

# EXECUTIVE SUCCESS PRINCIPLES® (ESP)

1. Communicate the vision
2. Speak in headlines
3. The three “must-make” points
4. Create witnesses
5. Don’t audition for the part
6. Embody your message



# Communicate the Vision

# The New York Times

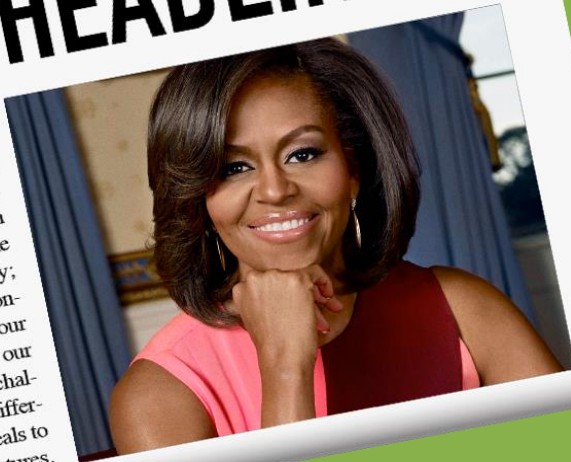
Every Day is a Great Day in 2021 75¢

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## SPEAK IN HEADLINES®

**An Appeal to the Senses.** By painting a picture or (if you're rather good at it) singing a fragment of a song or unveiling a great visual you help your audience to understand what the subject looks like and what it feels like. You make the subject concrete—or if you're feeling risky, you can even begin by making

**Effective Headlines.** Get your audience's attention. Motivate the audience to listen. Get to the motivation in a hurry. Engage the audience viscerally; make the abstract concrete; appeal to our senses and engage our emotions. Set a challenge ("Make a difference!") that appeals to our better natures. "We can start making



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What's in it for them?

Why should they listen?

What do you want  
them to do about it?



# The Three "Must-Make" Points



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# Don't **Audition** for the Part



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# Create Witnesses



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# Embody Your Message



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# CONNECT WITH CHARMAINE

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