

DISHMETHOD

DISH

DISHMETHOD.COM

THIS IS _____'S WORKBOOK

HI THERE, LOVELY HUMAN!

You now have your very own workbook with a 4-step method for impactful communication.

I am SO thrilled you're here.

The first time I shared The DISH Method was at a data & analytics conference for the American Marketing Association. Their original speaker ended up sick, so they asked me to fly last minute to Arizona from DC in January (no-brainer) to give a marketing talk that made sense to people who know way more about data than I did. I said yes, then hit the pause button on my imposter syndrome (where you believe you don't know anything about a topic & hope no one catches you, even when you definitely know what you're talking about). I wrote the talk in 12 hours on a Saturday. I even learned what big data was from a podcast while taking a run on the National Mall to break up my crazy writing schedule. I used The DISH Method to write the talk about The DISH Method. (How meta is that?!)

Because of that keynote, I found myself standing on a stage sharing about The DISH Method at a Fortune 100 financial institution in Houston, Texas with 42,000 employees just 6 months later. I used their own internal stories and their researched data in my talk to connect with them personally and make an even bigger impact. One of my fellow speakers came up to me at the end of the day and said he changed his whole talk to use The DISH Method - and he got the response he really wanted.

Since then I've given countless talks and workshops sharing The DISH Method with big audiences, one-on-one with leaders & through facilitation with teams.

I've been helping clients write their own branded talks for years and The DISH Method was just what they needed to make sure their talks came out beautifully. I even went so far to launch Rock Your Talk - teaching people how to write & deliver talks that fit who they are - which led to building and launching SPEAK With Confidence, an online course & in-person retreat that helps you craft & deliver the talk inside of you.

I created SPEAK With Confidence because I wanted it for myself. I wanted an easy way to write an amazing talk - and not have to spend an entire Saturday writing a whole talk because someone needed a fill-in speaker. I put all of my methodology into one place - and at the end of it, I realized that The DISH Method shouldn't be something people had to pay to access. I wanted to make it free - so anyone could use it. We use it in SPEAK With Confidence, but you get it free in this mini-course.

The DISH Method isn't just about winning over an audience from a big stage or getting people to change their minds in a team meeting. Whether you want to step on a stage, ask your boss for that raise, or simply learning how to communicate better with your friends or family, you're here. And for that, give yourself a little applause. Or a happy dance. (*I like happy dances.*)

Since my biggest thrill in life is when a human steps up & owns who they are while manifesting everything they've ever wanted, I'm SO excited you've decided to take a BIG step toward getting what you want from life.

ME? I'm Melanie Spring, a Brand Strategist & Professional Speaker

As an international keynote speaker, brand strategist, and workshop facilitator, I took all of my corporate & personal branding experience and created a safe place for kickass humans (like you!) to write the talk they needed to write so they could share it with the world.

Your first bit of homework: **1** Print this workbook **2** Grab your favorite pen **3** Pour a cup of whatever

Before you watch the first video, let's get started by explaining what The DISH Method is & find the topic you want to focus on while going through this mini-course.

Flip to the next page. See you in there!

XOXO *Melanie Spring*

WHAT IS THE DISH METHOD?

The DISH Method is my special method for creating impact when asking for anything. It works both on- AND off-stage so you can take it anywhere. From delivering a speech in front of an audience and in a board meeting to rationalizing with the teenager (or spouse) in your home.

The DISH Method is a recipe made up of 4 simple steps to help you put together a talk that gets you the return you're looking for. Any time you are hoping to get anyone to understand your viewpoint, I want you to remember this acronym so you can be sure you thought about and included all of the steps.

DISH IS AN ACRONYM FOR:

DATA

IMPACT

STORY

HUMANS

CHOOSE A TOPIC

To get the most out of this mini-course, I want you to pick a topic and keep it in mind so you can start putting together your story, talk, argument, presentation, or pitch.

A

All things begin with a **PURPOSE**. Write a few lines on the **WHY** behind the topic you want to share:

B

Write a few lines on how this topic will impact **YOUR** life or career:

C

Let's get a little clearer on the topic of what you want to share. Based on your **WHY** & the impact on **YOU**, write a list of things you can talk about to accomplish this:

D

Now, look at the list you just wrote in **C** & pick one topic. Write a few lines on how this topic will be impactful for the people listening:

EXAMPLE TOPIC - I WANT A PROMOTION

- A. I want to share this because I deserve a promotion.
- B. When I get this promotion, it will give me more money AND more power.
- C. I am really good at my job. I have learned a ton in the job I have now. I know I can do this new job even better than the one I have. This new job fits me really well. I have more schooling now than when I started.
- D. I can rock this job and the company will grow because I am kicking butt & taking names for them.

DAY 1: DATA

Data is what helps us put credibility behind what we're sharing. Data includes facts, statistic, analytics, and people analytics. The data is the supporting argument for your topic. When I first heard "data", my brain went into a frenzy thinking I had to do a ton of research before giving a talk. Then I realized that data is really just any sort of pattern I've found in what I'm sharing.

To tell a story, we have to include the content AND the context. Because Data + Story + Humans = Impact! And it all starts with the data. We have to prove what we're saying isn't just all feelings.

Many people forget to add data while others ONLY talk about the data. We'll talk about Story later, but for now, I want you to write down a bunch of supporting data for the topic you've chosen.

What kind of data do you have and how does it fit what you're trying to accomplish? Find books, podcasts, blog posts, print magazines or newspapers, your own notes, etc.

WRITE 5 DATA POINTS THAT WILL HELP YOUR TOPIC

1	
2	
3	
4	
5	
NOTES	

YOU CAN'T MANAGE WHAT YOU CAN'T MEASURE.

BUT THE MOST IMPORTANT THINGS CAN'T BE MEASURED.

W. EDWARDS DEMING, DATA SCIENTIST

EXAMPLE TOPIC: DATA - I WANT A PROMOTION

1. I have worked in my current position here for the last 2 years with 8 stellar reviews & bonuses based on my work.
2. I have been integral to helping my department grow revenue by 43% over the last 2 years.
3. I have taken 6 online courses and attended 8 conferences growing my expertise by
4. Within this new position, I will take on more responsibility AND more risk but I plan to increase our department's revenue for the company by another 60% over the next 2 years.
5. I have countless client testimonials here that show how highly our clients think of me and my work here.

DAY 2: IMPACT

Just like a pebble dropping in a lake, our impact creates ripples. Although most of us never think about the impact we're creating every day, there's an impact to everything we do and say. Oxford Dictionary's definition of impact is to have a strong effect on someone or something. You already have a strong effect on others - let's make sure it's the one you want.

When you're putting together this talk, argument, or presentation, I want you to think about how big of an impact you want to create and then use your words and words and body language to make sure it happens. A persuasive talk not only creates an impact, but is also purposeful.

A	Write about how this topic will impact the people listening	
B	Write about how this topic will impact your life	
C	Write about how this topic will impact others	
D	Write about the impact of the data	

SUCCESS ISN'T MEASURED IN THE AMOUNT OF DOLLARS YOU MAKE,

BUT THE AMOUNT OF LIVES YOU IMPACT.

ANONYMOUS

EXAMPLE TOPIC: IMPACT - I WANT A PROMOTION

- A. I will make my bosses proud to have me in their leadership. I will make them more money. I will make their lives easier.
- B. I will make the money I should be making and standing taller because I have worked really hard to get this promotion.
- C. I will be able to share my knowledge with those in my own department. I will help others on this same path. I'll make our clients even happier. And I'll be able to help our department make an even bigger impact on the organization.
- D. I will continue to increase revenues and my department as we continue to grow, which will make ripples in our clients and employees lives.

DAY 3: STORY

Data is essential to making you a credible and reliable speaker. But when you just talk about the data, most humans stop listening. Data is often rigid and difficult to remember UNLESS you include a story. In a study done at Stanford University, Professor Chip Heath shows us how impactful storytelling can be. He divided his students into groups and handed them a list of statistics to give a persuasive argument. The students were then responsible for presenting either for or against the statistics. Each group used an average of 2.5 statistics for each presentation. Only one of the groups told a story.

Afterwards, when the students are told to recall the statistics, only 5% were able to remember any individual statistic. Alternatively, 63% of the class remembered the story.

Look back at your clients, coworkers, friends, books you've read, childhood memories, you've acquired throughout all of your life. Based on your topic, what stories do you have that would fit? Do those stories have the power to create the impact you want?

WRITE DOWN AT LEAST ONE STORY THAT REALLY STANDS OUT TO HELP YOUR TOPIC STAY MEMORABLE

EVERY NUMBER HAS A NAME. EVERY NAME HAS A STORY.

EVERY STORY MATTERS.

MARK BATTERSON, PASTOR & AUTHOR

EXAMPLE TOPIC: STORY - I WANT A PROMOTION

When I started college, one of my professors asked me what I wanted to be. I told her I wanted to be the boss. I wanted to wear a suit and carry a briefcase (this was before laptops) and have people address me with a Ms. instead of my first name. I thought that's what bosses were. Until I met one of my favorite bosses. She taught me that bosses were mentors, not people who tell us what to do. She saw a light in me and showed me who I could be. After working for her, I decided I wanted to be that kind of boss. And based on the feedback I've received from my team, I've accomplished my goal.

DAY 4: HUMANS

Finally, we get to talk about my favorite part - the humans! No matter how much your story is burning inside of you, YOUR STORY IS NOT ABOUT YOU. It's about the humans you're speaking to and how they feel when you're done.

Whether you're speaking to a board of executives, potential clients, or your own family - you're always speaking to humans. It's important for you to be able to identify your perfect human. This will help you each time you're on stage or doing a presentation, the humans listening are right where they're supposed to be.

You want to always make an impact on the right humans. Just like identifying perfect clients, you want to make an impact on the perfect audience.

DESCRIBE THE HUMANS YOU REALLY WANT TO BE TALKING TO

A	Share how you want them to feel when you're done	
B	Share what they do for fun	
C	Share what they do for work	
D	Share what they're looking for from you	
E	Share what you can give them	

STORYTELLING IS HUMANS TALKING TO HUMANS

ABOUT HUMANS.

MELANIE SPRING, APPROACHABLE BADASS

EXAMPLE TOPIC: HUMANS - I WANT A PROMOTION

- A. I want them to be inspired to give me a promotion and proud of how I've done so far.
- B. They play tennis and take care of their families.
- C. They are the C-level team that makes all the decisions for the whole company.
- D. They want me to produce revenue and grow my department.
- E. I can give them higher revenues, inspired employees, and a more efficient department saving them money.

TIME TO GO **ROCK YOUR TALK!**

CONGRATULATIONS! YOU DID IT!

Thank you so much for rocking out The DISH Method! Now you have to go apply it. Put it all together for your next talk, presentation, or pitch. I'm sure you're going to get everything you ask for, so make it happen! It's up to you to SPEAK With Confidence. (Wait, what was that? There's another course?!)

WANT TO KEEP THE PARTY GOING?

Grab a friend, colleague, or relative and come play with us at a SPEAK With Confidence Retreat.

ispeakwithconfidence.com

YOU HAVE A TALK INSIDE OF YOU. IT'S TIME TO LET IT OUT.

HAVE YOU EVER WONDERED:

WHY IT FEELS SO GOOD TO HELP SOMEONE ELSE BY SHARING YOUR STORY?

IF YOU WERE MEANT TO MAKE A BIGGER IMPACT THAN YOU'RE ALREADY MAKING?

IF YOUR BIG IDEA COULD BECOME REALITY IF YOU GOT CLEAR ON HOW TO SHARE IT?

What if I told you there was a talk inside of you - clawing its way out? And what if I told you the stories from your life could help you write it? Well, there is. And they can. It's time to let it out.

I crafted this course with you in mind. I was thinking about you the whole time. You are unlike anyone else and your stories are just as incredible as you are. So, I didn't create a formula, I crafted a method to the madness of sharing your story. As unique as you.

YOU HAVE THE MESSAGE. I HAVE THE METHOD.

IT'S TIME TO **SPEAK WITH CONFIDENCE**

INTRODUCING: SPEAK WITH CONFIDENCE



SPEAK With Confidence is an in-person retreat following a 6-week guided online course designed to walk you through crafting and delivering your talk - YOUR way.

- SHARE HIGHLIGHTS FROM YOUR CAREER FOR A RAISE OR A PROMOTION
- PITCH YOUR LATEST PROJECT WITH EASE TO YOUR BOARD
- GIVE A WORKSHOP ABOUT A TOPIC YOU KNOW BUT HAVEN'T SHARED IN PUBLIC YET
- TELL POTENTIAL EMPLOYEES WHAT ITS REALLY LIKE TO WORK FOR YOUR COMPANY
- STAND ON A BIG STAGE AND GIVE THE TALK OF YOUR DREAMS
- (WHATEVER AMAZING FILL-IN-THE-BLANK THING YOU DO FOR WORK)

80% of this course is about crafting & branding the best talk for YOU.
20% is how to remember your talk and use your whole self to give it.

This is NOT a formula. This is a method. YOU have the stories and the big ideas.
I walk WITH you as you craft & deliver your best talk.

A beautifully designed 6-week course with videos AND a workbook at every step.	Personalized feedback at specific places when you send me your ideas, content, and videos.
A community of humans with skills and knowledge to tap into.	Daily and weekly prompts to get you thinking outside your box.
A talk that's written like you would say it and a way to deliver it on whatever size stage you want to stand on.	An all-inclusive in-person retreat with demo video & professional photography of you on a stage.
A method to write all of your future talks.	Lifetime access to the course videos and the workbook.

GET IN HERE: When you're done, you walk away with everything you need to **SPEAK With Confidence**

GRAB YOUR SPOT:
ispeakwithconfidence.com

BUT If you've got everything you need already, I'm super excited to hear about all the ways you've used these steps.

Join the **Kickass Humans Club** and tell me about how you've made magic happen with The DISH Method.

And be sure to share The DISH Method with your friends and colleagues!

[f Share on Facebook](#) | [t Share on Twitter](#) | [e Send this link: DISHmethod.com](#)

Rock your talk, lovely human!

XOXO *Melanie Spring*