

***Why is it critical for you to shift your focus from importance to relevance?***

When you are asked to step beyond your immediate business boundaries, outside of your personal preoccupations, and deliver a major address to your company, your association, your community – some of you worry. What great thoughts have you had recently? What monumental experiences? What brilliant flashes of insight?

To reduce your agony and increase your impact, the key is to concentrate on relevance versus importance.

***Why is it critical for you to shift your focus from importance to relevance?***

*One reason is to improve delivery style.*

When you concentrate on importance, your speaking style becomes formal, as if you were lecturing:

“The first approach to understanding innovation one would undoubtedly pursue, after due deliberation and consultation, would be to consult one's dictionary.”

When you concentrate on relevance, your speaking style becomes more conversational, as if you were speaking to friends:

“Look at this room – on the walls, on the floors, in your briefcases – what do you see? Innovations.”

*Another reason is to transform preparation from a mechanical chore to a creative challenge.*

When you concentrate on importance, you look through charts, statistics, books of quotes, expert articles from obscure journals... ho... hum... but you have to prove your point.

When you concentrate on relevance, you look through your imagination, seeking moments that might match the moments of your audience. The day you broke the window, the crash, the mess, the meaning of responsibilities... now how do you connect your experience?

*Another reason is to increase impact.*

When you concentrate on importance, you look at your script. You've got to get the words right. The facts straight. The details down. The result? Boring rhetoric that drones on. Without error. Without passion. Without impact for anyone.

When you concentrate on relevance, you look at your audience. You've got to reach out. Relate your experiences. Create bridges that bring meanings across. The result? Dynamic communication that engages, involves and impacts each individual.

***So, by shifting your focus from importance to relevance, you deliver messages that are kept in mind, not written in stone.***