

Art of the Pep Talk





1. Pain: *I know last week was hard.*
2. Action: *Stay strong.*
3. Value: *We must be balanced.*
4. Emotion: *I feel great peace.*
5. Belief: *I know you can do this.*

Values and Emotions



Speak by Design

Authenticity
Achievement
Adventure
Authority
Autonomy
Balance
Beauty
Boldness
Compassion
Challenge
Citizenship
Community
Competency
Contribution
Creativity
Curiosity
Determination
Fairness
Faith
Fame

Friendships
Fun
Growth
Happiness
Honesty
Humor
Influence
Inner Harmony
Justice
Kindness
Knowledge
Leadership
Learning
Love
Loyalty
Meaningful Work
Openness
Optimism
Peace
Pleasure

Poise
Popularity
Recognition
Religion
Reputation
Respect
Responsibility
Security
Self-Respect
Service
Spirituality
Stability
Success
Status
Trustworthiness
Wealth
Wisdom

From LeaderShape Institute

Team Example



Speak by Design

Pain: I know this plan is ambitious. It has been a rough couple of months.

Action: We have got to do the hard work.

Value: Remain disciplined. There is one trait that makes the difference between good and great. That trait is discipline. Discipline makes champions. We are not average. It is this sacrifice and push through the pain that yields the growth that will pave our future. We play to win. Our peers and competition will not be able to do it.

Emotion: The reward is going to be great and crystal clear. I am so excited for us.

Belief: I don't want to do this with any other people. No one can do this better than we can. We don't need external support. It is all within us. Our time is coming. I know we can do this.

Leader Message



Speak by Design

Pain: Business is down. It feels like there is no end to Covid fear. I know we have felt stalled in many of our pursuits.

Action: We must be strong. Strong for each other. Strong for our teams.

Value: Our character is being tested, and we are always steadfast in our integrity. We do the right thing even when no one is watching - even when the media does not notice. We know who we are as leaders and as Company ABC.

Emotion: Your loyalty and compassion for our people is commendable. I am so proud of how you are leading and will lead your teams out of this shadow.

Belief: We are going to be leaders during this pandemic. We are not going to wait around for the world to tell us who we are. We are leaving a legacy around us every day with how we behave with our teams.

Client Message



Speak by Design

Pain: I know that meeting was rough.

Action: We need to take a couple of days to research and rebuild.

Value: How we define success is the only thing that matters. Success is finding the best answer within our constraints. We must accept the possibility that there is a better answer and increase our desire to find that.

Emotion: I feel a surge in openness. We learned there are more sides to this than expected, and we need the fullness of that group to continue being as engaged and open with each other. They trust us a great deal to share their perspectives freely like that.

Belief: We are the perfect team to unify this group and empower them to lead the effort forward.

Empty Template



Speak by Design

1. Pain	What has been hard? What is the risk? What is the obstacle?	<hr/> <hr/> <hr/>
2. Action	What do they need to do? What is the call to action?	<hr/> <hr/> <hr/>
3. Value	What value should we adhere to? What should we value more than ever?	<hr/> <hr/> <hr/>
4. Emotion	What are you feeling that you want them to feel?	<hr/> <hr/> <hr/>
5. Belief	Why do you believe in them? How do you know this is possible?	<hr/> <hr/> <hr/>