

BRIEF

Make a Bigger Impact by Saying Less

As the founder of the boutique marketing agency The Sheffield Company, Joe McCormack knows that being a lean communicator is a rare skill. He tells us that the human brain can process about 750 words per minute, or five times what the average person speaks (150 words per minute). The difference—600 words, what he calls “The Elusive 600”—is what listeners are thinking about when they’re not soaking up the speaker’s words. In our attention-deficit economy, when we fail to be concise the consequences can be brutal: wasted time, money and resources, decisions made in confusions, worthy ideas rejected.

That’s the message of **BRIEF: Make a Bigger Impact by Saying Less**. For those who struggle to simplify the complex and who are looking to become better communicators, McCormack created a step-by-step approach to get to the point quickly, including TIPS (Truths, Implications, Plans), an action plan, and compelling narratives.

[brief]

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by saying less ◀

Joseph
McCormack

WILEY

KEYNOTES FROM THE BOOK

Making an Impact by Saying Less

McCormack describes why brevity and clarity are in such demand and so hard to find. Successful people expect you to be succinct and get easily annoyed when it’s missing. In this presentation, McCormack shares compelling stories and rich insights into why and how **BRIEF** sets the new, non-negotiable standard to be a lean communicator.

The Power of Stories: Narratives as Strategic Imperative

As organizations navigate a sea of ambiguity and change, they run the constant risk of drowning people in a sea of meaningless words. When explaining vital strategies and critical initiatives, the art of storytelling proves to be an effective and efficient way to steer them clear.

“Attending Joe’s course was pivotal for me, I’d always been taught more was better. Better is better, and as Einstein said ‘if you can’t explain something simply, you don’t understand it well enough.’ I learned from Joe to let the heavy lifting be done for me - by the point I was making and believed in, not the fluff that I didn’t. In retrospect, Joe’s first presenting of ‘Brief’ ideas to reminded me of instances where I wondered how we’d lived without it. Simple is not necessarily easy, however, and ‘Brief’ hasn’t been done in my lifetime. He just got up there and laid it out. Then we did it, and it worked. For people who either talk too long or those, like myself, who would rather not brief.”

—Dave Nielsen, Managing Partner and Founder of The Cloverdale Group, and USASOC (Retired)

Visual Storytelling in Action

Seeing is believing. Given that people are busier than ever, why not paint them a picture that engages, enlightens and entertains? In this session, McCormack showcases numerous case studies of visual storytelling creating instant clarity.

The Anatomy of an Elevator Speech

Getting to the point quickly with key decision makers is the difference between success and stalled deals. Avoiding the hard sales approach, McCormack explains how the best elevator speeches are in fact concise stories that invite engaging conversations that lead to results.



ABOUT JOE MCCORMACK

Joe McCormack founded The BRIEF Lab in 2013 after years dedicated to developing and delivering a unique curriculum on strategic narratives for U.S. Army Special Operations Command (Ft. Bragg, NC). He actively counsels military leaders and senior executives on key messaging and strategy initiatives. His clients include W.W. Grainger, Harley-Davidson, USG Corporation, BMO Harris Bank, SAP, MasterCard, Heinz, Hoffman-La Roche and Jones Lang LaSalle.

He founded and serves as managing director and president of The Sheffield Company, an award-winning boutique agency that specializes in narrative message development, short-form visual media and storytelling production. He speaks at diverse industry and client forums on the topics of brevity, messaging, storytelling, and leadership.

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