

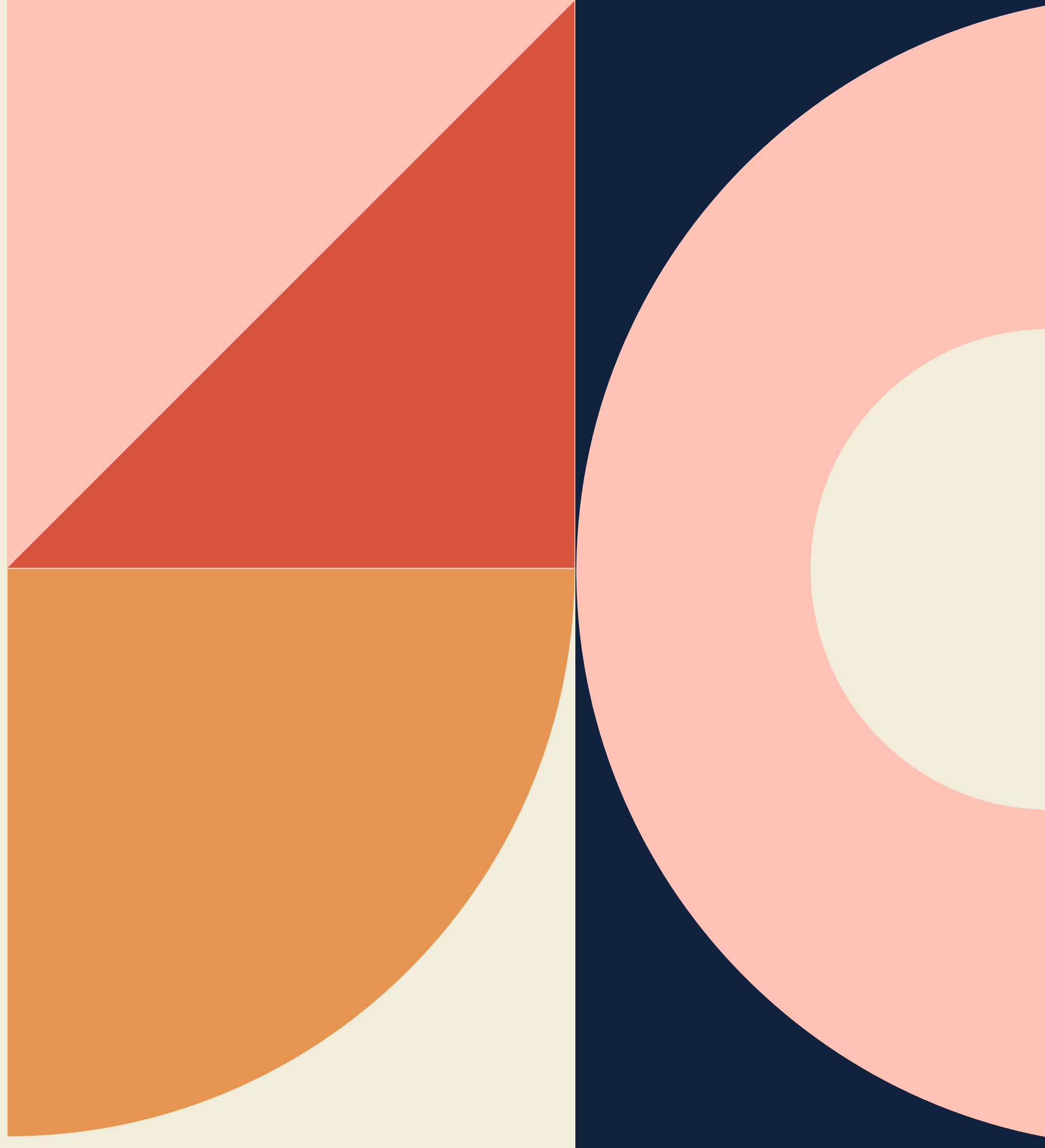
# FROM PIVOT TO TRANSFORMATIONAL MESSAGING

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Lisa Dennis

President

Knowledge Associates



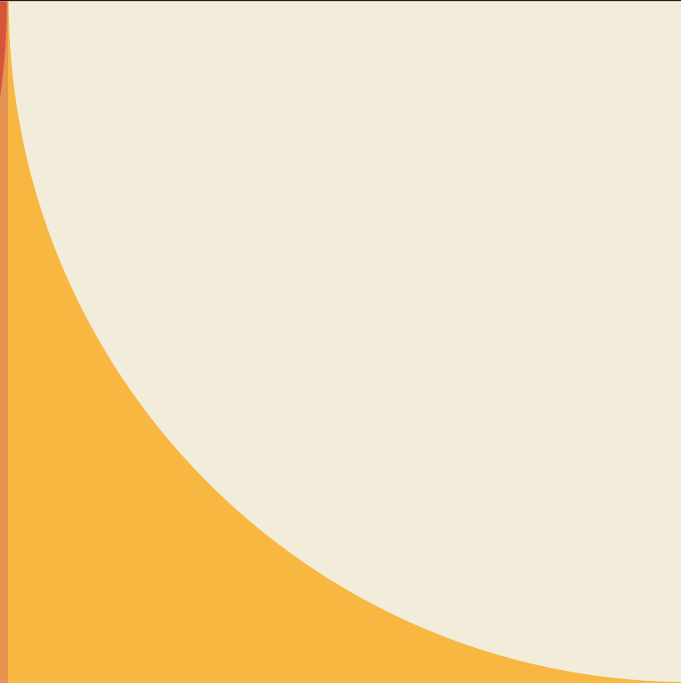
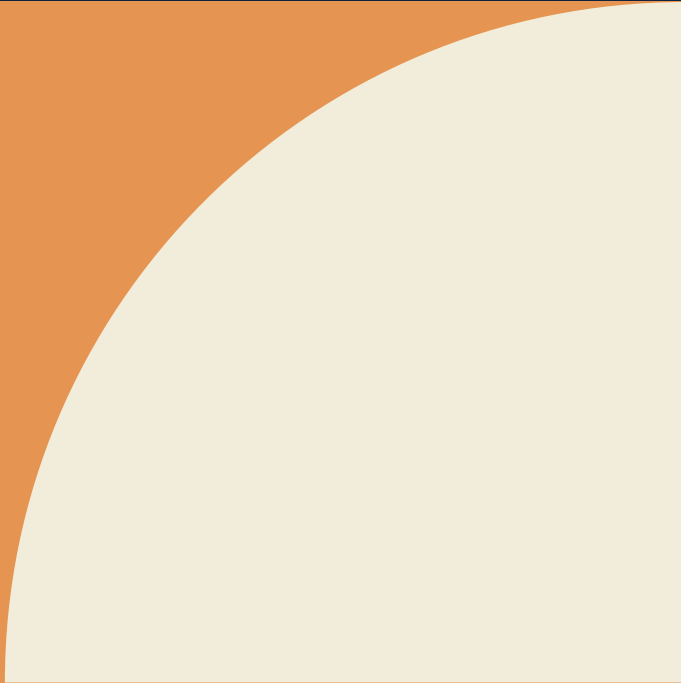
FROM "PIVOT" TO FORWARD  
GROWTH -HOW TO EVALUATE  
YOUR MESSAGING NOW



LEVERAGE THE PIVOT -  
EXTENDING INTO  
OPPORTUNITIES FOR  
CONTINUED GROWTH



STEPPING UP INTO  
TRANSFORMATIONAL  
MESSAGING WITH A LIVE  
"QUICK-STORM" TO A NEXT  
LEVEL MESSAGE

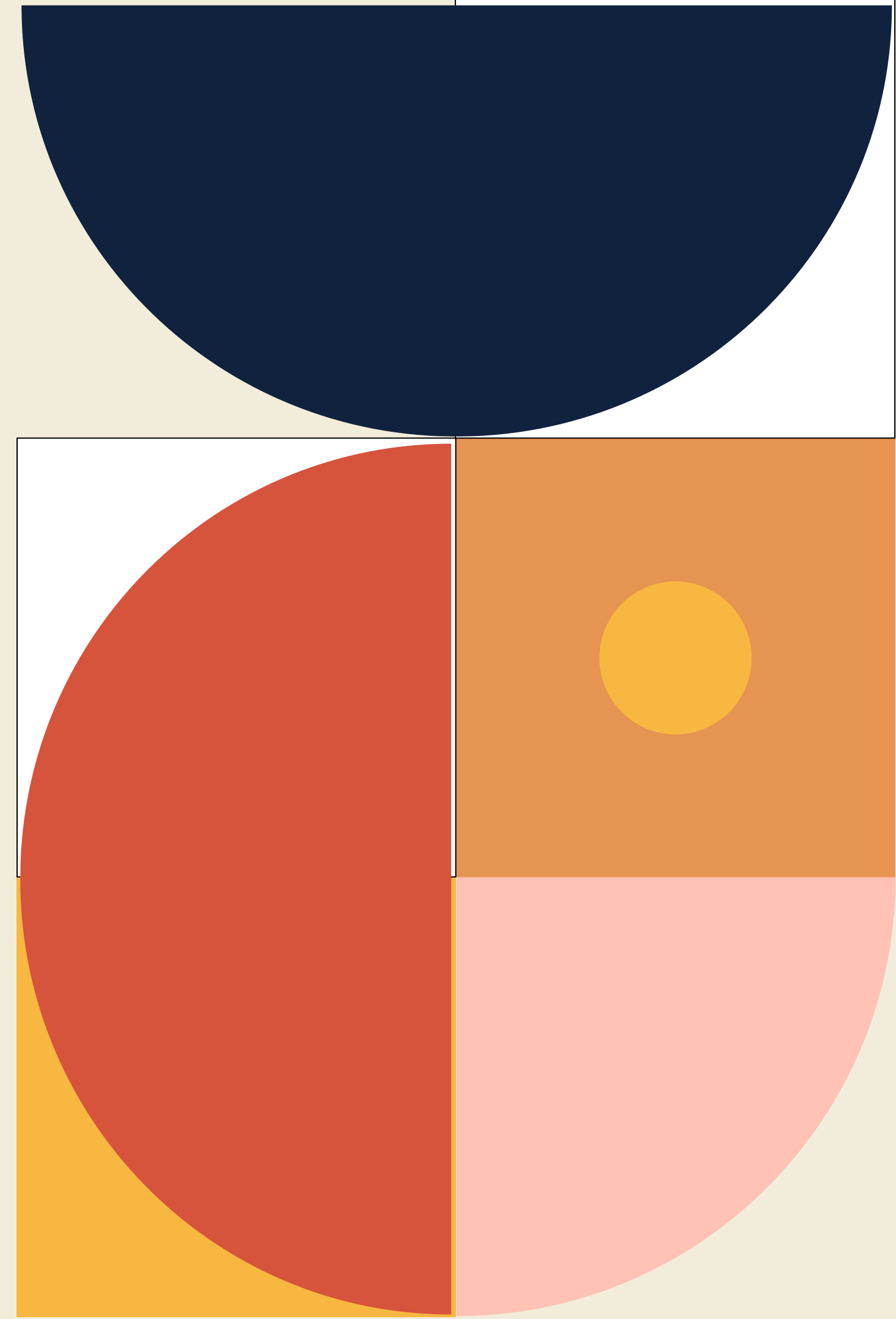


# WHAT MAKES A MESSAGE TRANSFORMATIONAL?

Connects on a deeper level

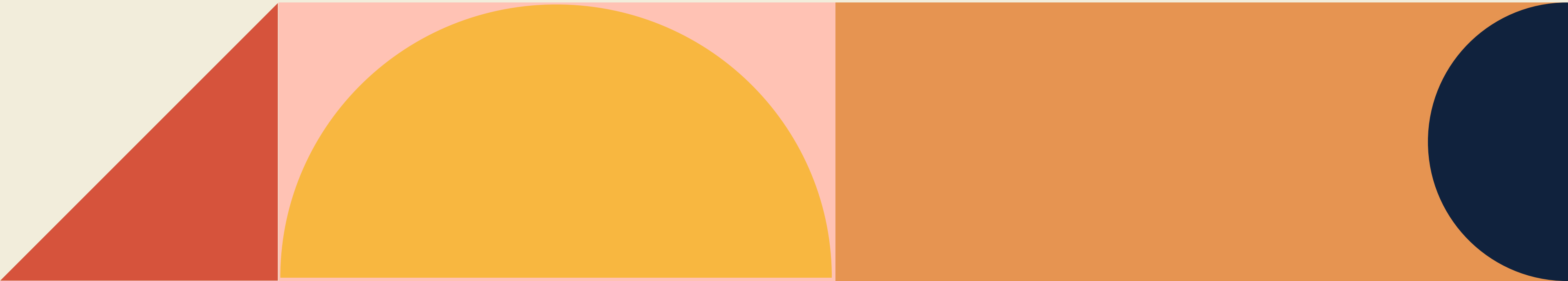
Enlightens & engages with emotional impact

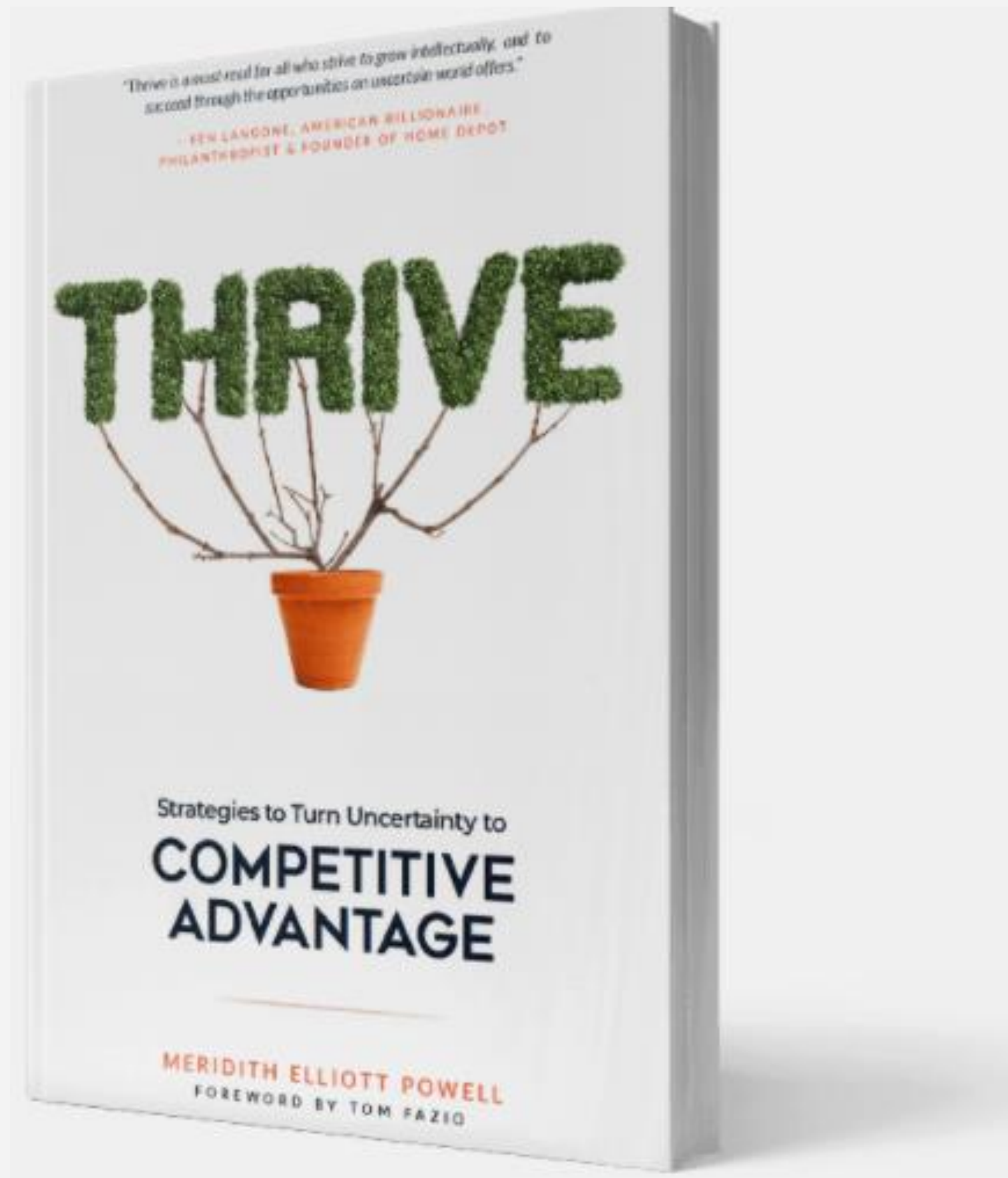
Inspires taking an action



# TRANSFORMATIONAL STATEMENTS

- Opens the door to a meaningful conversation
- Shift or amplify or change perceptions
- Delivers value from the start





Turning **uncertainty**  
to **competitive advantage**

Uncertainty does **not need**  
**to be negative**

The **Thrive** Indicator

**Lean into** Uncertainty

**Rethink** uncertainty

THINK OF YOUR  
**MESSAGING**  
AS A MIRROR. WHEN  
A BUYER LOOKS AT IT,  
WHO DO THEY WANT  
TO SEE?

WAIT FOR IT....

**IT ISN'T YOU.**



Knowledge Associates  
[knowledge.com](http://knowledge.com)

Buyer-focused Value Proposition and Messaging  
Strategies that increase engagement.





# FIRST STEP (exercise)

- What changed from the pre-pandemic message?
- What elements do you want to keep and expand on going forward?



# QUESTIONS TO SPARK TRANSFORMATION

How does my target audience  
**FEEL** about their current  
state?

How do they **WANT** to feel?

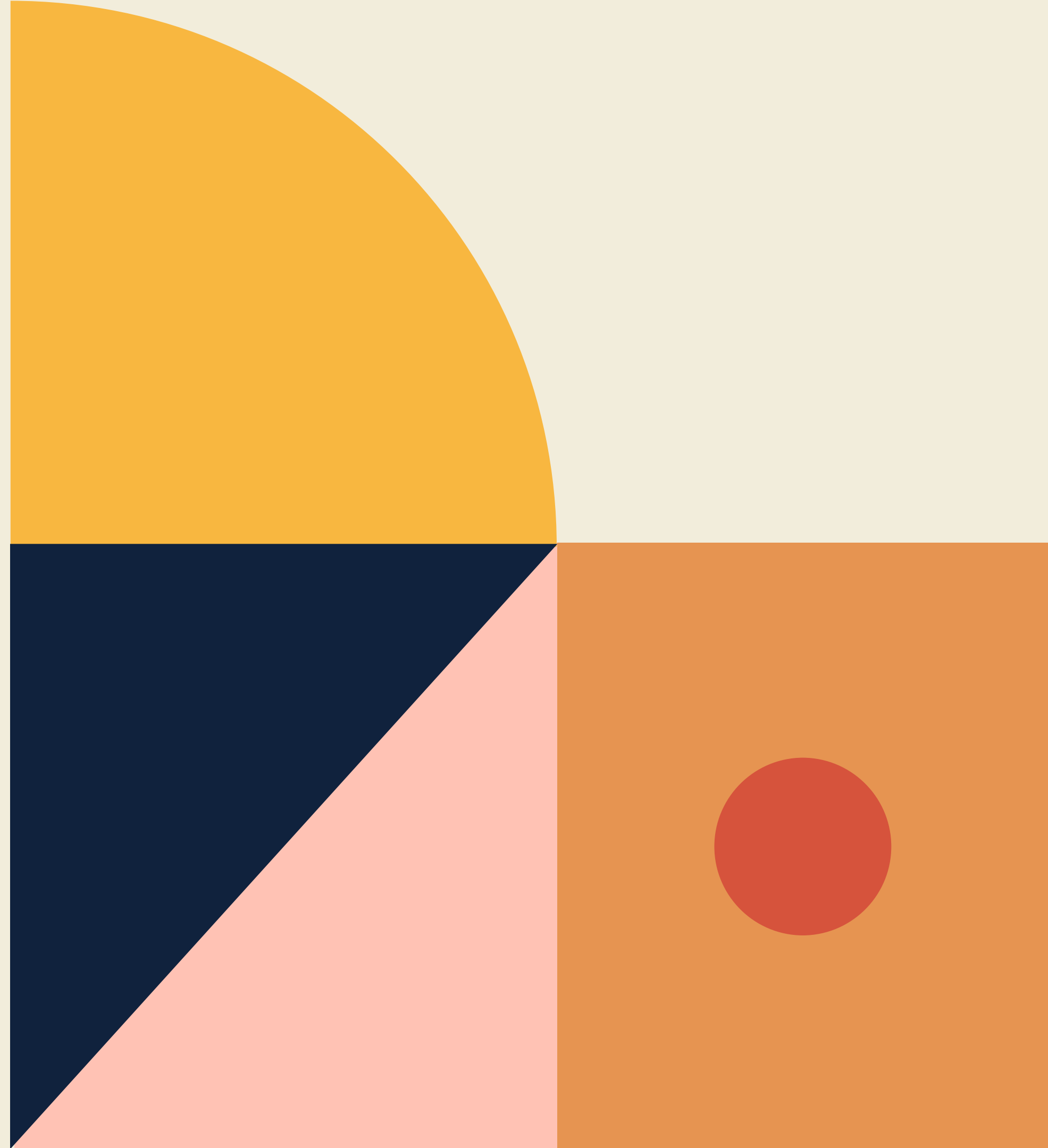
What do I want them to  
**BELIEVE** or **UNDERSTAND**?



## SECOND STEP: QUICK-STORM (EXERCISE)

- Individually quickly generate ideas to "transform" the message of one of our volunteers
- 10 minutes - jot down as many ideas as you can
- 5 minutes - pick the most "transformational" idea

**SHARE FIVE  
QUICK-STORM  
IDEAS**



# **FINAL THOUGHTS**

**FIRST DECIDE HOW YOU  
WANT TO "TRANSFORM"  
HOW YOUR BUYERS FEEL**

**THEN WORK ON  
TRANSFORMING YOUR  
MESSAGE TO TAKE THEM  
THERE**

**THINK ABOUT  
"THE MIRROR"**



# Who am I?

- Grew up in Tech – 39 years
- Equal experience in marketing AND sales
  - Product Manager
  - Head of marketing
  - Head of sales
  - Seller
- 24 years with consulting practice:
  - Technology
  - Healthcare
  - Manufacturing
  - Professional Services
  - Other

**Lisa Dennis**  
**President**  
**Knowledge Associates**  
**E: [Ldennis@knowledge.com](mailto:Ldennis@knowledge.com)**  
**P: 617-661-8250**  
**@knowledge**

