



Turn **Your** Message into a **Movement**

Special Report

By Charmaine Hammond

5 MUSTS to Turn Your Message Into A Movement



Clear & Compelling Message

To determine your clear and compelling message, use the 5WH Approach. Answering these questions will help you create your clear and compelling message.

What is the message?

What is/are the stories behind the message?

Why is this message so important to you?

What inspired you to share this message with the world?

Who needs to hear this message?

What emotion is evoked with this message?

Why do they need to hear this message?

What could happen if people attach themselves to this message? What will change or be different in the world?

Where does this audience hang out?

Who do you know that already supports this message?

What media outlets are a good fit for this message and audience?

A Defined Audience

It is hard to create a movement for the world. The more clear your mission, and the target audience, the better chance your message has to become a movement.

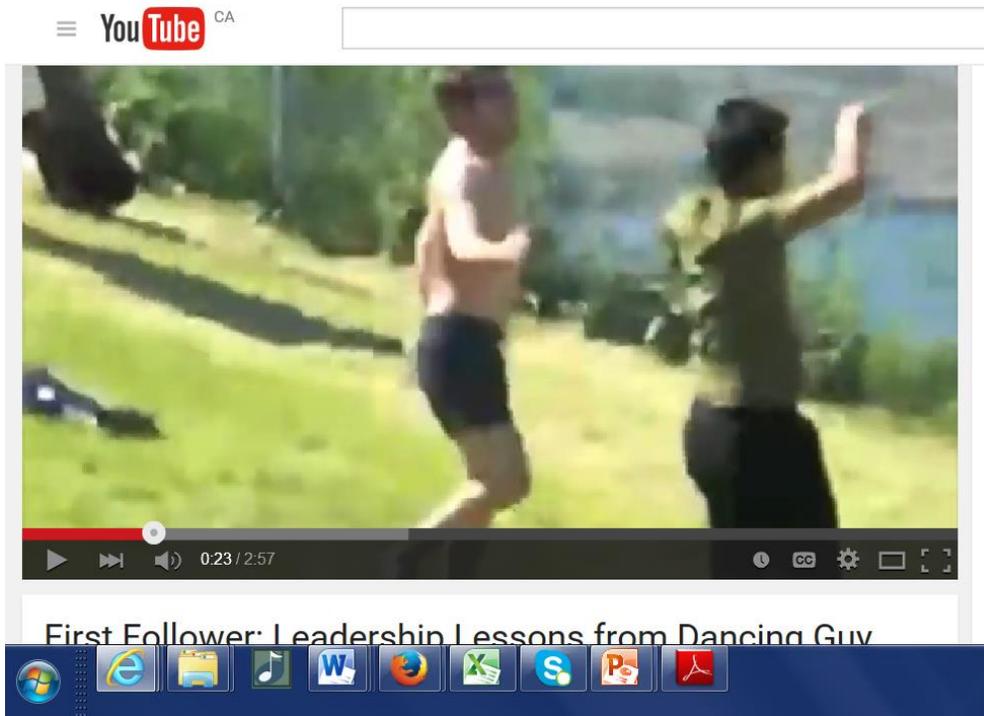
It is more about the quality and fit of the people vs the number of people that supports a movement. A movement has people who are passionate about the message, willing to be a champion for the message, and, who the message resonates with. The faster you can determine the exact audience, the quicker your message turns into a movement.

Derek Sivers in his video *First Follower: Leadership Lessons from Dancing Guy*, says that “A leader needs the guts to stand alone and look ridiculous. But what he's doing is so simple, it's almost instructional. This is key. You must be easy to follow!”



A message and movement needs a leader. If that leader is you, be prepared that it may take a while for groups to follow you, but if you reach out to your circle of champions, friends and colleagues, you may be pleasantly surprised how much support you get for your message because people like and appreciate you. This is the power of relationships.

Next comes the first follower with a crucial role. Sivers states that the follower “publicly shows everyone how to follow. Notice the leader embraces him as an equal, so it's not about the leader anymore - it's about **them**, plural. Notice he's calling to his friends to join in. It takes guts to be a first follower.” That is why having a circle of champions will help you find that first follower.



Just like with this video, the 2nd follower in your movement is really key... Siviers describes it as a turning point: "it's proof the first has done well. Now it's not a lone nut, and it's not two nuts. Three is a crowd and a crowd is news," says Siviers.



Your message must be public to become a movement. The public must see people other than you, otherwise it does not look like a movement, it would just look like one guy dancing by himself. “Everyone needs to see the followers, because new followers emulate followers - not the leader.” (Sivers)



The tipping point really occurs when your movement brings, 2, 3, 4 and more people to join in. As people join in, the risk factor goes down. It is easier to join the crowd than be the person who inspires the crowd. It inspires them to be a part of what is happening instead of being the person who sits on the fence or refuses to engage. A crowd can create a sense of urgency... that NOW is the time to get involved. There is also an increase in emotion, connectedness and energy that occurs... this is what drives a movement.

And pretty soon, you have people running towards your movement.



They see and understand what is happening. There is a pull to be involved.



To watch Siver's video, visit: <https://www.youtube.com/watch?v=fW8amMCVAJQ>

With our Million Acts of Kindness tour, we quickly discovered that our movement attracted people enough so that they approached us. Much of this happened as a result of a) a clear and compelling message and b) being extremely active on social media. Posting videos and pictures was a way to have people join the movement and invite their circles of champions and influencers to join with them.

Ways For People To Be Engaged & Involved

In what ways can people get engaged and involved in your movement? This will be a question people will ask you.... "What can I do to support you?" or "What do you need?" or "How can I help?" The question will come in different forms... ensure you have answers, a list of ways people can get involved. For example:

- Share this link (or it could be a photo, video, story, etc.) on your social media platforms
- Send this information to some of your email contacts
- Tell people
- Take five of our cards to share with others
- Introduce me to people you think need to know
- Write a letter to media

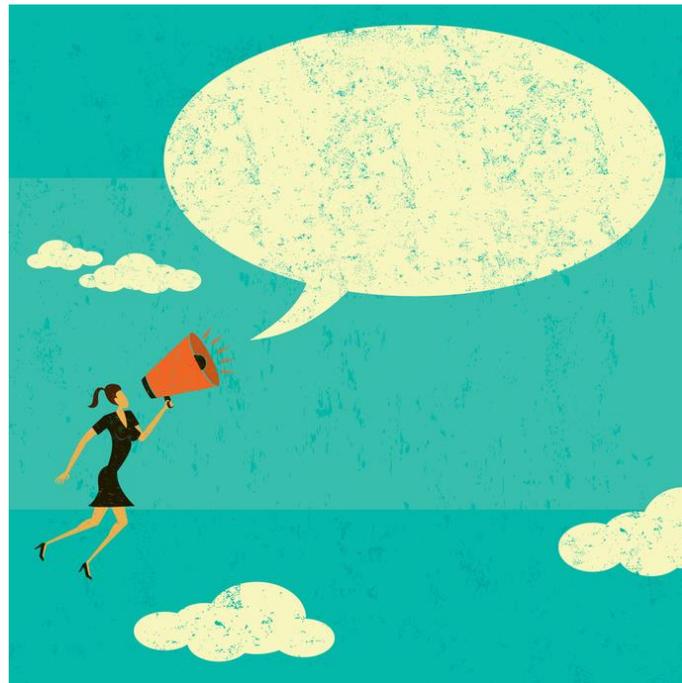
And the list goes on. How will you answer the question "How can I help?"

Champions To Support Global Reach

Write a list of your champions starting with friends and family. They will likely be your strongest supports in bringing people to share the message and join your movement. Ask them for ideas. Sometimes the people closest to us have the best answers but if not asked, they don't share.

Check out your social media platforms. Notice who consistently likes, comments and shares your posts... these people are already your champions.

Post invitations to get involved. Often people share their message and movement but don't invite people to become champions so the result is a circle of champions who don't support what you are doing because they don't know how or at which point to support you. Make it easy for people to help and be your champions. Remember to appreciate your champions. Acknowledge them, be cognizant of their time and respect their involvement. Ensure that bridges are maintained, not damaged.



Be Social

Create a hashtag (#) to help turn your message into a movement. "A hashtag (#) is basically a way of indexing an idea on social media and across the web. It is also the way to organize with people you don't know around an issue." (Source: Abiola).

Creating contests and challenges are a great way to engage people in your movement, while sharing on social media. The ALS Challenge is a great example of a movement combined with social sharing and promotion.

Social Platforms that can help you turn your message to a movement include:

- Twitter
- Facebook
- Videos posted on You Tube and shared on social media platforms
- Blogs
- Livestreaming with platforms such as Periscope
- Pinterest
- Linked In



Charmaine Hammond, MA, BA, President of Hammond International Inc. helps businesses and organizations Bounce Forward™ to build inspired and resilient teams. She is a transformational speaker, facilitator and author of five best-selling books including Bounce Forward, On Toby's Terms, Toby The Pet Therapy Dog Says Be a Buddy Not a Bully, Toby the Pet Therapy Dog and His Hospital Friends, and co-author of GPS Your Best Life.

Her first career was in the Correctional System, and when she moved to Alberta in 1991 from the Toronto area, she specialized in dispute resolution. She has a Master's degree in Conflict Analysis and Management from Royal Roads University. An expert in conflict management, team dynamics, resilience, she has worked in the areas of public consultation; the oil and gas industry; the public service, corporate business; and organizational, workplace and community development. Charmaine has a particular passion for leadership development and building healthy teams, and has co-authored 4 e-books, and numerous corporate training programs on these subjects. She has developed training manuals, train-the-trainer materials and is a skilled workshop facilitator and international professional speaker. She is committed to working collaboratively with her clients, creating transformational changes in the workplace and delivering quality customer service. With her commitment and experience, she brings to her work- innovation, practical solutions, inspired action and a high degree of integrity.

Our Services:

Speaking:

Charmaine Hammond is a sought after respected expert as a keynote, seminar or breakout speaker at conferences, meetings, seminars and other events. She has also emceed a number of events.

Corporate Training:

Whether it be your corporate training program, a train the trainer initiative or developing a new corporate training program, Charmaine's skills and experience create transformational training experiences and long lasting change.

BRING THE POWER OF CHANGE TO YOUR ORGANIZATION!

Charmaine knows how to foster transformation and accelerate the personal achievement and professional success of organizations, and individuals everywhere. To inquire about inviting Charmaine to speak at your next event, provide corporate training, facilitate a team building process or a business mastermind/success circle meeting contact Christopher Alcock, CEO Hammond International at 780-405-7463 or by email at chris.alcock@hammondgroup.biz. Visit Charmaine's website at www.charmainehammond.com

Let's Keep In Touch:

Social Media Links Hammond International Inc.

<https://twitter.com/hammondgroupbiz>

<https://www.facebook.com/pages/Hammond-International-Inc/161986823865485>

<http://charmainehammond.blogspot.ca/>

<https://www.linkedin.com/in/charmainehammond>

Team Toby Social Media Links

<https://www.facebook.com/TheOriginalTeamToby>

<http://www.pinterest.com/teamtoby1/>

<http://instagram.com/originalteamtoby>

<https://www.youtube.com/user/TeamTobyTv>

<https://twitter.com/TeamToby2>

<http://www.blogtalkradio.com/teamtoby>

<http://tobytalesblog.blogspot.ca/>