

Commitment

The 5 C's of Thought Leadership Speaking

Commitment is a DECISION – then it's a VERB.

You cannot make a meaningful impact for the long term without commitment. Yet, commitment can be very difficult to stick to because sharing our stories and expertise can be scary. It's vulnerable to stand in front of a room full of people and offer up your best ideas, to share your lessons learned and, often, your struggles and failures along the way.

One of the most powerful ways to stay committed to this path is to connect with your own Story of Transformation. This is a good time for you to do that. Answer these questions to help you begin getting your Story of Transformation articulated.

Why does your message matter so much to you?

What happened in your own life that makes you feel so strongly about this message? What struggle did you, or someone you care about, go through that brought you to a place of such care and conviction about this message?

What was life like during the deepest part of your struggle with this issue? What feelings and circumstances were you experiencing?

What did you do that helped you move from struggle to solution? (This doesn't need great detail – just highlights of how you solved the problem)

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How does it feel now that you are on the other side of that struggle?

This is a great start to your Story of Transformation. Keep coming back to how it feels to be on the other side of struggle. Remember, your message is meant to help others get to this same place in their lives.

In fact, let's broaden the view of your impact...

If you have helped others with this same struggle, write their names here and make note of how their lives have changed through their work with you:

Spend a few moments connecting with each of these people you helped and how their lives are better now.