

3 Questions that will Create a Deep Bond

Randy Harvey is the 2004 World Champion of Public speaking. He is also an attorney, a former school administrator, and a professional speaker. Randy is also a passionate student of the art of public speaking. He offers a unique perspective that can help you as you complete this year-long study of storytelling.

Before Randy agrees to work with anyone on their speeches or stories, he asks them to consider three important questions. What's interesting is that you may never be able to fully answer these questions.

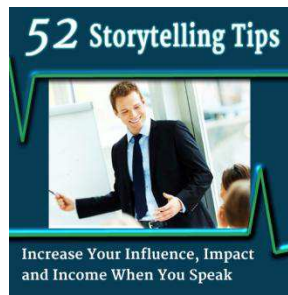
However, I recommend that you carefully give these questions thought as you prepare your stories. Your answers will help you develop messages that resonate deeply within audiences. They will also help you create stories that will be remembered long after you speak.

So what are these three questions?

Question #1 – Who are you? Nothing like a good, metaphysical question to start you off, right? More than the other two, this is the question you may never fully answer. There are some additional questions that can help you answer this one:

1. **What do you most believe in?**
2. **What is your philosophy of life?**
3. **Why do you do what you do?**
4. **What would the *ideal* you look and feel like?**

This question, *Who are You*, can't be answered in just a few minutes. That's because it's meant to get to the essence of who you are. Once you understand this, and you're willing to share these parts of your personality with audiences, you will create stories



that will resonate deeply within them

Question #2 - What are you about? Some additional questions to help answer this one are:

1. **What are your core values?**
2. **Which ones do you believe in so strongly you would die for them?**

For example: Freedom? Family? Love?

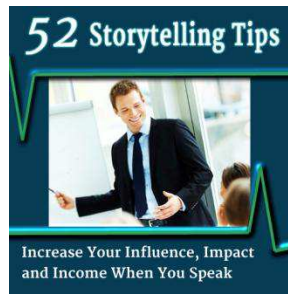
I know what you may be thinking right about now. *‘Michael, I just want to learn to tell stories. I got to the end of the program, and you hit me with these deep, philosophical questions! What’s up with you?’*

I understand. Answering these questions will be the most difficult work you’ve had in this course. They were saved for the end because if you had gotten these early-on, you may have opted out of this program and never learned all of the lessons you’ve picked up in the past year.

Now that you understand the foundations of storytelling, you’re ready to go inside yourself, and dig out the material that will connect with others, impact their lives, and help you create a purpose for storytelling.

With regard to core values, once you determine which are most important to you, go back to your story file and choose the stories which best illustrate those values.

Question #3 - Where did you learn these values? Who or what taught you those ideas that you hold most dear? Was it a person[s]? Was it an idea you picked up from a book? Did you hear it in a class?



Wherever you learned it, that was a point of change in your life. Think back to the 5 Cs of Storytelling. What is the one ‘C’ that audience most want to hear about?

You **do** remember the 5 ‘Cs’, don’t you? Of course you do. The Characters, Conflict, Cure, Change and Carryout Message. Again, of those five, which one has the most impact on an audience?

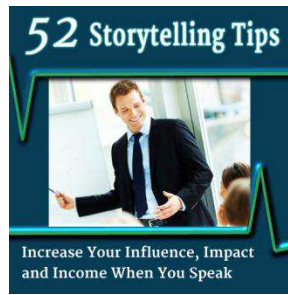
You’re right! It’s the Change. This is the payoff that audiences are waiting for. Your best stories will be born from that third question. The answers to this will provide the catalyst for the change you experienced, and which other people may want to go through.

With the insight you gain from these questions, you will also have a deeper understanding of your **WHY**. In his bestselling book, ‘*Start With WHY*,’ author Simon Sinek discusses the power of correctly answering the question ‘*What do you do?*’

Most people respond with answers like, “*Well, I’m a lawyer,*” or, “*I’m a teacher.*” The problem with these answers is that they don’t get to the core of why you do the work you do, or, why you are the person that you are. Attorneys probably don’t get up in the morning eager to practice law. They do it to defend the wrongly accused or to prevent injustice. Most teachers are motivated more by the idea of molding young minds and helping kids reach their full potential.

Mr. Sinek believes that when you first explain WHY you do something, you make a deeper emotional connection and create longer-term relationships.

This is also true with storytelling. When you go through the process of answering the three questions in this week’s lesson, you begin to understand the WHY of what you do, and who you are. You will have a deeper understanding of your true nature, the real you.



With this new knowledge, you can create stories that won't simply entertain, they'll impact others, and change the way they think, feel, or act. Ultimately, that is why you stand up and speak to any audience. It's the greatest gift you can give them.

ACTION STEP: Answer the questions in this week's lesson. Remember, this is just the first step in a journey of deeper self-discovery. Once you start the process, you'll want to go back again and again to understand yourself in new ways. If ever an exercise proved the Chinese proverb *'A journey of a thousand miles begins with a single step,'* this one does exactly that.

Your recommended resource this week is the book previously mentioned in this lesson, [*'Start With WHY,'*](#) by Simon Sinek. This is not a book about speaking or storytelling, but it's a terrific next step to this week's lesson.

Mr. Sinek has changed the points of view of people all around the world with this classic work. Once you understand your own 'why', your influence and impact on others will change dramatically.

Until next week, always remember, you have a story that someone needs to hear.



Recommended Resources

- 1) *3D Storytelling Workshop* Click on this link: [3D Storytelling Workshop](#)
- 2) *Inject More Humor into Your Presentations*
Click on this link: [Inject More Humor into Your Presentations](#)
- 3) *Go Ahead and Laugh!* Click on this link: [Go Ahead and Laugh](#)
- 4) *Stand Up, Stand OUT!* Click on this link: [Stand Up, Stand OUT!](#)
- 5) *EDGE of Their Seats Storytelling*
Click on this link: [Edge of Their Seats Storytelling](#)
- 6) *Hollywood Presentation Skills*
Click on this link: [Hollywood Presentation Skills](#)

Michael's Background

For many years, Michael Davis gave presentations and speeches that were, in a word, ineffective. Mistakes, confusing messages and failed attempts to capture the interest and attention of audiences created tremendous frustration.

Then a chance meeting with World Champion speaker David Brooks opened the door to meeting many other World Champion and Hall of Fame speakers. Investment of time, energy and thousands of dollars in training and coaching helped him develop the skills to become a speaker and leader who influences, impacts, and inspires others.

In 2011, he earned the certification of World Class Speech Coach. He also studies the art of comedy and movie making to learn new skills that can take speech creation and delivery to new levels.

Michael's Raving Fans

*"Mike Davis is an **engaging, inspiring speaker**. I believe, however, that **his greatest talent** is his **ability to draw the best out of those** lucky enough to have him as a coach. I had this privilege for a period of four months. During this time, he constantly challenged me to **improve both the content** of my speeches and **my delivery**. I would not have made the finals in Toastmasters World Championship of Public Speaking competition without the help of Mike Davis. **I don't know of a better Public Speaking teacher** in Cincinnati.*

Chris Nachtrab
Vice President & Partner
The Everest Group

"Last summer, when I spoke and promoted to subscribe to [my email newsletter] Hot Marketing Tips, I got a big fat zero sign ups.

***At your wise suggestion**, I passed the signup clipboard around the room this time. When you first mentioned it, it felt very old-fashion and not trendy or technology driven. I set a goal for 50 new sign ups. Probably 2 times more than I have ever had sign up at one time.*

*When I tallied the new subscribers after the lunch yesterday, **we hit a total of 72!** I think that is about **46% of the room**. **THANKS!**"*

Drew Dinkelacker
President, The Marketing Accelerator

*"Evaluate to Elevate is a **powerful program**. Every speaker should hear it... **twice!**"*

Darren LaCroix
2001 World Champion of Public Speaking

*"Mike helped me fine tune a 10-minute presentation from "too much information" into a **clear, to-the-point focus** that has not only **given me more confidence**, but generating **more positive feedback** from the audience **NOW** than I did before meeting with Mike.*

*Mike has a unique ability to help you focus on the main point(s) of your presentation and then how to present them in a way that is **easy for those in the audience to understand**."*

Doug Smith
Sr. Account Executive
Hubbard Interactive

*“The **success** I enjoyed in the Toastmasters World Championship of Public Speaking is the **result of coaching I received from Mike Davis**. He helped me **refine and deliver** a speech that carried me **all the way to the finals**. His tireless dedication is **outstanding!** Mike Davis will help you communicate better and be more successful.”*

Phil Barth
Portfolio Manager
International Paper

*“Mike has an easy way of working with you that **isn’t intimidating**... Amazing, **insightful feedback**... My presentations are now **far more interesting** and result in **additional sales** of my services. No matter what the level of speaking at which you may be performing, **you’re sure to improve with Mike Davis.**”*

Joann Westwood
Westwood Virtual Associates, LLC

“Mike Davis breathed life into a topic that many of our group of trial lawyers take for granted, that public speaking is both an art and a science. It is clear that Mike is himself passionate about this topic and his insights are invaluable for those facing the daunting task of public speaking for the first time and for those seasoned veterans behind the podium”.

David Williamson
Attorney

*“Michael has completely opened my eyes! I’m **performing at an entirely new level**. I went into my last event with the **utmost confidence** thanks to him. He even called me the night before with a few last-minute reminders! If you speak for a living — if your revenue depends on your ability to communicate, **you NEED Michael Davis!**”*

Brennan Scanlon
Co-Executive Director
Business Network International

*“I recommend the coaching services of Michael Davis. He helped me to put a new, more **meaningful spin** on my existing presentations that enabled me to **connect with my audience**. He provided me with tools and resources that allowed me to **gain confidence, decrease my anxiety, and more effectively get my message across**. Most importantly, he taught me how to **have fun** with public speaking!”*

Dr. Laura Ward
Cincinnati Children’s Hospital