Down Productions album when I was a teenager. I didn't realise I was being taught something, but I was. It stuck, and it ended up in my job title.

Use this before your next talk, pitch, video or post. Tick off what you've got, and fix what you haven't.

**“All business needs some show business. People don't just buy products, they buy emotions.”**

## BEFORE YOU START

- ☐ I know the one thing I want people to remember.
- ☐ I've started with the end in mind. I know the point I'm making and I've worked back from there.
- ☐ I know what my audience needs to hear, which might be different from what I want to tell them.

## BUILD IT

- ☐ There's a framework to hang it on. Frameworks give the structure and stories fill in the gaps.
- ☐ There's a story in it, with a problem near the start and the outcome at the end.
- ☐ The people in the story feel real. I've included the mistakes and the false starts, because people admire trying more than winning.
- ☐ Anything that's only there to make me look good has gone. Ego doesn't connect.

## MAKE IT LAND

- ☐ It's as short as it can be. The Steve Jobs biography is 25 hours on audiobook and 2 hours as a film. What can I cut?
- ☐ There's at least one bit that'll make people smile.
- ☐ I've shown I'm human. Even Superman isn't perfect.
- ☐ Slides are a garnish. If the projector dies, it still works.
- ☐ I know my structure well enough that I don't need to read it. Great chefs still follow a recipe, you just never see them read it.

## ON THE DAY

- ☐ I'm reading the room like I'd read a dance floor, and I'm ready to change the record if it's not working.
- ☐ It ends with a next step that starts a conversation. That's what marketing's for anyway.

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