## Episode 150: How to Get people to LOVE your ideas *with Toby Moore*

Are you tired and frustrated about wanting to create change in your workplace or personal life, only for your ideas to fall flat? The unfortunate truth is that no matter how good an idea you have, you can’t sell it if you don’t communicate it properly. After all, change is difficult to accept, especially for people who claim to want it but aren’t ready to do anything about it.

In this You Are Not A Frog episode, Toby Moore joins Rachel to discuss how to take what’s inside you and turn it into tales of lived experiences in a language that can compel others to act. They talk about how to scaffold your ideas into something structured, intentional, and easy to understand. With these simple and straight-to-the-point tips, you can package your thoughts into understandable, believable, and actionable steps.

**Podcast links**

[Start With Why](https://simonsinek.com/books/start-with-why/) by Simon Sinek

[*MAKE IT: How to Work with Clarity, Confidence and Creativity*](https://www.amazon.co.uk/MAKE-Work-Clarity-Confidence-Creativity/dp/B0BMSRHDJJ) by Toby Moore

Sign up now and join our free online [Anti-Challenge Challenge](https://www.shapestoolkit.com/antichallenge) this January!

[THRIVE Weekly Planner](https://shapes-toolkit.mykajabi.com/thrive-planner)

Join the Permission to Thrive CPD Monthly Membership Programme for Doctors [here](https://www.shapestoolkit.com/permission-to-thrive)!

[Email Rachel](mailto:hello@youarenotafrog.com) or reach her on [LinkedIn](https://www.linkedin.com/in/dr-rachel-morris/) or [Twitter](https://twitter.com/DrRachelMorris).

**Quote to remember:**

**Connect with Toby:**

[LinkedIn](https://www.linkedin.com/in/tobywmoore/) | [Twitter](https://twitter.com/tobyonsushi)

**Guest links**

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***‘And one of the important modules to remember when thinking about explaining and bringing people on board with these ideas is you got to hit up the marks of understandability, believability, and actionability.’***

# What You Will Learn

Be it in your workplace or personal life, there’s always a time when you come up with excellent ideas, only for others to turn them down. You might have spent minutes, hours, or even days crafting your thoughts, only for them to fall flat when presented to others. This happens not because of the message but the messaging.

This activity will help you pause and assess your communication style. By doing it, you can pinpoint aspects you can improve to become more effective in communicating your thoughts. You will also reflect on how you understand and connect with the people you talk to.

## 

## Activity: Lived Experiences And Compelling Communication

**Q1. Think of an issue, problem, or situation that you want to change. It can be related to your workplace, personal life, or something else. What is it?**

**Q2. The “why” is a significant part of packaging your message. Why do you care about the problem or situation you mentioned in the first question? Aim to bring out your lived experiences behind this reasoning.**

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**Q3. Now, identify your audience or the people you want to inspire change with. Why should they embark on this shift with you? Why should they care about the situation you want to change? Before answering this question, really aim to understand where they may be coming from.**

**Q4. Next to the why, the how should be the major player in your message. Build a “scaffold” for the actions you want to take to create this change. Start simple, and try to be as direct to the point. Remember, that these actions must be understandable, believable, and doable.**

|  |
| --- |
| **Step 1:** |
| **Step 2:** |
| **Step 3:** |
| **Step 4:** |
| **Step 5:** |

**Q5. Inspiring change is also about inviting people in. After all, your audience or the people you want to believe you must feel like they are as much a part of the solution as you. How will you invite them to stay on this track with you?**

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**Q6. One impactful way to reel people in is to show them the possible destinations of each fork in the road. That means envisioning a future where you do or don’t do the actionable steps you mentioned to create change. Draft that vision below with regard to the situation you mentioned.**

|  |  |
| --- | --- |
| **Where You Create Change** | **Where You Don’t Create Change** |
|  |  |

**Q7. It will be normal to anticipate objections from other people. Reflect on the situation, your plan, and what you know about your audience. Then, predict possible objections that may arise. Beside each point, write a question you can ask to try to find out what they want.**

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|  |  |
| --- | --- |
| **Concern #1:** | **Question #1:** |
| **Concern #2:** | **Question #2:** |
| **Concern #3:** | **Question #3:** |
| **Concern #4:** | **Question #4:** |

**CPD time claimed:**

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